

PYRAMID

Ideas on financial, estate and gift planning for friends of Cleveland Clinic

FALL 2017

Crile Award Recipient Passionate about Cleveland Clinic

Susan Coyne and her husband, Richard, who passed away in 2014, made numerous outright and planned gifts to a variety of areas at Cleveland Clinic, including cardiology, urology and oncology. Their charitable gift annuity supporting the Glickman Urological & Kidney Institute was made in memory of Andrew C. Novick, MD, the institute's first Chair and Mr. Coyne's physician.

For her long-standing generosity through gift planning, in May, Cleveland Clinic's Pyramid Legacy Society recognized Mrs. Coyne with the 2017 George W. Crile Sr. Award, named for one of Cleveland Clinic's four founders.

"I'm so touched by this honor. I really am," Mrs. Coyne says of receiving the award, which was presented to her by Toby Cosgrove, MD, CEO and President of Cleveland Clinic, at the annual Campaign Cabinet meeting. "I can't say enough about the outstanding care and expertise we have seen at Cleveland Clinic. I also am very proud of the way that Cleveland Clinic has grown. I'm glad to be a part of it."

"Dick was the one who thought about giving back. He always gave back."

– Susan Coyne

Mrs. Coyne is retired from a career as a teacher, principal and school administrator in several states. Her husband was an attorney and the founder and former President and Executive Director of the Great Lakes Science Center.



Crile Award recipient Susan Coyne

"I'm so supportive of Cleveland Clinic because of my husband," she says. "Richard came to Cleveland in 1991 to start the Great Lakes Science Center – I was still in Elmira, New York, and commuted for three years to help him until we bought our house in Shaker Heights. One of the things that Richard did was approach Dr. [Fred] Loop, then head of Cleveland Clinic, to ask for support for the center, and Dr. Loop said, 'yes.'"

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Letter from the Vice Chair

Nelson J. Wittenmyer Jr., Esq.

Happy holidays! I am amazed that 2017 already is drawing to a close. So much has happened at Cleveland Clinic since our last issue of *Pyramid*, and I am delighted to share with you a few highlights.

First, let's celebrate together the news that Cleveland Clinic remains the No. 2 ranked hospital in the country, according to *U.S. News & World Report*. We're all proud of this accomplishment, and we can thank Toby Cosgrove, MD, CEO and President, whose visionary leadership has helped us earn this national recognition. On New Year's Day, 2018, Dr. Cosgrove will transition from his role as CEO and President. He will be succeeded by Tom Mihaljevic, MD, currently CEO of Cleveland Clinic Abu Dhabi and a member of Cleveland Clinic's staff for more than 13 years. Dr. Mihaljevic has achieved an international reputation as an accomplished clinician, surgeon, researcher and educator. I look forward to learning his vision of healthcare, and with the help of our caregivers and supporters, it will be exciting to see how we will shape the future of Cleveland Clinic. Dr. Cosgrove will remain active with Cleveland Clinic as an advisor.

Second, in this issue of *Pyramid* we feature some of our benefactors whose planned gifts are helping Cleveland Clinic to advance research that will lead to improved patient care. For example, in honor of their daughter, Lynn, Louis and Mildred Hubach have made both current and future gifts to further breast cancer research, and Keyhan Mobasser, MD, and her husband, Jafar Mobasser, MD, have endowed a chair for cancer research.

Each year, we honor a special person or couple with the George W. Crile, Sr. Award to show our appreciation for their service, commitment and contributions to the mission of Cleveland Clinic. This year, Susan Coyne was recognized for her and her late husband, Richard's, lasting legacy that will support various areas of medicine, including cardiology, urology and oncology. On behalf of Cleveland Clinic, I offer my heartfelt thanks to Susan.

We know that the benefactors featured in this issue are not alone in wanting to make a difference. If you are considering making a gift to Cleveland Clinic, you may find some ideas on the following pages about how to blend current and future gifts to create a lasting family legacy. Not only will your gift help our patients, but it also can provide you with financial planning and tax benefits.

