

An exclusive donor publication  
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# Pulse

Fall 2018



Good for family,  
good for business

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 Southcoast<sup>®</sup> Health

More than medicine.

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- + The Campaign for Southcoast Health update
- + Three generations inspire support of St. Luke's pediatric services

# Message from Jack Dresser



Senior Vice President &  
Chief Philanthropy Officer

Welcome to the latest edition of *Pulse*, a special publication for members of the Southcoast Health philanthropic community. It is my pleasure to share that the unwavering commitment of our loyal donors has brought us close to two special milestones reflecting your generosity. First, more than \$21.5 million has been contributed to the Campaign for Southcoast Health — bringing us to 85% of our \$25 million goal — the largest capital fundraising endeavor in our not-for-profit healthcare system's history. The Campaign, which is raising funds to elevate cardiac, maternity and emergency care across the region

to new levels, is moving along at an unprecedented pace and we have you, our devoted donors, to thank. The Annual Fund enables the system to immediately put dollars to work to support the areas of greatest need. Thanks to your help, over \$500,000 was raised this year.

As a not-for-profit healthcare provider, we take caring for all of our patients — regardless of ability to pay — very seriously and we are deeply humbled by the commitment of our donors. Never before has philanthropy been so important to the work we do and we look forward to everyone's help in advancing us

toward our \$25 million goal in the Campaign.

In this issue of *Pulse*, you will hear from dedicated donors and volunteers who make it a priority to step up and support Southcoast. From families with long histories of giving back to the community to physicians bringing their world-class talents to patients across the region, Southcoast is truly fortunate to have such incredible support. As a proud resident of the South Coast, I am grateful for the opportunity to share these stories with you.

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## Pulse

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From left, Natalia C. Bento, James DeMello, his daughter Cheri DeMello, Peter Cohn, MD, Interim Physician in Chief, Cardiovascular Care Center and Keith Hovan, President & CEO Southcoast Health at the dedication ceremony.

## \$1 Million gifted to Cath Suite at Charlton Memorial

### Naming of the George F. & Ermelinda R. DeMello Cardiac Catheterization Suite

Local business leader and philanthropist, James DeMello, recently donated \$1 million to the Harold and Virginia Lash Heart and Vascular Center at Charlton Memorial Hospital. In recognition of his gift, the George F. and Ermelinda R. DeMello Cardiac Catheterization Suite was named in honor of his parents. The Suite offers the latest technology for diagnosing and treating cardiac artery blockages, as well as evaluating the functioning of the heart, heart valves and the major blood vessels.

"We are incredibly grateful to Jim DeMello for his generous support of Southcoast Health and our mission to deliver the latest and best in cardiac care to the patients of this region," said Keith Hovan, President and CEO of Southcoast Health. "We also are proud of the faith that this visionary entrepreneur has shown in Southcoast Health."



To make a gift to Southcoast Health please call 508-973-5359 or visit [www.southcoast.org/annual-fund/](http://www.southcoast.org/annual-fund/)

On the cover: Jordan Silva with his wife, Megan, and sons Landon and Austin outside the main entrance of Charlton Memorial Hospital.

Above: Jordan at his business on South Main Street in Fall River.

# Good for family, good for business

Jordan Silva speaks with pride about the personal and practical reasons for supporting Southcoast Health

**When Jordan Silva, owner of Fall River-based Regal Floor Covering, Inc., finds himself working on a flooring project at Charlton Memorial Hospital, he does not need help finding his way around the facility; Regal has been doing work at Charlton and Southcoast Health's other facilities for over 20 years.**

His connection to Southcoast, though, is deeper than the flooring he installs. Jordan was born at Charlton. So were both of his sons Austin and Landon.

What makes the relationship between Jordan and the health system so special are the many ways in which he has chosen to support Southcoast Health over the years.

It started with Jordan's father, Paul Silva, who served on the Charlton Memorial Hospital Business Council for five years. Jordan took his father's place on the council nine years ago. In 2015, the Business Council was folded into the newly created Southcoast Health President's Council, where Jordan has served for the last three years. He was named Vice Chair of the President's Council in February.

