

Sarah Wetsman Davidson Tower
Hadassah University Medical Center at Ein Kerem, Jerusalem

THE TOWER REPORT

News about the Sarah Wetsman Davidson Hospital Tower

This is the first issue of **The Tower Report**, a new publication created to keep you informed about the progress of construction and other developments as we work together to complete the Sarah Wetsman Davidson Hospital Tower. **The Tower Report** will be sent to you three times each year - in February, June and November.



Recent photos show the amazing progress of the Hospital Tower's construction. The Jerusalem stone being affixed to the outside of the building is visible from many locations in Jerusalem. Traditionally, Jerusalem stone has been attached to buildings with mortar and cement. The Hadassah construction crew is using a new method that mechanically attaches each piece of stone to the wall.



The Tower Team is here to help you. If you have questions or need information, or materials, please contact us by phone at 800.988.0685 or by email at towercampaign@hadassah.org. Thank you!

News from the Mid-Winter Meeting

Speaking at Hadassah's Mid-Winter Meeting, held in Jersey City on January 16-18, Judy Swartz, Co-Chair of the Tower Campaign announced that as of the end of December 2010, the Campaign raised nearly \$240 million, including \$20 million in 2010 alone. This number - \$20 million - exceeded the Campaign's previously announced 2010 goal of \$12.6 million.

"I think we were able to achieve this success, due to the extraordinary efforts of some of our volunteers and staff, who worked in their home communities to identify, cultivate and nurture donors and then stayed with them until a gift was closed," Ms. Swartz told the attendees. She also praised the work of Prof. Shlomo Mor-Yosef, who made many trips to the U.S and abroad last year, including visits to Los Angeles, San Francisco, San Diego, Kansas City, Chicago, St. Louis, Texas, Florida and New York City, and Hadassah's professional staff, who played a key role in supporting and assisting his efforts.

"Our goal for this year, which has just begun, is a brand new \$20 million," Ms. Swartz said, "so you can see we have much work to do."

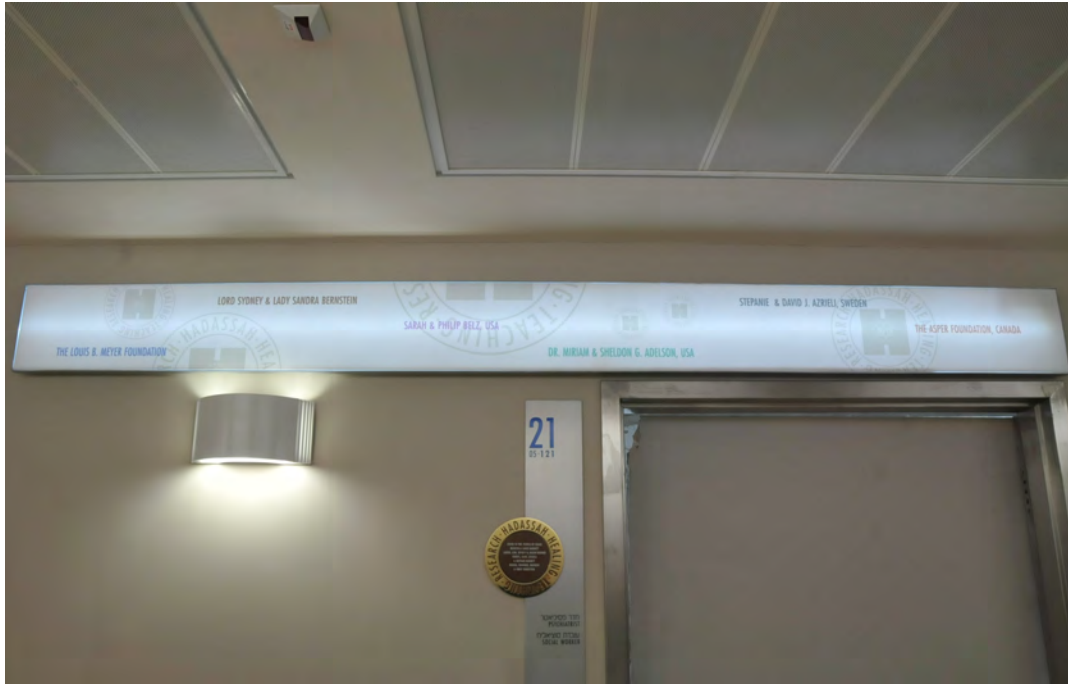
In addition to reporting on the past year, Ms. Swartz reported that a new \$1,000,000 Sarah Wetsman Davidson Hospital Tower Challenge Grant was provided by an anonymous donor at the Society of Major Donors dinner on January 13. Following the same guidelines as the 2010 Challenge Grant announced at the 2010 SMD dinner, **the new Challenge will match dollar for dollar gifts to the Tower beginning at the Centennial Founders level of \$25,000 and higher, payable for five years.**