In closing, I am grateful to all of you who are helping to further Cleveland Clinic's mission of patient care, research and education. I wish you a wonderful holiday season and a happy and healthy New Year!

Nelson J. Wittenmyer Jr., Esq.
Vice Chair
Philanthropy Institute

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Crile Award Recipient Passionate about Cleveland Clinic

That was the beginning of a long relationship with Cleveland Clinic that included their own medical care, she says.

"Over the past 20 years, we could give a tour of every department we were in. We always got wonderful care and unbelievable support and kindness from everyone," she says. "Richard was so sick with prostate cancer that recurred in 2012, but he had wonderful nurses. They brought us flowers and cake for our wedding anniversary that we celebrated in the hospital."

Making philanthropic gifts to Cleveland Clinic was her husband's idea, she says. "Dick was the one who thought about giving back. He always gave back."

They chose charitable gift annuities as a way to give. "The annuities were a real plus because we knew that when one spouse died, the other would have a source of income, and after that person died, the remainder would go to Cleveland Clinic. Well, I know that firsthand now because I am benefiting from the annuities, and after I die, they will benefit Cleveland Clinic."

Keyhan Mobasseri, MD, and Jafar Mobasseri, MD, Endow a Chair for Innovations in Cancer Research

Keyhan Mobasseri, MD, developed a passion for medicine while still in high school.

“I decided to become a physician, which was very hard in Iran,” she says. “Two thousand people went for the medical school entrance exam, but they accepted only 45. When I passed the exam, I cried for two hours! It was the happiest day of my life.”

She met her future husband, Jafar Mobasseri, while attending Shiraz University of Medical Sciences. A few months after they married, the couple received medical internships in the United States, and, in the mid-1960s, they made their home in Cleveland. Dr. Jafar Mobasseri, a radiologist, completed his residency at Cleveland Clinic and eventually became Director of Radiology at Hillcrest Hospital, where he was a pioneer in using the balloon catheter as an alternative to surgery to unblock arteries. Dr. Keyhan Mobasseri, an obstetrician/gynecologist, began practicing at Huron Road Hospital.

Recently, Dr. Jafar Mobasseri grappled with his own health crisis, ureter cancer, for which he was treated at Cleveland Clinic’s Glickman Urological & Kidney Institute. His experience, along with those of family members and friends who also faced cancer, led the couple to endow a research chair, the Dr. Keyhan and Dr. Jafar Mobasseri Endowed Chair for Innovations in Cancer Research. The chair holder is Michael Kattan, PhD, Chair of Quantitative Health Sciences at Cleveland Clinic’s Lerner Research Institute.

Chair holder Michael Kattan, PhD, develops statistical cancer risk prediction models that have become widely used in making patient treatment decisions.

Dr. Kattan, who has a joint appointment with the Glickman Urological & Kidney Institute, develops statistical cancer risk prediction models, also known as “risk calculators,” that have become widely used in making patient treatment decisions. His initial research was in prostate cancer, and he and his team now are creating online risk calculators for a number of other types of cancer, including colorectal, breast, prostate and thyroid, and also for heart disease.

“We are working on software to integrate these tools for automatic calculation in a patient’s electronic health record, making it even easier for physicians to devise an effective treatment plan,” he says.



Michael Kattan, PhD, and Keyhan Mobasseri, MD

The chair gift is especially important for his type of research, Dr. Kattan says.

“The work I do generally falls into a gap with traditional funding agencies because it’s not traditional basic science or clinical trials work,” he says. “It uses existing data to see what patients’ experience has been and formulate advice for future patients.”

“Although my research is economical because I don’t need a lab or clinical trials, attracting funding is difficult for those reasons. That’s why this endowed chair is so fantastic. The chair will support what I need including hardware, software, purchasing existing registries of patients who have consented to participate in medical research and staff to help analyze the data.” In addition, Dr. Kattan says, his research results are immediate. “On publication, my research already is available for doctors’ use and has instant impact – it can help a lot of people, including the next patient coming through the door.”