Jordan's commitment to serving Southcoast Health over the last nine years is inspiring. Still, his support of Southcoast Health goes far beyond the time he dedicates to the President's Council. Through his direction, Regal Floor Covering has supported Southcoast Health philanthropically for over 15 years, most recently with a gift of \$50,000 directed to The Campaign for Southcoast Health.

Jordan's reasons for supporting Southcoast are deeply personal. The most intimate interaction he has had with Southcoast Health had nothing to do with flooring installation or council meetings. It came six years ago when his youngest son, Landon, experienced complications at birth and was admitted to the Level 2 nursery at Charlton Memorial for seven days. Of the experience, Jordan says, "We received nothing but the best care from the Southcoast team and they certainly did their best to put us at ease during a very stressful time."

Looking back over the years, Jordan is proud of the relationship that has formed between Southcoast Health and Regal Floor Covering: "It feels good to give back to the places that we have the privilege of working with on a regular basis."

**"It feels good to give back to the places that we have the privilege of working with on a regular basis."**

— Jordan Silva, Vice Chair  
President's Council

Like many local business leaders in the region, Jordan knows how critical Southcoast is to the health of his workforce and he understands how important support from local businesses like Regal is to the future of Southcoast Health.

"Our employees and their families have all had personal experiences with Southcoast, and I know that the great healthcare Southcoast provides isn't possible without the support of many community members and local businesses. For this reason, Regal Floor Covering will continue to support Southcoast Health for years to come."

# An honor and a privilege

Cardiologist, Jay Schachne, MD, reflects on the importance of supporting the organization that helps him deliver top care to patients

**When asked why Southcoast Health is one of his philanthropic priorities, Jay Schachne, MD, doesn't hesitate to answer.**

"It's an honor and a privilege to care for people and help relieve their pain and suffering," said the Fall River-based cardiologist. "And Southcoast has given me the resources to do just that."



Dr. Schachne is a former Charlton Memorial Hospital trustee, chief of cardiology at Southcoast Physicians Group and founder of Truesdale Cardiology. He is also an assistant clinical professor of medicine at Warren Alpert Medical School and Brown University.

One of the most rewarding aspects of his 35-year career are the tremendous advances he has witnessed in the field; most notably the remarkable growth of South-

coast's cardiovascular program. In 2002, Southcoast performed the first open heart surgery in southeastern Massachusetts with over 3,000 patients having benefited from this lifesaving surgery since then. More recently, the program has grown to include highly advanced minimally invasive procedures, such as Transcatheter Aortic Valve Replacement (TAVR).

"The beauty of it is that we are able to offer these advanced procedures in amazing facilities right here in the community," said Dr. Schachne. "We may be a community hospital system, but we offer care on par with the academic centers."

Dr. Schachne currently contributes to and serves on the steering committee for the Campaign for Southcoast Health, a \$25 million capital fundraising initiative to improve cardiovascular, maternity and emergency care across the system. Thus far, \$21.5 million has been raised with one of the priorities being the Harold and Virginia Lash Cardiovascular Center at Charlton. The center houses world-class facilities including a state-of-the-art hybrid operating room that enables clinicians to perform the most advanced procedures available.

"Local patients deserve access to this kind of care," he said.

In addition to his work at Southcoast, Dr. Schachne is espe-

**"We may be a community hospital system, but we offer care on par with the academic centers."**

— Dr. Jay Schachne

cially passionate about another local nonprofit organization; the Katie Brown Educational Program (KBEP). Founded in 2001 in response to the murder of 20-year-old Katherine "Katie" Brown by the man she had dated on and off since high school, KBEP teaches students in grades four through high school, and adults throughout Massachusetts and Rhode Island the necessary skills to prevent violence from occurring. To date, the program has reached more than 90,000 children.

"It's so important that we get to these kids at a young age," said Dr. Schachne, cofounder of the program, who was recently honored as the Bristol South District Medical Society 2018 Community Clinician of the Year.

