

INSIGHTS

/// SPRING 2022 ///



Oregon Health
& Science University
FOUNDATION

Giving From the Heart

Debi Coleman had long associated herself with innovation.

In 1981, Apple co-founder Steve Jobs hired Debi Coleman as project controller of the Macintosh team. From there, she held multiple roles at Apple, including vice president for operations, chief financial officer, and vice president for information systems and technology. She left Apple in 1992 to join Tektronix, and in 2000 formed the venture capital firm SmartForest Ventures LLC, specializing in early investments in tech companies throughout the Portland, Oregon area.

Coleman passed away on October 15, 2021, but her memory lives on through an incredible legacy of support. Coleman brought her own generosity to Oregon Health & Science University's Knight Cardiovascular Institute. In addition to donating over \$1 million to various areas of OHSU and OHSU Doernbecher Children's Hospital throughout her lifetime, she joined other donors in support of the Melvin Judkins Professorship by establishing a major gift in her estate plan to fully endow the position.

An endowed position — especially when named in honor of a distinguished individual — is OHSU's most powerful means of honoring highly accomplished faculty. It provides a faculty leader with substantial annual

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Debi Coleman embraced innovation throughout her lifetime — and she left behind a legacy to help OHSU continue to push boundaries in cardiology.

“This gift will grant us access to resources that allow us to support areas of research in interventional cardiology, ischemic heart disease and heart attacks. It will also help us mentor the next generation of providers and invest in our current faculty.”

— JOAQUIN E. CIGARROA, M.D.

The division head of cardiology and professor of medicine at the OHSU Knight Cardiovascular Institute



Giving From the Heart

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support with which to advance their key priorities.

This award is named for Melvin Judkins, M.D., a radiologist recognized internationally as an authority on radiologic equipment and on the diagnosis of coronary artery disease.

The impact of this generous gift is explained by Joaquin E. Cigarroa, M.D, the division head of cardiology and professor of medicine at the OHSU Knight Cardiovascular Institute. “We are incredibly appreciative of Debi’s generosity,” said Dr. Cigarroa. “This gift will grant us access to resources that allow us to support areas of research in interventional cardiology, ischemic heart disease and heart attacks. It will also help us mentor the next generation of providers and invest in our current faculty.”

Interventional cardiology uses catheter-based techniques to diagnose and treat cardiovascular disease. During interventional cardiology procedures, specially trained experts use catheters to determine how blood is flowing through the heart and correct defects.

Cigarroa recalled Coleman as an amazing person and remarkable trailblazer in her career. And yet when you talked to her, she led with humanity, humility and curiosity, he said. Gifts such as Coleman’s make a fundamental difference in OHSU’s capabilities.

“It’s important to listen to donors so we can truly understand how to be the best steward of a gift.”

— DR. CIGARROA

He continued, “OHSU has a history of shedding light on areas that need innovation to transform how cardiovascular medicine is understood and practiced. That’s why funds like this are so important: not only to provide outstanding care with what we currently know, but also to challenge ourselves on how to do things better. Donors like Debi help us continue to devote resources to focus on unmet needs.”



CREATE YOUR OWN LEGACY OF SUPPORT

Matching your values to your philanthropy is a powerful way to do good. Debi’s love for innovation led to a legacy of support that will drive OHSU and Doernbecher Children’s Hospital forward. If you would like to help shape the future of compassionate care, please contact us.

Use Your Values to Help Others

There are many ways to give back. Be it through volunteering your time or expertise, or making monetary donations, there is always a space where you can make a difference.

And, when you do give, you discover new things about yourself...

A deeper sense of belonging. A shared history or similar interests help you identify others like you. Where can you take your experience and put it to best use in your community?

Purpose and meaning. Your skills and talents can lead to exciting opportunities to help others.

Share your passions with your loved ones or organizations that can benefit, such as OHSU and/or Doernbecher Children's Hospital.

Big dreams for the future. Think strategically about your current giving. Is there an innovative way to amplify your impact?

Your values, lived out loud. Weaving your values into your service can make a significant difference. Explore creative ways to give back. If you don't have the budget to help today, a future gift to OHSU and/or Doernbecher Children's Hospital can be a meaningful way to help in the years to come.

OHSU and Doernbecher Children's Hospital pair exceptional care, rigorous education and groundbreaking research with a passion for serving others. Our nationally ranked specialties — six in adult, five in pediatrics — are a testament to this passion.



What are you passionate about?



Cancer Research



Children's Health



Brain Health



Eye and Vision



Education



ANNUAL GUILD LUNCHEON: MAY 12, 2022

We are thrilled to announce the return of our Annual Guild Luncheon. The event will be held in person, and a recording will be made available afterward. Formal invitations will be mailed soon.

If you are not a member of the Sam Jackson Guild or Frank Doernbecher Guild and are interested in establishing a legacy gift, please contact the Office of Gift Planning at 503-228-1730 or giftplanninginfo@ohsu.edu.

Upon creation of your future gift, we would be delighted to welcome you to the OHSU legacy society of your choosing and thank you at our Annual Guild Luncheon.



Two Ways to Make an Impact in Retirement

We all look forward to retirement, but it is common to wonder about how to best plan for it. Below are two ways to create your legacy at OHSU and/or Doernbecher, while also ensuring extra stability for those precious golden years.

Give a Gift That Pays You Back

A charitable gift annuity is a gift that creates dependable income. You donate assets that OHSU Foundation invests. In return, we make fixed payments to you for life (and, if desired, for another beneficiary's lifetime). At the end of the agreement, the balance remaining goes toward the life-saving programs OHSU and Doernbecher are known for.

Your Benefits

- + Receive lifetime payments for yourself and possibly another person.
- + Qualify for a charitable deduction for a portion of the value of the gift.
- + Secure partially income tax-free payments throughout your life expectancy.
- + Save on capital gains taxes when you contribute appreciated securities.

See Your Impact – And Save on Taxes

If you're 70½ or older, use the IRA charitable rollover (sometimes referred to as a qualified charitable distribution) to make a tax-free gift to OHSU Foundation and/or Doernbecher Children's Hospital. You can transfer any amount up to \$100,000. Beginning the year you turn 72, you can use your gift to satisfy all or part of your required minimum distribution.

Your Benefits

- + Your gift will be used today, allowing you to see your impact.
- + You pay no income taxes on the gift. The transfer doesn't generate taxable income or a tax deduction, so you benefit even if you do not itemize.

Your Legacy Is Important

Return the enclosed reply card today for your complimentary copy of our *Personal Estate Planning Kit*, a resource many of our supporters and friends have found useful when putting together their plans.



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To include OHSU or Doernbecher Children's Hospital in your plans, visit us online: plannedgiving.ohsufoundation.org or email us at giftplanninginfo@ohsu.edu or call us at 503-228-1730.

To make a gift today, visit us online: ohsufoundation.org

Please contact the OHSU Privacy Office at 855-257-4100 or optout@ohsu.edu if you no longer wish to receive fundraising information.

California residents: Annuities are subject to regulation by the State of California. Payments under such agreements, however, are not protected or otherwise guaranteed by any government agency or the California Life and Health Insurance Guarantee Association. Oklahoma residents: A charitable gift annuity is not regulated by the Oklahoma Insurance Department and is not protected by a guaranty association affiliated with the Oklahoma Insurance Department. South Dakota residents: Charitable gift annuities are not regulated by and are not under the jurisdiction of the South Dakota Division of Insurance.