In other news, the Campaign reported that the Mezuzah Recognition Initiative was ended on December 31, 2010. The Campaign inaugurated a new recognition program called **Lighting the Way** on January 1, 2011.

A complete article about this program is available on the following page.

Sarah Wetsman Davidson Tower
Hadassah University Medical Center at Ein Kerem, Jerusalem

Lighting the Way



The HMO Tower Campaign's Mezuzah Recognition Initiative ended on December 31, 2010.

The Mezuzah Recognition Initiative offered donors of \$5,000 to \$17,999 the opportunity to purchase a replica of the mezuzot that will be placed on all of the doorways in the new Sarah Wetsman Davidson Hospital Tower in Ein Kerem, Jerusalem.

The Campaign is deeply grateful to everyone who participated in the program and made it such an overwhelming success.

Building on that success, the Campaign announced, at the Mid-Winter Meeting in January, an exciting new recognition opportunity, *Lighting the Way*, for donors of gifts from \$5,000 to \$17,999.

Starting January 1, 2011, **all Tower donors in this giving category** (including those who participated in the Mezuzah Initiative) will be acknowledged on a beautiful Illuminated Wall Panel on a patient floor in the Tower. The rendering above depicts the Illuminated Wall Panel as it will appear.

The panels, each a little more than three feet wide, will be placed above the room doors on selected patient floors. Current plans call for the names to be illuminated with LED lights and applied using a silkscreen method. The font to be used is Futura Condensed and the size is approximately one inch. Three colors (to be selected) will be used to indicate gift levels of \$5,000 to \$9,999, \$10,000 to 14,999 and \$15,000 to 17,999.

Lighting the Way is an extraordinary opportunity for donors to achieve permanent name recognition in the Sarah Wetsman Davidson Hospital Tower in a very special and unique way.

A DATE TO REMEMBER - HADASSAH CENTENNIAL SMD PRE-CONVENTION MISSION!

Friday, October 12 - Monday, October 15, 2012 (Travel date: Thursday, October 11)

Open to all members of Hadassah's Society of Major Donors.

Preceding Hadassah's Centennial Celebration, October 15-18, 2012 in Jerusalem.

For more information, please contact Premission2012@hadassah.org or call 800.988.0685.

Sarah Wetsman Davidson Tower
Hadassah University Medical Center at Ein Kerem, Jerusalem

Tower Campaign Selected Naming Opportunities

A variety of exciting naming opportunities at different giving levels are available in the Sarah Wetsman Davidson Hospital Tower. These include the following:



The Healing Garden - \$1,500,000

Level 9 - Shared Support Area
Neurosciences Center

The Healing Gardens, Located on several floors in the Tower and visible from others, offer patients, families and staff a unique connection to the natural world, so often lost in a hospital setting.