"I've been very fortunate to practice in this community. I couldn't ask for much more."



Hybrid Operating Room at Charlton Memorial Hospital



Postpartum maternity room at St. Luke's Hospital



Proposed nurses station at Tobey Hospital Emergency Department



The late E.P. "Chuck" Charlton and his daughter Stacy.



Southern New England Radiology

## The Campaign for Southcoast Health

The Campaign for Southcoast was launched in the fall of 2014 to help establish a preeminent cardiac and vascular surgery program at Charlton Memorial Hospital, a state-of-the-art maternity center at St. Luke's Hospital and a new emergency center at Tobey Hospital.

With a recent pledge of \$1 million from the Charlton Trusts and \$250,000 from Southern New England Radiology, we are pleased to share that The Campaign for Southcoast Health has exceeded

\$21.5 million in commitments toward our \$25 million fundraising goal. This is a remarkable achievement that should make the entire South Coast community proud.

To all the donors who have supported The Campaign for Southcoast Health, we thank you for all that you have done and continue to do to ensure that Southcoast Health remains the region's premier healthcare provider.

**If you are interested in learning more about The Campaign for Southcoast Health, please call Bridget Flynn, Director of Major Giving & Capital Campaigns, at 508-973-5706 or email [flynnb@southcoast.org](mailto:flynnb@southcoast.org).**

# Art & Science: grateful cardiac patient makes gift of art to Southcoast's AFib program

**Westport resident Ron Lister counts art and running among his passions in life, but a trip he took a couple years ago incorporating both came to an abrupt end due to health concerns.**

## **What is atrial fibrillation (AFib)?**

AFib is an abnormal heart rhythm characterized by a rapid and irregular heartbeat, which is called arrhythmia. AFib occurs when your heart's electrical system is not working correctly, potentially causing serious health problems, including stroke.

## **Atrial Fibrillation Wellness Program**

Established in January 2017, the Atrial Fibrillation Wellness Program offers a unique approach to disease management. It combines the latest technologies and procedures with a strong focus on lifestyle modification to prevent and decrease the burden of AFib.

Lister, the retired Chair of the Visual and Performing Arts Department at Bristol Community College, was in Arizona for work after being inspired to paint the Red Rock Country and Grand Canyon. While there he kept up his normal jogging routine. Having been treated with medications for atrial fibrillation (AFib) for several years, Lister became concerned when he started to feel sick while running on the elevated terrain. He decided to cut his trip short, returning home to seek the opinion of his cardiologist, Jarvis Lambert, MD, who immediately referred him to Nitesh Sood, MD, Director of the Southcoast's Atrial Fibrillation Wellness Program.

"Dr. Sood immediately recognized that I was a good candidate for an ablation," said Lister referring to the minimally invasive procedure to treat AFib. In an ablation, the physician destroys tiny areas in the heart that are firing off abnormal electrical impulses and causing the AFib. What struck Lister most Dr. Sood's handling of the complex case.

"I was nervous because of the complexity of what needed to be done and potential for things to go wrong," recalled Lister noting that

Dr. Sood took the time to diagram out the entire procedure to help him better understand what was going on and how it was going to be treated.

"That diagram was a piece of art in and of itself," said Lister. "Dr. Sood was very serious when talking with me about my condition, but I never felt nervous because he and his team were so good."

"Ron is becoming part of a new group of patients with atrial fibrillation who can claim to be off all medications including anti-arrhythmic medications and blood thinners," said Dr. Sood. "This has been made possible by two main factors, including the latest techniques like

**"I think the key is not to wait too long prior to seeking definitive ablation therapy for atrial fibrillation."**

— *Nitesh Sood, MD*  
*Director of Southcoast Health's Atrial Fibrillation Wellness Program*

Dr. Nitesh Sood, left, and Ron Lister stand near Lister's painting, "Glengesh Pass."



cryoablation, which Southcoast has been performing for the past several years," said Sood, adding that Southcoast was one of the initial few places in the tri-state area to adopt.

"And by early treatment of atrial fibrillation by ablation."