In the near future, he would like to develop easily understood risk calculators that patients can use themselves, he says.

“I think what Dr. Kattan is doing is great,” Dr. Keyhan Mobasseri says. “His work helps personalize treatment for the patient’s type of cancer. I hope that establishing this chair will inspire other physicians to give to Cleveland Clinic, as well.”

For a list of online risk calculators developed by Dr. Kattan for physicians, go to rcalc.ccf.org

Hubachs Honor Daughter with Gift to Breast Cancer Research

Lynn Hubach of Aurora, Ohio, has Stage 4 breast cancer. After 10 years of remission following a diagnosis in 2004, the cancer returned and is spreading.

“My prognosis is pretty grim,” she says. “I just turned 59, and I probably won’t see 60. It’s a really challenging situation to face.”

But that doesn’t mean she is giving up. In recent years, Lynn Hubach volunteered at VeloSano, the yearly biking event that raises money for cancer research at Cleveland Clinic. This year, she was an online “virtual rider” and raised more than \$4,000.

“Raising money for research gives me hope,” she says.

Her parents, Louis and Mildred Hubach, also of Aurora, share that view. Through their family trust, they recently made a significant estate gift in their daughter’s honor supporting breast cancer research at Cleveland Clinic.

“We gave because of my daughter and the fact that Cleveland Clinic is a leader in research,” Mr. Hubach says.

Another motivation was the family’s medical history.

“Cancer runs in our family,” Mr. Hubach says. Lynn Hubach explains that an aunt and grandmother died of breast cancer, and a great-grandmother had breast cancer.

“We hope that by supporting research, we can make a difference for others,” Mr. Hubach says.

His belief in serving others also runs in the family. For Mr. Hubach, it started with service to his country in



Mildred and Louis Hubach

World War II, when he fought with the famed 42nd “Rainbow” Infantry Division. After the war, in addition to his successful career as a sales engineer in the construction industry, he was active in a veterans organization, attending yearly conventions and contributing articles to the newsletter, which he continues doing. Every Veterans Day, he speaks at a local school, educating students about the war.

In addition to VeloSano, Lynn Hubach volunteers with organizations including HandsOn Northeast Ohio, Portage Animal Protection League and MedWorks, a

clinic providing free healthcare. She not only is treated at Cleveland Clinic but also was employed there for 10 years, heading up the Ohio Workers’ Compensation program. Her passion for Cleveland Clinic, she says, was instrumental in her parents’ decision to give toward studies concerning the use of nanotechnology in treating breast cancer and other diseases.

At 91, Mr. Hubach is facing his own health challenges, as is Mrs. Hubach, 87, who lives in an assisted-care facility. “My experiences with Cleveland Clinic have been eye-opening,” he says praising the care he receives at the Twinsburg Family Health & Surgery Center and the main campus. “Cleveland Clinic has made such an outstanding contribution to Cleveland.”

Lynn Hubach concurs. “I always have had confidence in the treatment I’ve received there, and I’m very honored that my parents are making this gift. Supporting research makes me hopeful – just knowing that there is something in the pipeline.”

Gifts: Blended Can be Better

Here is a great way to make a philanthropic impact at Cleveland Clinic – blend your gifts. The concept of blending gifts holds great promise for research and patient care by meeting increasing demands for current services while planning for future needs.

How blended gifts work

A blended gift is the combination of a current, outright gift and a planned gift, such as a bequest, charitable trust or charitable gift annuity. The former benefits both you and Cleveland Clinic today. The latter offers both current and future benefits.

