



FALL 2008

## BROADLAWNS MEDICAL CENTER FOUNDATION

# Caring

## Give and Receive: The Benefits of Year-End Giving

When you make a charitable gift to Broadlawns Medical Center Foundation by Dec. 31, you are entitled to significant tax savings while supporting our mission. The assets you give will determine your deductions when you itemize. For example:

- **Cash.** Your gift is fully tax-deductible up to 50 percent of your adjusted gross income (AGI) in the year you make your gift. You are allowed to carry over any excess deduction for five additional years. Be sure to check with your human resources department about a corporate match program, which doubles your gift.
- **Stock.** A gift of long-term appreciated stock offers two tax savings. First, you avoid capital

gains tax. Second, you receive an income tax deduction—based on the increased value of the stock instead of its lower cost basis—of up to 30 percent of your AGI, with a five-year carryover for any excess.

- **Real estate.** With real estate, you can deduct the value of your gift up to 30 percent of your AGI, with a five-year carryover. For real estate held more than one year, you generally receive a deduction based on the property's fair market value and pay no capital gains tax.
- **Tangible personal property.** By giving personal property related to our tax-exempt function, you may be eligible for a deduction for its fair market value up to 30 percent of your AGI, with a five-year carryover, and avoid capital gains tax. For a gift unrelated to our function, the deduction is limited to your cost basis up to 50 percent of your AGI.

### A Giving Date to Keep in Mind

*Accomplish the following by Dec. 31 to ensure that your gift is eligible for a 2008 charitable deduction:*

#### Cash

Mail your check so it is postmarked by Dec. 31.

#### Stock

Complete the transfer of securities to us electronically.

#### Real estate

Deliver the executed deed.

#### Tangible personal property

Deliver the donated property.



## Oh, What a Night!



Joe Gonzalez



Karin and Nick Bevilacqua



Susan Freed, Jeremy Feitelson  
and Amy Landwehr



Holly Eggleston and Patrick  
Hartling



Steve and Kim Weber



Stephanie Ganske and Susan  
Schooler

Our 2008 fall gala, *An Evening of Caring*, was held Friday, Sept. 19th. We are proud to announce that **more than \$116,000** was raised in support of a new 3-D diagnostic ultrasound machine (see photo on last page), which will benefit our patients. **How awesome!**

Thanks to the following for their leadership on this project:

Ray and Susan Cole—Honorary Chairs  
Stephanie and Charles Ganske—Co-Chairs  
Jean Logan, R.N, Ph.D.—Co-Chair  
Mary Fuller—Co-Chair

### Special Thanks to:

Advanced Medical Imaging of Iowa, PC  
ABC5—Media Sponsor

### Platinum Sponsors

Iowa Health Des Moines  
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Iowa Hospital Association/ServiShare  
Mercy Hospital Medical Center-DSM  
NCMIC Group Inc.  
Service Team of Professionals (STOP)

## Upcoming Event

### Breakfast at Broadlawns

7:30 a.m., Wednesday, Dec. 3  
1801 Hickman Road, Des Moines  
RSVP (515) 282-5706

### Visit Broadlawns

Call Shelly at (515) 282-5755 or  
e-mail [sjordan@broadlawns.org](mailto:sjordan@broadlawns.org)

*“This ultrasound will help us offer more services to patients, increase our capabilities and benefit all of us!”*

*—Mark Laughery, Director of Ancillary Operations*



Iowa Home Care Staff

# Act Now!

## Renewed Legislation Allows You to Make a Lifetime Gift From Your IRA

If you are 70½ or older, recently extended legislation benefits you! The charitable IRA legislation, which was signed into law by President Bush on Oct. 3, 2008, continues to encourage financial support of the good work done by charitable organizations. The law allows donors aged 70½ or older to transfer funds directly from their IRAs to qualified public charities (not including supporting organizations, donor advised funds, gift annuities or charitable trusts) without undesirable tax effects.

Previously you would have had to report any amount taken from your IRA as taxable income. You could then take a charitable deduction for the gift, but only up to 50 percent of your adjusted gross income. In effect, this caused some donors to pay more in income taxes than they would have if they hadn't made gifts at all.