"I think the key is not to wait too long prior to seeking definitive ablation therapy for atrial fibrillation. The Atrial Fibrillation Wellness Program, a unique one of its kind initiative at Southcoast, also helps to manage

risk factors and helps with lifestyle modification to prevent recurrence of atrial fibrillation," added Dr. Sood.

Lister was so moved by the care he received that he wanted to give something back to the team that had saved his life. As an artist, it made perfect sense to donate a painting that could be displayed in the new Harold and Virginia Lash Heart and Vascular Center at Charlton Memorial Hospital.

The beautiful oil painting of Glengesh Pass, which is in County Donegal in northwest Ireland, now hangs in the Lash Center to be enjoyed by both staff and patients alike.

# Three generations of active children inspire support of St. Luke's pediatric emergency services



Like many in her family before her, a mishap while playing brought Sia to St. Luke's for care.

Beppie Huidekoper's mother, Mary Alice Beckman (Mimi) grew up on Bedford Street, just a stone's throw away from St. Luke's Hospital in New Bedford's West End. Beppie's father, Peter Huidekoper (Pete), was a Washington, DC native who spent time in Nonquitt each summer. Mimi and Pete met competing against one another during Herreshoff 12 races held on Buzzards Bay in the 1930s and 1940s. They each captained their own boats. "His boat was called the Restless and hers was called the Penguin," Beppie remembers. "That pretty much typified their personalities. And, being active kids, each spent some of their youth in the Emergency Department (ED) at St Luke's!"

Their relationship, born of competition, took time to nurture. Pete attended boarding school with Mimi's brother Charlie. When Pete was in town, he would often visit the Beckman's Bedford Street home to "see" Charlie. "He knew Uncle Charlie wasn't there, he was just coming to see mom," says Beppie, a smile coming to her face.

Peter began proposing to Mimi when he was 17 but she resisted his many marital advances, agreeing to wed only after three long years of asking. Mimi and Pete began their family in New Bedford, with Beppie's older sister and brother being born at St. Luke's Hospital. The growing family soon moved to Connecticut but never ended their relationship with the South Coast, spending summers in Dartmouth each year.

When the Huidekoper family was back on the South Coast for the summer, St. Luke's Hospital was a regular stop. "Every summer there were some accidents. Lots of broken bones. Lots of cuts, scrapes and stitches. It was a weekly trip to St. Luke's Emergency Department," Beppie remembers.

For the Huidekopers, with their five active and energetic children and their 17 rambunctious and accident-prone cousins, good pediatric emergency healthcare was a necessity. Now, those children have grandchildren and they too are regular visitors to St. Luke's pediatric emergency room.

When Pete and Mimi moved back to Dartmouth full time in the 1990s they again relied on the quality care



As children, Pete Huidekoper and Mary Alice (Mimi) Beckman, made frequent visits to St. Luke's Emergency Department.

Their great-granddaughter, Sia, far left, is keeping the family legacy alive by making her own visit in the summer of 2017.

provided by St. Luke's Emergency Department. Beppie remembers that her parents were in and out of St. Luke's often over the last years of their lives. She is appreciative of the attention and care that they both received saying that the entire family is "grateful to the doctors and to the nurses" at St. Luke's for taking such great care of her parents.

Peter and Mimi loved this community and generously supported the institutions that they held most dear. Late in their lives, they set up a charitable remainder trust (CRT) that supported local organizations including Southcoast Health and St. Luke's Hospital. With a CRT, assets are placed into the trust, which provides income to the predetermined beneficiary or beneficiaries. At the end of the term of trust, "the remainder" distributes to the designated charitable organizations.

Sadly, Mimi passed away in May 2014 and Pete in the spring of 2015. Today, a plaque honoring them hangs in the pediatric wing of St. Luke's Emergency Department, an area that their generous gift helped to fund. The Huidekoper family's relationship with Southcoast Health has only grown since the passing of Peter

and Mimi. Beppie, who is a member of the Southcoast Health Board of Trustees and has served on the Southcoast Health Finance Committee, is happy with her parents' legacy at St. Luke's. "The ED is a tough place for kids. I'm thrilled now that the pediatric area is done. It's a lovely spot and it's bright and colorful. It helps provide a safer feeling for these kids."

