

UPLift

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Gifts at Work

New equipment helps researchers diagnose and treat brain cancer

Dr. Richard Rovin and the Upper Michigan Brain Tumor Center (UMBTC) team are utilizing new, state-of-the-art equipment to improve the diagnosis and, ultimately, the treatment of brain tumors.

This equipment was made possible thanks to a number of gifts made to the Marquette General Foundation to support the UMBTC.

Under the direction of Robert Winn, PhD, Professor of Biology at Northern Michigan University, the UMBTC research program

is exploring the role certain genes play in the development of brain tumors and the way certain genes counteract the chemotherapy used to treat brain tumors. Graduate and undergraduate students in the Department of Biology actively participate in the research.

“We needed a way to determine if a particular gene is turned on in brain tumors and how hard that gene is working,” Winn explained. “The key piece of equipment we needed was a real-time PCR thermocycler.”

PCR stands for polymerase chain reaction. This is a chemical reaction that takes a tiny bit of DNA or RNA from a cell and makes millions of copies so it can be analyzed. The reaction requires rapid heating and cooling cycles. DNA is the substance our genes are made of; RNA is the template for protein construction.

The potential benefit for brain tumor patients is extraordinary. Researchers at MGH and NMU can now identify particular cells that have certain RNA (ribonucleic acid) or DNA segments and determine how much is present. Essentially, the research will allow the UMBTC team to develop targeted treatment options for future brain tumor patients.

Dr. Winn recently presented research results at the Society of Neuro-Oncology meeting in Dallas. While there, he found that the depth and scope of the UMBTC’s research

Foundation Selects New President

Patrick Bray brings more than 15 years of fund development experience to Marquette

The Marquette General Foundation has a new president. Patrick J. Bray, a Michigan native who



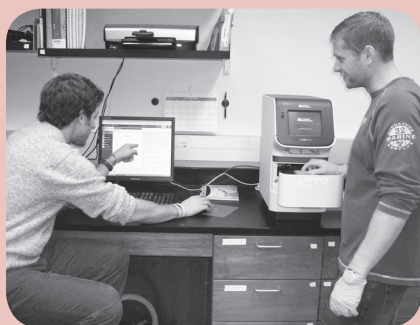
spent his teenage years in the Upper Peninsula, has been hired to lead the Marquette General Foundation. Bray, who began his new duties on Monday, Jan. 7, replaces Jan Hillman, who resigned as executive director of the Foundation this past spring to accept a fund-raising position in Ohio.

Bray comes to Marquette General from the Covenant HealthCare Foundation in Saginaw where he was the Major and Planned Giving Officer. He has more than 15 years of experience in fund-raising.

Prior to working with Covenant HealthCare Foundation, Bray spent four years as the vice president of fund development at Gratiot Health System in Indiana. There, he was responsible for the fund development activities of the organization, including major gifts, planned giving, foundation and corporate grant support, annual giving and employee giving program.

At Gratiot, he helped spearhead a successful capital campaign that raised close to \$3.5 million.

“We’re very excited to have Pat join the Marquette General Foundation,” said Dan Arnold, MD, chairman of the Marquette General Foundation Board of Directors. “We interviewed a number of highly qualified candidates, but Pat’s



Steve Davis, left, a second-year Northern Michigan University graduate student in biology from Gladstone, reviews a DNA sample provided by fellow graduate student Justin Segula of Columbiaville, Mich., who is shown using the new PCR equipment. Davis and Segula are two of approximately 20 NMU students working closely with Marquette General Hospital neurosurgeon Dr. Richard Rovin and NMU biology professor Robert Winn, PhD, on cutting-edge research to better treat patients with brain tumors.

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program is similar to that of major academic medical centers.

“The work we’re doing is on the forefront of brain cancer research,” Winn said. “This is significant because it gives our students an opportunity to help find solutions to this devastating disease. It means patients and families from the U.P. have a center where they can find hope and the latest in diagnosis and treatment without having to leave home.”

The Brain Tumor Center provides a multidisciplinary approach, combining the input from medical oncology, radiation oncology, neurosurgery, palliative care, nursing and social services.

