



winter 2020

Midland lost one of its true unsung heroes, with the passing of our friend Barbara Jowell.

Barbara joined the Midland Memorial Foundation in 1994, and took over as Executive Director in 1996. Prior to her time with MMF, she worked for several years as a political fundraiser. Among her many career accomplishments, she was a founding member of the Permian Basin chapter of the Association of Fundraising Professionals. She served in a variety of capacities with several area non-profit organizations, including the West Texas Aphasia Center and the Junior league of Midland. Barbara and her friend Donette Schwisow founded Life Strategies and co-authored the book "After He's Gone", sharing their personal experiences and offering counseling and support to newly widowed and divorced women.

When I came to Midland in 2002, Barbara immediately became a vital ally in my new role as CEO. She knew everyone in the community, understood the important relationships and helped to introduce me. In every way, Barbara was the model of southern gentility and grace – the perfect example of the ideal leader of a "friend-raising" (one of Barbara's terms) organization like Midland Memorial Foundation.

I also came to realize that, beneath her polished appearance and gracious hospitality was a steely independence and determination that was every bit as vital to the Foundation's success. Barbara was keenly focused on MMF's long-term prosperity, especially the growth of an endowment that would allow the organization to support healthcare in Midland long after her tenure ended. Growing the Endowment was a singular commitment for her, and I still remember the excitement we all felt when its assets passed the \$10 million mark in 2006. Currently standing at over \$60 million, Midland Memorial Foundation's Endowment is Barbara's greatest legacy.

Barbara played a key role in another monumental achievement, the funding of a new inpatient tower for Midland Memorial Hospital. Barbara worked alongside Rosalind Redfern Grover to run the greatest fundraising campaign in Midland's generous history. The \$67 million raised to help fund the construction of the \$170 million Dorothy and Clarence Scharbauer, Jr. Patient Tower made it possible for Midland to have truly state-of-the-art inpatient facilities to serve its growing population. Without Barbara's dedicated efforts, consistently offered behind the scenes and without regard for personal recognition, the Campaign for Tomorrow simply could not have succeeded. The opening of the Scharbauer Tower completed her journey and allowed Barbara to retire in the glow of success at the end of 2012. Even in retirement she continued to serve the Foundation, and was appointed to the Board of Governors in 2017.

Barbara Tom Jowell was an extraordinary person. She was a great friend, colleague and counselor for me and countless others, and established a standard of excellence for Midland Memorial Foundation that will ensure its perpetual prosperity. It was an honor and a privilege to know and work with her. She made an indelible mark on this community and we were all truly blessed to have her among us.

Rest in peace, good and faithful servant.

Russell Meyers
President/CEO, Midland Health



Barbara Tom Jowell
1937-2020
Executive Director,
Midland Memorial Foundation
1996-2012

Celebrating 75 years of philanthropic funding to Midland Health



9th Floor Buildout To Open In Early November!

We take this opportunity to thank the forward-thinking efforts undertaken by our donors; FMH Foundation to expand the 9th floor and Scharbauer Foundation to accelerate the completion of the expansion. The buildout of the 9th floor will give the hospital the capability to increase its patient capacity and the versatility of the floor will help fulfill not only the current demands of the pandemic but also future needs. It goes without saying that given the unprecedented urgency of the pandemic, the expansion could not have been planned at a better time. The opening of the 9th floor is set for early November 2020. Midland

Memorial Foundation and Midland Memorial Hospital considers this a significant contribution of our donors to support our greatest healthcare needs for the Hospital and the Midland community.

In spite of the pandemic and economic downturn, our donors have graciously continued to assist in fulfilling the healthcare needs of the Midland community and surrounding areas. We are grateful for their generosity and the constant spirit to work together with the Midland Memorial Foundation and Midland Memorial Hospital.



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If you are considering gifts to the Midland Memorial Foundation, please contact Nancy Woodman at (432) 221-1572 or at nancy.woodman@midlandhealth.org.



2020 Endowment Gift Surpasses \$1,000,000

Midland Memorial Foundation is proud to announce that the fiscal year 2020 Endowment gift to Midland Memorial Hospital totaled \$1,045,364.15.

Midland Memorial Foundation and Midland Memorial Hospital were overwhelmed with support by our donors in the community in fiscal year 2020. As a result of the COVID-19 crisis, economic downturn, and the strain on financial resources for the Hospital, the Foundation dedicated the FY2020 Annual Endowment Gift to the Hospital in the form of a one-time payment to the operating budget. Every year, the Foundation and Hospital work together to identify the greatest need for the Hospital and this year was

no different. With the FY2020 earnings from the Midland Memorial Foundation Endowment, the funds were used to help the hospital avoid furloughs and layoffs in order to have the necessary staff throughout the crisis.