One of the Huidekopers' true passions in life was helping children and, through their gift to Southcoast Health, they continue to do just that.

**By choosing to make a planned gift to Southcoast Health, you are leaving behind a legacy that will significantly benefit generations to come while providing financial and tax benefits for you and your family today. Like Peter and Mimi's CRT, there are numerous types of gifts that first pay income to you, your family and then ultimately benefit Southcoast Health. Southcoast Health would be delighted to work with you and your advisors in arranging planned gifts that best suit your family, financial and philanthropic objectives.**

# Nicole Podkowa 5k Run/Walk raises \$40,000

**This inaugural run raised more than \$40,000 to benefit the Nicole Podkowa Patient Family & Caregiver Fund.**

On Sunday, May 6, nearly 500 runners and walkers, along with countless other community members, turned out to support the inaugural Nicole Podkowa 5K Run/Walk at The Bay Club at Mattapoisett.

Over \$40,000 was raised to help cancer patients with immediate needs while undergoing treatment at Southcoast Health's Centers for Cancer Care. Nicole Podkowa was

the wife of Southcoast Health primary care physician, Dr. John Podkowa. Nicole passed away in May 2016 of breast cancer and left behind her husband and two young boys.

As a way of honoring her memory and kind spirit, Dr. Podkowa reached out to the community to support the first ever 5K run/walk, with all proceeds to benefit the Nicole Podkowa Patient & Caregiver's Assistance Fund.



Dr. John Podkowa, above, and staff from the Southcoast Centers for Cancer Care and the community participated in the inaugural event.



Stay tuned for the 2nd Annual Nicole Podkowa 5k in Spring 2019.

# Join our Monthly Giving Program

## An easy, fast and secure way to support the Southcoast Health Annual Fund

Gifts to the Southcoast Health Annual Fund help us deliver high quality, compassionate care to thousands of patients and residents in our communities. Gifts at any level are put to work immediately to provide excellent care to patients who are hospitalized or receiving outpatient care.

The Southcoast Health Annual Fund provides support for all hospital programs.

Did you know that annual fund gifts are used to educate people about healthy lifestyle changes that could have a positive impact on their wellbeing? Or, that thousands of residents benefit from early detection screenings, preventative services, nutritional education and assistance finding free programs and affordable healthcare insurance? These are just a few examples of the diverse ways your gifts are put to use every day. And, this is why having a steady stream of financial support is so important — our community needs your help!

You can make a difference every day by joining our team of monthly givers who understand the significance of providing *More than medicine* and the difference it can make in someone's life. We look to you, our friends in the community, for support. The Annual Fund is the cornerstone of that support.

There are many ways you can help and monthly giving is the easiest! It helps your budget and ours. Consider spreading your gift over 12 months by making arrangements for recurring gifts from your credit or debit card.

## Your gift today — Your impact tomorrow

Monthly Gift	Total Annual Contribution
\$10	\$120
\$15	\$180
\$20	\$240
\$25	\$300
\$35	\$420
\$50	\$600
\$75	\$900
\$100	\$1,200



Join our Monthly Giving Program:  
[www.southcoast.org/annual-fund/](http://www.southcoast.org/annual-fund/)

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Everyone needs a little help  
sometimes and your community  
needs your help!

# Food for Tots fundraisers benefit pediatric services at Southcoast Health



**\$60,000 has been raised during the first six months of these fundraisers!**

Townsquare Media and the Fearons family have teamed up to create "Food for Tots," a series of fundraisers that benefit Southcoast Health's pediatric services, which are provided in collaboration with physicians from the world's top pediatric hospital, Boston Children's Hospital.

In its first six months, Food for Tots raised \$60,000 by inviting the community to dine out at select area restaurants on the third Thursday of every month, with 15 percent of the proceeds going directly to pediatric services at Southcoast Health.

