

# Drivers of Change



Foundation

IU Health Foundation Report to Donors 2022



# 2023

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**Over the last decade, Rev has raised more than \$6 million to support IU Health's care in trauma, behavioral health and critical care services."**



## Drivers of Change

This annual report tells five stories of people driving meaningful change for Indiana's citizens and communities across the state: clinicians addressing chronic and acute conditions, advocates coming together to address a community health problem, and patients explaining how giving back is part of their healing process.

Your personal story may not be in these pages, but none of this important work is possible without the generous philanthropic support of donors like you. Every commitment to improving health outcomes in Indiana is noteworthy. IU Health Foundation—and all of the providers, patients and communities that benefit from your generosity—thank you for all the change you made possible in 2022, and for the difference your contributions will continue to make well into the future.

Speaking of the future, in 2023, we will reach an important milestone that speaks to the enduring impact of generous donors, grantmakers and sponsors like you.

2023 marks the 10th anniversary of Rev, IU Health Foundation's signature fundraising event. Funds raised at Rev support IU Health's care in trauma, critical care and services provided by IU Health for drivers and patrons at the Indianapolis Motor Speedway, and for some of the most critically ill and injured patients throughout Indiana, including those who need behavioral health support. Over the last decade, Rev has raised more than \$6 million to support this work.

James Hinchcliffe, who with his care team agreed to grace our cover, is famous for being a racecar driver who survived a horrifying accident. But he's famous at IU Health Foundation for being a driver of change, committed to improving the health of all Hoosiers, inside and outside our hospital walls. *Just like you.*

Gratefully,

**Crystal Hinson Miller, MA, FAHP, CFRE**  
President, IU Health Foundation

**Cover:** IndyCar driver and grateful patient James Hinchcliffe and his care team at the Indianapolis Motor Speedway.

IU Health Foundation **2022 DRIVERS OF CHANGE**



One Day in May

# Leading the field in giving back

In a May 2015 practice for the Indianapolis 500, IndyCar driver James Hinchcliff (left), took turn three at the Indianapolis Motor Speedway at 220 miles per hour like he'd done many times before. But this time his suspension failed, sending him into the wall. A piece of the suspension severed his femoral artery. Pinned in his car, Hinchcliff was losing blood fast.

Hinchcliff was transported to IU Health Methodist Hospital, just four miles away. "I was driving around the Speedway, life was good, and I woke up staring at a bunch of bright lights in a neck brace with a tube down my throat," said Hinchcliff. "I thought, 'Something's gone wrong here.'"

As the Official Healthcare Provider of the Indianapolis Motor Speedway, IU Health has been caring for drivers like Hinchcliff and racing fans since 1909: addressing everything from spectator dehydration to drivers facing complex trauma.

Through the expert care provided by IU Health's physicians and nurses—both at the track and at Methodist—Hinchcliff made a full recovery. "What was so special about working with the team at Methodist was the humanity," Hinchcliff said. "You didn't feel like a patient or a number. It was so personal; they were so engaged and caring."

Hinchcliff's accident and need for several transfusions highlighted the need for a blood bank at the track. In 2016, funds raised by IU Health Foundation's Rev event paid for a remote blood bank station for the IU Health Emergency Medical Center at the IMS, which houses nurses, physicians, surgeons and specialists.

2023 marks Rev's 10th anniversary. Hinchcliff has supported Rev since its inception—and plans to attend for as long as he's able. Hinchcliff said, "I'll be a part of that event until they kick me out."

Fuel for Thought

**Injury is the leading cause of death for Hoosiers ages 1 through 44, and the fifth leading cause of death overall.**

(Indiana Department of Health)

## They Knew My Story

# Thanking caregivers who lit dark days

**Imagine being pregnant with your first child and told the unthinkable: You have breast cancer.**

For Tonia Madden (right, with Anders and Chris), this nightmare became her reality when she was 35 weeks pregnant with her first child. “It was just shocking news to hear because you’re supposed to be getting ready to welcome a baby and now having to deal with cancer was heartbreaking,” she said.

A week later, Tonia gave birth to her son, Anders. Two weeks after that, she had a lumpectomy to remove the cancer. When her son was four weeks old, Tonia started chemo treatment at IU Health North’s Schwarz Cancer Center.

Tonia’s darkest days were made brighter by the care she received. “I just remember my regular infusion nurses while getting treatment—Dawn, Katie and Sherry,” Tonia said. “They treated me more as a friend or a family member than just a patient. They knew my name, my story, what my family dressed up as for Halloween. Receiving care from nurses that feel like family members just helps you through the process.”

Said Chris, Tonia’s husband, “Every single nurse, every single doctor made Tonia feel like she was the most important person in the world at that time.”