“We’re thankful a number of donors have supported the Upper Michigan Brain Tumor Center,” Dr. Rovin said. “These gifts provide us the means to purchase the latest research tools and conduct research to improve patient care. These gifts are also a reminder to our research team that brain cancer affects many people in the U.P., and these gifts are an expression of the confidence our patients and families have in our program. We feel a very real duty to earn that confidence each and every day.”

Those interested in supporting the research efforts of the Upper Michigan Brain Tumor Program are encouraged to contact the Marquette General Foundation at 225-6914 or toll free at 1-866-906-6914.

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fund development experience and passion for healthcare fundraising stood out. He makes a great addition to our Team.”

Bray said he was drawn to the position because of the Foundation’s and health system’s commitment to building a full-capacity development program and launching a much-anticipated capital campaign.

“That will place Marquette General on a different level and a higher path toward achieving its long-term goals,” Bray said.

Earlier in his career, Bray served as the development director of the Nature Conservancy, Michigan Chapter; was director of annual and planned giving at the Nature Conservancy, Indiana Chapter; served as development director of the Jameson Camp, Inc.; and was vice president of resource development and public relations for the Family Service Association of Central Indiana, Inc.

Bray’s strengths include strategic planning and management, coupled with a high level of technical knowledge of major and planned giving.

Bray attended high school in Sault Ste. Marie and has family living in that area.

He’s excited to return to the Upper Peninsula to further his career.

“For me” he said, “it’s the confluence of a terrific career opportunity and very attractive quality of life.”

Bray earned a master of art’s degree in public relations from Michigan State University. He has a bachelor of art’s degree in journalism from Central Michigan University.

He’s a member of the Association for Health Care Philanthropy (AHP) and is an Alumnus of the Indiana University Center on Philanthropy’s Fund Raising School.

Bray is married and has four children.

‘Paint the Place Pink’ Raises \$20,000

The “Paint the Place Pink” fundraising hockey game held Oct. 25 in Marquette raised more than \$20,000 from game ticket sales, a jersey auction, T-shirt sales, 50/50 drawing and other gifts. Money raised from the event will go toward breast cancer awareness and treatment through the Marquette General Cancer Center. Plans are already in the works for the “Second Annual Paint the Place Pink” event in October 2008!

Terry Reser, second from right, Program Director of the Marquette General Cancer Center, proudly accepts a check for \$17,000 from Rich Tegge,



far right, and David Saint-Onge of the Marquette Rangers Junior A hockey team. The check was a result of the “Paint the Place Pink” fund-raiser, held on Oct. 25 at Lakeview Arena. Tegge is the Director of Hockey Operations for the Rangers, while Saint-Onge is the President and General Manager. At left is the Rangers’ mascot.

Jessica Hokenson, center, business development coordinator at Hetrick and



Associates, presents a cash gift to Pam Benton, Operations and Special Events

Manager of the Marquette General Foundation.

Hetrick and Associates held a raffle during a Business After Hours reception on Monday, Oct. 8, to help raise money for the “Paint the Place Pink” promotion.

At left is Jim LaJoie, Planned Giving and Major Gifts Manager of the Marquette General Foundation.

Mission/Vision



We develop resources and build enduring partnerships resulting in life-saving advancements and improved health for the people of the Upper Peninsula.

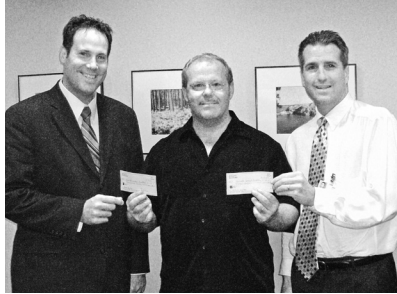
Community Partners

Area businesses and groups find ways to give back

The Marquette General Foundation is grateful for people who find creative ways to give back. Whether through a one-time event to promote the Foundation as a whole or through an annual event to support a specific program, each gift is meaningful, memorable and truly appreciated.