Visit [www.southcoast.org/philanthropy/food-for-tots/](http://www.southcoast.org/philanthropy/food-for-tots/) for more information.



Stephen & Co. Salon and Spa, North Dartmouth



Busters, North Dartmouth

# Give your time – Volunteer at Southcoast Health

**Each year, volunteers of all ages donate thousands of hours of service to Southcoast Health’s three hospitals, as well as Southcoast VNA and the Centers for Cancer Care. Volunteers play a pivotal role in helping us care for the community.**

Whether you want to interact directly with patients or prefer to help out behind the scenes in more of an administrative support role, Southcoast has numerous volunteer opportunities available to match your interests. Our Volunteer Managers take pride in working with potential volunteers to find the best possible volunteer opportunity.

Did you know that Southcoast has the support of more than 500 volunteers system-wide who volunteered approximately 65,000 hours last year? If these volunteers were paid an average of \$15 per hour, that comes out to nearly \$1 million in donated time!

**If you are interested in volunteering, visit [www.southcoast.org/volunteer/](http://www.southcoast.org/volunteer/) to learn more.**



## **Q & A with Southcoast Volunteer — Tracey Burke**

Tracey has become an integral part of Southcoast’s philanthropy team providing administrative support across the department. The South Dartmouth resident began volunteering in the fall of 2017 and currently contributes 10 to 12 hours per week. In all, Southcoast relies on the support of more than 500 volunteers who contribute approximately 65,000 hours annually.

### **What made you decide to start volunteering with Southcoast?**

“When I found myself with extra time on my hands after settling into a new house and new town, I made the decision to become a volunteer. I thought that giving of my time to Southcoast would be a great way to feel connected to a new community and a way to meet new people. I contacted St. Luke’s and was told the Philanthropy Department could use some help.”

### **What do you enjoy about volunteering?**

I enjoy the flexibility it gives me, and the feeling that I’ve accomplished something at the end of the day that will benefit the employees, patients and visitors of Southcoast Health.

### **What would you say to someone who may be considering volunteering, but isn’t sure where to start?**

I would tell anyone thinking of becoming a volunteer to just make the call. The Volunteer Manager is there to answer your questions and guide you to volunteer opportunities that are available. Bottom line is, being a volunteer is a way to make a difference, and it feels really good to give your time unconditionally.

## Leaving A Lasting Legacy

By choosing to make a planned gift to Southcoast Health, you are leaving behind a legacy that will significantly benefit generations to come while providing financial and tax benefits for you and your family today.

There are numerous types of gifts that first pay income to you and your family and then ultimately benefit Southcoast Health. We would be delighted to work with you and your advisors in arranging planned gifts that best suit your family, financial and philanthropic objectives.

### Some popular types of planned gifts include:

- + Charitable Gift Annuities
- + Charitable Remainder Trusts
- + Bequests
- + Gifts of Retirement Plan Assets and Life Insurance

We invite you to consider your philanthropic goals and how they can ensure the health and well-being of generations of South Coast residents to come. If you have any questions about planned giving or have already included Southcoast Health in your estate plans, please contact Sarah Gonet, Senior Major Gifts Officer, at 508-973-5950 or [gonets@southcoast.org](mailto:gonets@southcoast.org).

Also, visit [www.southcoast.org/philanthropy/legacy-giving](http://www.southcoast.org/philanthropy/legacy-giving)

### Planning Giving Societies

Southcoast Health has four planned giving societies to honor those who have made provisions for Southcoast in their estate plans:

**Alice Tobey Jones Society** — Named in honor of Alice Tobey Jones, whose generous bequest in 1922 founded Tobey Hospital

**Bullard Legacy Society** — Named to honor the Bullard and Crapo families for their lasting legacy of physicians, hospital presidents and philanthropists

**Elizabeth and Frank Stevens Society**  
Named in honor of the Stevens, who were among the first people to provide financial resources to improve health-care services in the Fall River area

**Southcoast Planned Giving Society**  
Supports all three legacy hospitals — Charlton Memorial, St. Luke's and Tobey