By taking advantage of this news and making gifts now, you will witness the benefits of your generosity and jump-start your legacy without tax complications. But you must act soon. This provision only lasts through Dec. 31, 2009.

### You may contribute IRA funds in this way if:

- You are age 70½ or older at the time of the gift.
- Your gifts total \$100,000 or less per year in 2008 and 2009.
- You transfer funds directly from an IRA.
- You make the gifts to eligible charities.

### How the New Law Works

Pat, aged 80, has \$450,000 in an IRA and has pledged to give \$75,000 to an eligible organization this year. If Pat transfers \$75,000 to the organization from the IRA, she will avoid paying income tax on that amount. She cannot, however, claim a charitable deduction—it is a pure wash. Pat has found an easy way to benefit the organization without tax complications. If her spouse is 70½ or older and has an IRA, he can also give up to \$100,000 to an eligible organization.

### For More Information

It is wise to consult tax professionals and your IRA custodian if you are contemplating gifts under the extended law. We are also available to answer any questions.

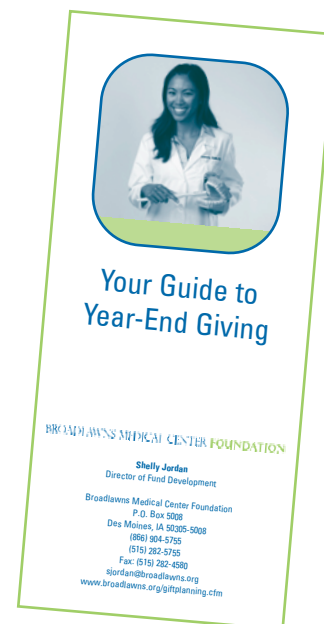


## Are You Prepared for Dec. 31?

In our FREE brochure, *Your Guide to Year-End Giving*, you will discover:

- What you can give.
- When you should give to get the most from your gift.
- What benefits you receive when supporting causes you care about at the end of the year.

Return the enclosed reply card to receive your complimentary copy today.



# Thank You Donna Biddle

## Board of Directors for 2008

### Officers/Executive Committee

Jamel Kirby—Chair  
Al White—Vice chair  
Shane Sterling—Treasurer  
Merritta Florence—Secretary  
Donald J. Doudna, Ph.D.—Past chair  
Dave Merritt—Past chair  
Jody Jenner—President, ex-officio

### Directors

Colleen Armstrong  
Julie Deuel, RNC  
Susan J. Freed, J.D.  
Mary Fuller\*  
Stephanie Ganske, RN  
Paul Gillispie\*  
Joe Gonzalez, Sgt.  
Mark Hall  
Charles (Chuck) Hensley  
Dave Hudson  
Ted Hughes  
JoAnn Mackey  
Vincent Mandracchia, DPM  
Rick Middleton  
Larry Severidt, M.D.  
Greg Shireman  
Stephen Stefani, M.D.  
Mikki Stier  
Nick VanPatten  
Jeff West

### Honorary Directors

Julius S. Conner, M.D.  
The Rev. William L. Jacobs

### Foundation Staff

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Donna Biddle, friend and former employee of Broadlawns Medical Center passed away June 16, 2008. Donna, a graduate of Broadlawns School of Nursing, made a generous gift of more than \$13,000 by naming Broadlawns as a beneficiary to her estate. Her gift will make a great impact by enhancing patient care. Donna, was the first ever Employee Health Nurse at Broadlawns. Vonz Odem, longtime friend and co-worker of Donna's shared, "Donna Biddle was the epitome of Broadlawns, she was one of the most caring and giving people I've ever met. I miss her terribly. It doesn't surprise me that she included Broadlawns in her estate".

Donna, we thank you for your generosity and spirit of giving in remembering those that will follow in your footsteps.



## Did you Know?

*Chapter KT of the P.E.O. Sisterhood, in Des Moines, raises money to benefit Broadlawns Medical Center through their cookbook sales. Proceeds purchase a new storybook for every baby born at Broadlawns. Since 1999, Chapter KT has donated more than 3,600 new storybooks for the babies. For more information contact Mary at [baseballmom22@mchsi.com](mailto:baseballmom22@mchsi.com)*



## BROADLAWNS MEDICAL CENTER FOUNDATION

**Shelly Jordan**

Director of Fund Development

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