The Neurosciences Center (\$1,000,000 for each Unit)

The Alzheimer's Disease Unit
The Parkinson's Disease Unit
The Stroke Unit

On various floors in the Hospital Tower:

Private (one bed) Patient Rooms - \$150,000
Semi-private (two beds) Patient Rooms - \$100,000
Nurses' Stations - \$75,000
Synagogue Seats - \$36,000

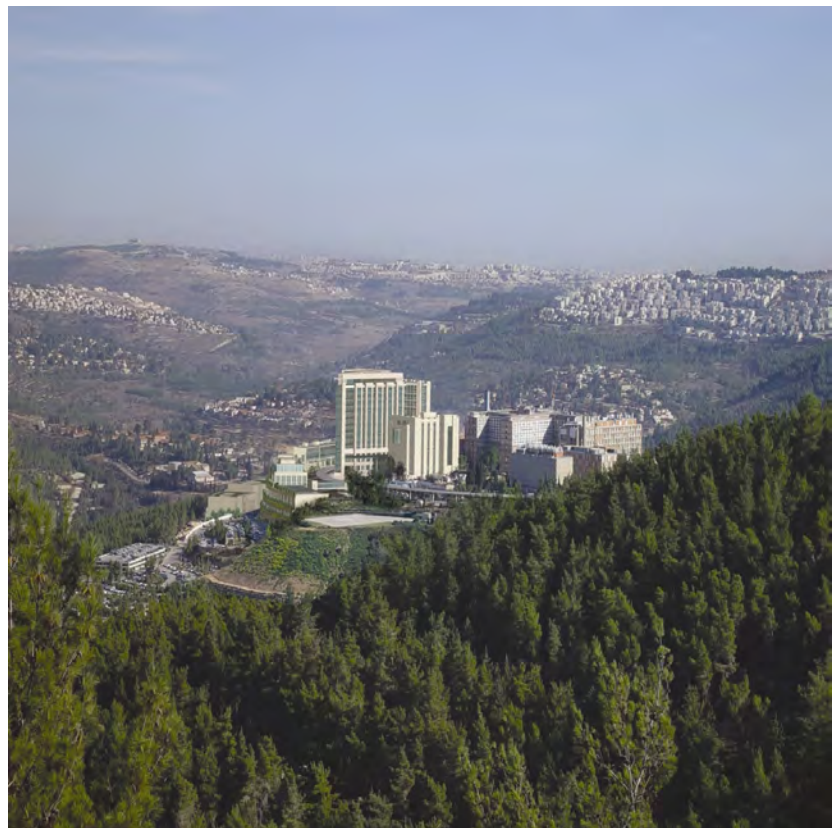
Upcoming Tower Signature Events

In 2010, the Tower Campaign launched its Signature Events, gatherings designed to strengthen support for the Sarah Wetsman Davidson Hospital Tower within the Hadassah community and to introduce new potential donors to the Tower and Hadassah.

The first Signature Event was held at the home of Karen Davidson in Aspen, Colorado in August 2010. A second Signature Event - a cocktail party held at the New York home of Mimi and George Perlman, followed in November.

Upcoming Signature events planned for 2011 include two gatherings in California: one in Los Angeles on May 18 and one in San Diego on May 19.

Details about these and other events will follow in future editions of **The Tower Report**.



Sarah Wetsman Davidson Tower
Hadassah University Medical Center at Ein Kerem, Jerusalem

Until Next Time



In the Fall of 2009, construction of the Sarah Wetsman Davidson Hospital Tower had reached the second level underground. In December 2010, the entire skeleton of the building was completed. Today, the dome of the art rotunda can be seen in Ben Gurion Square, recently reopened to traffic.

This progress - months ahead of schedule - should surprise no one because we know that when Hadassah women and men get together, they can accomplish anything.

In the nearly 100 years since Henrietta Szold first came to Palestine, generous supporters throughout the world, together

with Hadassah leaders, families and friends, have contributed their time, energy and resources to guarantee that the people of Israel receive the most technologically advanced medical services, practiced by outstanding professionals in their fields. They have made Hadassah a vibrant example of initiative and innovation, education and excellence, caring and commitment. The Sarah Wetsman Davidson Hospital Tower is a continuation of that tradition.

Thank you for helping to make Hadassah's vision of the future a reality.

Judy Swartz
Co-Chair, HMO Tower Campaign

Melissa Kaplan
Director, HMO Tower Campaign

If you have any questions or require additional information, please contact Melissa Kaplan at mkaplan@hadassah.org or 212-303-7431.