The unceasing efforts of the valiant Midland community united to exceed the adversities during unprecedented times of the COVID-19 pandemic. Midland Memorial Foundation and Midland Memorial Hospital are extremely grateful for our endowment funds and to our donors that, through the years, have helped fulfill the healthcare needs of our community.



Introducing our new and improved website!

Now with the capabilities to accept online donations!

The new website will give our donors access to keep up with the latest news and history of Midland Memorial Foundation.

Through philanthropy Midland Memorial Foundation assists Midland Health in providing excellent healthcare for our community now and for future generations. With our new website, we hope to make donating effortless for our donors.

Please visit us at: www.midlandhealth.org/foundation/home



#GIVING TUESDAY™

GIVING TUESDAY | DECEMBER 1, 2020

Midland Memorial Foundation is holding its 2nd Annual Giving Tuesday on December 1, 2020. You have the opportunity to partner with Midland Memorial Foundation as we light the way for health!

PROGRAM AND EQUIPMENT WISH LIST

Midland Memorial Foundation Unrestricted Fund – Every year the Unrestricted Fund aids in providing for the greatest needs of the Hospital.

BUDGET - Any gift is appreciated

Community Relief/COVID-19 Fund – Assistance for expenses associated in providing testing, personal protective equipment to our healthcare providers and other expenses associated with the COVID-19 pandemic.

BUDGET – Any gift is appreciated

Pediatric Art Project Fund - Midland Memorial Hospital Pediatric Unit needs help in creating a more kid friendly environment with wall art and décor. The idea is to help provide distraction and aid in coping and healing.

BUDGET - \$15,000.00

The Radiology Fund – Supplement educational activities to provide degree programs, licensing requirements and seminars for radiologists.

BUDGET - \$5,000.00

Tiny N Tough – The fund will support the neonatal growth with developmental instruments such as cribs, swings, isolate covers, sound devices and other related tools. The fund will be dedicated to the NICU department and our youngest warriors.

BUDGET - \$2,000.00

WAYS TO GIVE

By Mail: Midland Memorial Foundation, 400 Rosalind Redfern Grover Parkway, Midland, Texas 79701. (Please make checks payable to Midland Memorial Foundation)

Online: At www.midlandhealth.org/foundation/home A one time or recurring donation can be made online.

By Phone: Midland Memorial Foundation, (432) 221-1569

Working together, we can make a profound and lasting impact on our community by improving the health of our people. For questions and further information, please contact the Foundation office at (432) 221-1569.





Midland Memorial Foundation Five Tax-Wise Ways to Give Before Year End

The coronavirus crisis has challenged our community in many ways. At the front line of these challenges has been Midland Memorial Hospital working every day and night to care for those ill by the virus as well as the full range of health care needs for those in our community.

We could not do this work without your support. Gifts to the Midland Memorial Foundation are used to provide the necessary equipment, materials and projects to address our community's critical health care needs. Here are five ideas that are tax-wise as you may consider a gift this year.

1. Cash gifts. We are thankful for all gifts of cash made by check or credit card. For those who will itemize deductions on their tax return for calendar year 2020, there is a new limit for the charitable deduction for cash gifts made in 2020. The CARES Act passed earlier this year allows a charitable deduction limit of 100% of Adjusted Gross Income (AGI) for all gifts of cash made prior to December 31, 2020! In 2021, the deduction limit for cash gifts returns to a 60% of AGI limit. So, this is an excellent year to make cash gifts, especially to pay off a pledge or a major gift to support Midland Memorial Foundation.

2. Universal deduction. Even if you do not itemize deductions on your tax return, this is still a good year to make a gift! For 2020 only, there is an opportunity for an above-the-line deduction for charitable gifts. This universal deduction is subject to a cap of \$300 total for single and married tax filers.

3. Two tax benefits for gifts of appreciated stock. If you own appreciated stock, you will receive two tax benefits for a gift of stock. First, you will be entitled to an income tax charitable deduction for the value of the stock. Second, you escape any potential capital gains tax that you would owe if you sold the stock instead. Most gifts of stock are easily accomplished by a wire transfer from your account to the Midland Memorial Foundation account. Please contact Nancy Woodman for wire delivery instructions.

4. IRA charitable rollovers. For persons age 70.5 years and older and who own an Individual Retirement Account (IRA), you can make a gift from the IRA directly to Midland Memorial Foundation and owe no income tax on the withdrawal! You do not receive a charitable deduction for the gift but the tax avoidance on the withdrawal offers similar tax savings – and is available even if you do not itemize deductions on your tax return! The maximum allowed each year is \$100,000 per person which applies separately to a husband and wife who own separate IRAs. Even though required minimum distributions (RMD) now begin at age 72, the IRA charitable rollover is still available at age 70.5 years. Please contact Nancy Woodman for wire or check delivery instructions for IRA charitable rollovers.