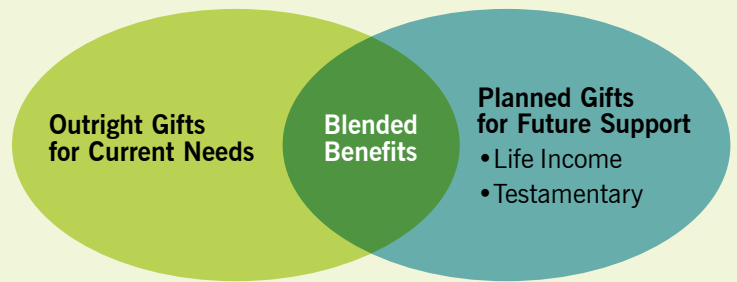
Blended gifts enable you to see the impact of your giving today while continuing to support Cleveland Clinic’s medical mission in the future. A planned gift can be added to your annual gifts of cash or stock, which will increase the impact of your giving, and also provide greater tax savings and preserve wealth for you and your family. There are many combinations of gift options from which to choose. Here are just a few examples:

Now and Life Income

Example: Amy, a 75-year-old cancer survivor, would like to make a gift to help launch a new research project at Cleveland Clinic’s Taussig Cancer Institute. She decides to use stock worth \$100,000, for which she paid \$50,000 a decade ago. To start the project, she makes an outright gift of \$20,000 and then establishes a charitable gift annuity with the remaining \$80,000. Her gift annuity will generate

income of \$4,640 per year for her lifetime. In addition, this year she will enjoy charitable deductions of \$20,000 for the outright gift and \$36,617 for the gift annuity. She also will avoid capital gains tax on the \$50,000 gain. Amy is delighted that she will be able to see the start of the research project and that when the annuity ends, the remaining balance will continue supporting this program.*

Appreciated stock always is a desirable asset with which to make a charitable gift. If you have held publicly traded stock for longer than one year, then, like Amy, you can enjoy a double benefit: Avoid capital gains tax if you transfer the stock directly to Cleveland Clinic and enjoy a charitable deduction for the full fair-market value of the appreciated stock. These benefits apply to other appreciated assets, such as bonds and real estate, as well.



Blended Benefits

- Increase Giving Impact
- Preserve Wealth for You and Your Family
- Enjoy Tax Benefits
- See the Results of Your Giving Now
- Know You are helping Current and Future Patients

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Estie's Blended Gift

To honor the memory of her parents and thank the caregivers who have played an important role in her own healthcare, Estie Braff has made a significant estate commitment to advance research taking place within the Digestive Disease & Surgery Institute. She credits Cleveland Clinic with saving her life, and has pledged to make annual gifts to jump-start this important work during her lifetime.



“I hope that my contribution and volunteer service will offer a sense of comfort for current and future patients with digestive disorders,” Ms. Braff says. “I give to help others: that’s the meaning of life.”

Estie Braff

In addition, appreciated assets can be used to establish other life income gifts, such as charitable remainder trusts, which will provide support for you or family members now. Both charitable gift annuities and charitable remainder trusts can provide an income stream to you and your spouse or other beneficiaries now while also helping Cleveland Clinic secure its future.

Now and Testamentary

Example: Chad is an 83-year-old heart transplant recipient who is so grateful for his now-healthy life that he wants to pay it forward. Since he is required to take annual distributions from his IRA, he learns that a gift made directly to Cleveland Clinic using all or part of his minimum required IRA distribution, up to \$100,000, can support heart transplant research immediately. To make sure that the program continues, he also names Cleveland Clinic as a beneficiary of his IRA.*

As Chad found, an individual retirement account (IRA) is an excellent way to support Cleveland Clinic with gifts both now and in the future. Giving through an IRA is relatively easy, and you can enjoy tax benefits with your gifts.

If you are 70½ or older: At this age, you are required to start taking minimum distributions from your IRA, which are taxed as income. However, if you make arrangements to make a gift of up to \$100,000 directly to a qualified charity like Cleveland Clinic, your gift will not be taxable income to you. If not distributed directly to a nonprofit, this additional income could place you in a higher tax bracket.