Realtor Gives Back

Brian Olson, center, an associate at Northern Michigan Land Brokers, presents a pair of checks to the Marquette General Foundation from money raised through the “Foundations Building Foundations” program in the Marquette General Foundation. For every property Olson sells either for or to a Marquette General employee or physician, he’s graciously giving



10 percent of his commission to the Marquette General Foundation’s Grateful Patients and Families Program. In the photo, Olson gifts checks totaling more than \$1,700 to Steve Baldwin, Foundation Interim President, and Jim LaJoie, Planned Giving and Major Gifts Manager. To date, Olson has gifted more than \$2,000 to the Marquette General Foundation. For more information about the Grateful Patients and Families Program, visit the Marquette General Foundation website at www.mgh.org/foundation, or simply call the Foundation at 225-6914 or toll-free at 1-866-906-6914.

Driven to Donate

Tina Seymour, left, owner of UP Motor Sports, Inc., in Escanaba, receives a Certificate of Appreciation from Jim LaJoie, Planned Giving and Major Gifts Manager of the Marquette



General Foundation. With proceeds raised from a local fundraiser, UP Motor Sports, Inc. gifted \$3,000 to the Marquette General Foundation, with the money designated to the Marquette General Inpatient Youth Substance

Abuse Program. “Our Inpatient Youth Substance Abuse program and Marquette General are tremendously thankful for this gift,” LaJoie said. “We’re pleased that Tina believes so strongly in our program services.”

Supporting Life-Saving Efforts

Ed Deyo, left, representing the Noon Kiwanis Club, presents a check to Pam Benton, Operations and Special



Events Manager of the Marquette General Foundation. At right is Noon Kiwanis President Jane Surrell. The Noon Kiwanis Club made a gift to the Marquette General

Foundation to help support the Blood Mobile at the Upper Peninsula Regional Blood Center, a service of Marquette General Hospital.

Local Hair Salon Supports Breast Cancer Awareness Month

Rhonda Gravedoni, second from left, owner of the Cutter’s Edge hair salon in Negaunee, presents a check to Pam Benton, second from right, Operations and Special Events Manager of the Marquette General Foundation. The money was raised during a special promotion in October in recognition of Breast Cancer Awareness Month. Cutter’s Edge donated \$1 to the Marquette General Foundation for every haircut it provided. Money raised will go to the Marquette General Cancer Center. Also in the photo are Cutter’s Edge hair stylists Kelly Crookham, far left, and Dani Solomon-Lundwall.



Savings bonds make great charitable gifts

You're rummaging through an old file at home and surprisingly stumble across some savings bonds purchased many years ago.

These bonds have accumulated a great deal of interest. Dollar signs flash before your eyes as you ponder cashing them in. However, you also know that if you cash them in, you'll pay a sizeable amount of taxable interest on your income tax returns.

You may want to consider using your savings bonds as charitable gifts to the Marquette General Foundation.

For those who want to make a charitable gift of savings bonds, the charitable income tax deduction from the gift, in many cases, may reduce some, if not all, of the income tax burden that would otherwise occur from cashing in bonds. The accumulated taxable interest income may be substantial.

Savings bonds are often given as estate gifts in wills. If you decide to leave your savings bonds to the Marquette General Foundation, a tax-exempt organization, the income tax on the accrued interest is avoided. The full amount goes to charity and the accumulated interest income will never be taxed.

The following exemplifies how savings bonds can be used as gifts to a charity:

Sally has savings bonds worth \$5,000 that were originally purchased for \$2,000. She redeems the bonds for cash and decides to give that amount to the Marquette General Foundation.



Sally will be taxed on the entire \$3,000 of accumulated interest income on her tax return. However, the good news is that she is entitled to an off-setting charitable income tax deduction of \$5,000 (the bonds' full value). In essence, she won't owe any income tax on the gift.

Transferring savings bonds to wills is quite easy. Simply consult with your tax attorney or investment representative to have a provision in your will that states that your savings bonds shall become the property of the Marquette General Foundation after your death.

Those with questions are encouraged to call Jim LaJoie, Planned Giving and Major Gifts Manager for the Marquette General Foundation, at 225-3431 or 1-866-906-6914 (toll free), or drop him an email at jlajoie@mgh.org.

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UPLight

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