5. Donor advised fund grants to fulfill pledges. If you have created a donor advised fund (DAF) with a local community foundation or another third party such as Fidelity or Schwab, you may make grants to Midland Memorial Foundation. And these grants may fulfill multi-year pledges. While you receive a deduction for your gift when made to the DAF – and not when the grant is made to Midland Memorial Foundation – we will be honored to recognize you for your philanthropy if you wish. Please contact Nancy Woodman for details on recommending a grant from your DAF.

Thank You for Your Generous Contributions

Cumulative contributions received by Midland Memorial Foundation between July 27, 2020 and October 9, 2020

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Pink The Basin
Scharbauer Foundation

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Tom and Delores Johnson
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Louan Rogers
Clayton Williams Jr.

GIFTS RECEIVED IN HONOR OF FRIENDS AND LOVED ONES

Bette Rae and Paul Davis
Sara St. Clair

Named Endowment Funds

Midland Memorial Foundation Endowment Fund
Sudhi Agrawal, M.D. Pediatric Endowment Fund
Alsup Family Endowment Fund
Aggie E. Anguish Nursing Scholarship Endowment Fund
Kathy Blackwell, R.N. Nursing Scholarship Endowment Fund
Herb and Elizabeth Blankinship Endowment Fund
Brent G. Blonkvist, M.D. Infant and Children's Endowment Fund
Dr. Edward "Pete" Carter Anesthesiology and Operating Room
Endowment Fund
Reid and Ellen Jo Caskey Endowment Fund
Viola M. Coleman, M.D. Endowment Fund
Peggy and Bob Cowan Emergency Room Endowment Fund
Nadine Craddick Endowment Fund
J.D. Crawford Endowment Fund
Jimmie and James Currie Family Endowment Fund
Linnie Hall Davidson, R.N. Nursing Scholarship Endowment Fund
Louise and Decker Dawson Endowment Fund
Sue and John Robert Dorr Endowment Fund
Susie and Don Evans Endowment Fund
Lois and Richard Folger Endowment Fund
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Nancy S. Hull Endowment Fund
Bettye and Lanny G. Ice, Sr. Endowment Fund
Thomas P. Ingram Endowment Fund
K. M. Jastrow Endowment Fund
Barbara Tom Jowell Endowment Fund
Kavanagh Family Endowment Fund
Ann M. Kleine Nursing Scholarship Endowment Fund

The Klingensmith's Endowment Fund
LaForce Family Endowment Fund
Nancy and Joe Liberty Endowment Fund
Rachel Lyman Endowment Fund
Rachel Lyman ACC Endowment Fund
Edwin H. Magruder, Jr. Endowment Fund
The Marquez Family Endowment Fund
Larry and Dorothy Melzer Physician Recruitment
Endowment Fund
Midland Pathologists, P.A. Endowment Fund
Bascom Mitchell Family Endowment Fund
Bill and Eva Mitchell Endowment Fund
Wayne and Jo Ann Moore Endowment Fund
Morrow Family Endowment Fund
NICU Endowment Fund
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Ortloff Engineers, Ltd. Endowment Fund
Barbara J. O'Shaughnessy Endowment Fund
Hal and Sweetie Peck Endowment Fund
Roni and Wes Perry Family Endowment Fund
The Pevehouse Family Endowment Fund
Charles H. Priddy Endowment Fund
Pruett Family Endowment Fund
James H. Purvis Endowment Fund
The Randee and Jack Rathbone Family Endowment Fund
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R. Joan Rhodes Endowment Fund
Rogers Family Endowment Fund
Marilee and Ed Runyan Endowment Fund
Billie G. Ruppe, R.N. Nursing Scholarship Endowment Fund
Dorothy Turner Scharbauer Endowment Fund
Roxane and Ben Strickling Family Endowment Fund
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The Lissa and Cy Wagner Endowment Fund
Billy Ray "Pee Wee" Watson Endowment Fund
Nancy and Woody Woodman Endowment Fund
Charles M. Younger, M. D. Endowment Fund

If you are interested in establishing a named endowment fund, please contact Nancy Woodman at (432) 221-1572 or at nancy.woodman@midlandhealth.org.



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MIDLAND MEMORIAL
foundation

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Information provided to Midland Memorial Foundation is kept in strict confidence. Please write to us if you wish to have your name removed from future fundraising requests. Upon notification, all reasonable efforts will be taken to adhere to your wishes.