At any age: You can provide future support for an area of Cleveland Clinic of your choosing. Regardless of your age, you may name Cleveland Clinic as the beneficiary of your IRA. This costs you nothing now, and you will retain complete control of your IRA during your lifetime. Because Cleveland Clinic is exempt from income and estate taxes, the full value of your gift will support the area of your choice at Cleveland Clinic.

In summary, through blended gifts, you can make an immediate impact, leave a legacy and provide financial security for you or your family. The combinations are numerous. To learn more about how this strategy may work for you, please contact your development officer or a member of the gift planning team at 216.444.1245, or send a note to a.corrette@ccf.org. We look forward to assisting you.

**The examples in this newsletter are not based on actual benefactors but represent realistic illustrations of various gift planning opportunities. If you would like to know how these opportunities might apply to your situation, please contact Cleveland Clinic or your financial advisor.*

A Gift in Your Will Supports the Future of Medicine

After you have provided for your family and loved ones, a gift in your will would enable you to support your chosen medical area or program at Cleveland Clinic. This is a popular way of making a charitable gift because you are free to use your assets during your lifetime.

An example of language you can use is:

“I give and bequeath to The Cleveland Clinic Foundation, Cleveland, Ohio, (the sum of \$____ or ____ %) to support _____ (its exempt purposes).”

Note: You may wish to discuss your gift with your development officer before completing the designation.

Complimentary Booklets

There are many ways to support Cleveland Clinic, both now and for the future. These complimentary brochures, below, will help get you started. We look forward to assisting you when you are ready and would like to discuss, in confidence, a plan that best suits you and your family. Please contact Cleveland Clinic's gift planning professionals at 216.444.1245 or a.corrette@ccf.org.

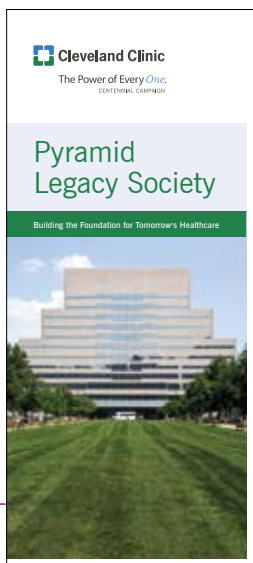
Ways to Give

Family and financial security are your first priorities. Happily, you have many ways in which to fulfill both your charitable goals and family obligations. *Our Ways to Give* brochure outlines a variety of these giving options.

Pyramid Legacy Society

Please let us know whether your estate plans include a gift to Cleveland Clinic. We look forward to welcoming you as a member of the Pyramid Legacy Society and sharing with you information on the benefits of membership, described in our *Pyramid Legacy Society* brochure.

To request copies, please complete and return the prepaid reply card, or call Anne Corrette at 216.444.1245 or email a.corrette@ccf.org.



New Pyramid Members 2017

We're excited to celebrate the Pyramid Legacy Society's 25th anniversary this year. The Society was established in 1992 to show appreciation to all patients, friends and alumni worldwide whose support is building a legacy for Cleveland Clinic through their charitable gift plans. We honor and thank all current members and welcome the new 2017 members. The Pyramid Legacy Society has made a difference!

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|---------------------------------------|--------------------------------------|
| Abdu A. Afonja, MD* | Richard A. Kronheim* |
| Claire J. Anderson* | Craig J. Kruse |
| Anonymous Friends | Mr. and Mrs. Robert A. Lauer |
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| Melvin and Karen Hatch | Burton J.* and June V.* Smith |
| Dr. S. J. Hazan | Eleanor Stefansik* |
| Mareb V. Hoke* | Ben Storer, Jr. |
| Louis E. Hubach and Mildred W. Hubach | Will and Jan Sukenik |
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| Joyce M.* and Robert M.* Kiskaddon | George A. Weymouth* |
| Donna and Stewart Kohl | Harry V. Wilkinson* |
| David A. Krone* | Wayne William |

*Deceased

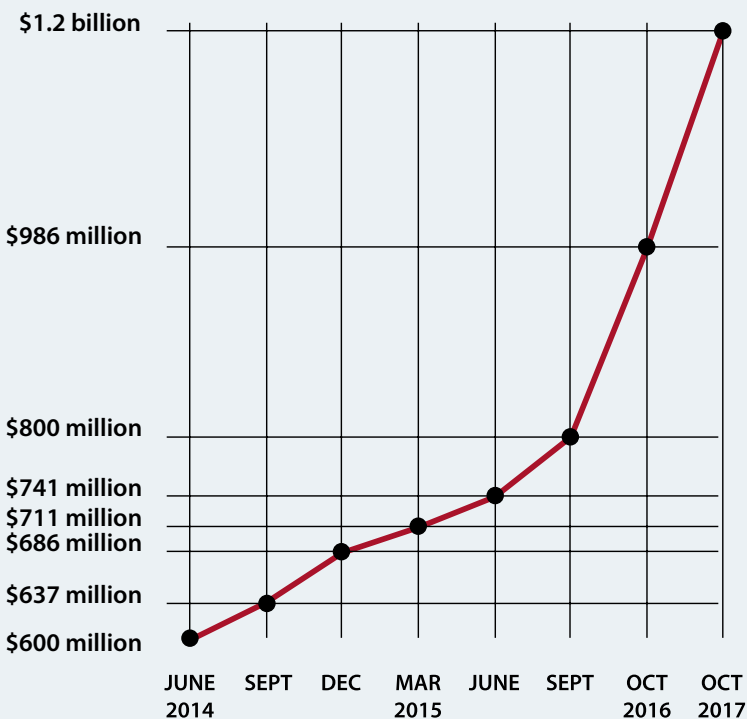


The Power of Every *One*.

CENTENNIAL CAMPAIGN

The Cleveland Clinic Foundation
Philanthropy Institute
9500 Euclid Avenue, Cleveland, OH 44195
powerofeveryone.org

Centennial Campaign Commitments (Goal: \$2 billion)



The Power of Every One

In June 2014, Cleveland Clinic kicked off its historic centennial campaign, The Power of Every One, which concludes in 2021.

With a goal of \$2 billion, this is our most ambitious philanthropic effort ever, one that will help us remain at the forefront of healthcare and allow us to build on our legacy of healing and promoting medical innovation.

Our founders' unwavering focus on patients, coupled with a culture of innovation, changed the way healthcare was delivered. Today, Cleveland Clinic is leading a shift from "sick care" to "well care." We have a unique opportunity to set an example of effective, efficient healthcare for the nation and the world. But we can't do this without you. With the decline of federal and corporate funding and the rise of healthcare delivery costs, your support is more critical than ever.

For this campaign, we have identified four strategic areas:

- Promoting Health
- Advancing Discovery
- Training Caregivers
- Transforming Care

Since 1921, Cleveland Clinic has been providing, reimagining and reshaping healthcare. Don't wait! Please join our 100th anniversary celebration to help set the course for the next century. ▲

PYRAMID

VOLUME 25 ISSUE 1

Anne S. Corrette: *Pyramid* Editor and Director of Gift Planning
Elaine DeRosa Lea: Communications Manager

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Cleveland Clinic realizes that individuals would like to learn more about particular programs, services or developments. We also fully respect the privacy of our patients. If you do not wish to receive any materials containing such information, please call 855.714.3898 or write to the Philanthropy Institute/DV3, 9500 Euclid Avenue, Cleveland, OH 44195.

Contact Us

We are here to help. If you would like more information about making an outright or a planned gift to support Cleveland Clinic, you may contact us:

Visit us online:
clevelandclinic.org/giftplanning

Return
the attached reply card

Call us toll free:
800.223.2273 Ext. 41245
or 216.444.1245

Email us:
a.corrette@ccf.org