The Maddens wanted to ensure that other families could receive the same compassionate care that Tonia experienced. On Giving Tuesday 2022, the Maddens, in conjunction with Networks Connect, the healthcare staffing company Chris operates, made a \$50,000 matching contribution to the IU Health Foundation in support of the Joe & Shelly Schwarz Cancer Center.

### Fuel for Thought

**An estimated 5,810 new cases of breast cancer will be detected in Indiana women in 2023.**

**(American Cancer Society)**





## Improved Quality of Life

# Caring for the heart, from the heart

When Penny Hunsberger (left) was in college, her grandfather's complications from heart failure kept him from one of his favorite pastimes: golf. "He would go to the hospital, receive diuretics and then go directly to the golf course," Hunsberger said. "I would tease him that I didn't think that was part of his discharge instructions. He would tell me it was the only time he felt well enough to play."

Twenty-five years later, Hunsberger is a nurse practitioner at IU Health in west central Indiana, focused on treating congestive heart failure (CHF). Her position was made possible through the philanthropic support of the Gary and Shelly Henriott Fund and IU Health Foundation.

According to the CDC, nearly 5 million Americans are currently living with CHF. "CHF patients are high risk and vulnerable, and are often readmitted," said Ashley Pleasant, director of philanthropy for IU Health West Central Region. "By having a position devoted to this high-risk population, we can help patients stick to the plan of care created for them."

Hunsberger works with Crystal Davit, a fellow nurse practitioner, to ensure these patients get more time and frequent follow-ups. "We get to build relationships with our patients during this time and are truly privileged to have their trust," Hunsberger said. "Through all these visits, you get to know patients and what matters most to them: to get to go to their grandkids' games, work in the garden, go to Florida for vacation. It's rewarding to see that the work we do makes a difference in their quality of life."

Hunsberger appreciates the philanthropy that makes her work possible. "It takes a special person to see the needs of others and be willing to give their hard-earned money," Hunsberger said. "The generosity of those donors is greatly appreciated. We are diligently working to make sure that it's worth their investment."

Fuel for Thought

**Indiana  
has the  
14th-highest  
rate of death  
from heart  
failure  
in the US.**

(Centers for Disease  
Control and Prevention)

**Saving Babies, Empowering Communities**

# Working to reduce infant mortality

**In 2020, Indiana had the ninth-highest infant mortality rate in the country, but as bad as Indiana is, Marion County is even worse. Just 23 ZIP codes in the state account for 27% of infant mortality, and 13 of those ZIP codes are in Marion County.**

Cradle Indianapolis, a place-based community initiative founded in 2022 with support from IU Health Foundation's Racial Equity in Healthcare Fund, is gearing up to reduce infant mortality in Marion County. And the program's first director is Terri Lee (right), appointed in late 2022.

Lee has been on a listening tour, meeting with stakeholders in Marion County to hear where gaps and opportunities exist. "Infant mortality speaks to access to healthcare, economics and social determinants of health," Lee said. "Our infant mortality rate is astronomically high, especially when you stratify for race."

Lee's first task is assembling a coalition of parents, caregivers and healthcare professionals to build capacity and capabilities in their neighborhood based on the priorities of the community.

"You can't do anything for the community without the community," Lee said. "I'm a passenger in a car the community is driving."

Cradle Indy has been made possible by a range of donors and supporters—from parents to business leaders to Congressman André Carson. "This important work is fundamental to IU Health's vision to make Indiana a healthier state," said Jami Marsh, VP of Philanthropy and Strategy for the IU Health Foundation.

Once Lee has gathered input from community stakeholders, she will refine Cradle Indy's strategic plan. "I want people to see Cradle as one of those community agents they can trust," Lee said. "We want to save babies, support families and see our community thrive."

## Fuel for Thought

**In Indiana, Black babies younger than a year old die at almost twice the rate (11 per 1,000 births) of white babies (6.0).**

**(Indiana Department of Health)**





## Driven to Give

# Funding the gift of mobility

Curry Auto Center, Inc. has been a Bloomington staple almost as long as the motorized vehicle itself. “We do very little advertising,” said Cary Curry (far left), president and fourth generation of the family-owned dealership. “We do more community involvement.”

Liz Peterson (near left), an occupational therapist and certified driving rehab specialist at IU Health Bloomington, agrees—she knows from firsthand experience that the name Curry is synonymous with giving.

For more than a decade, Curry Auto Center has supplied vehicles used for mobility rehabilitation to help patients drive again despite neurological disorders and other medical conditions.

Curry provided the first vehicle for this program in 2011: a sedan outfitted with adaptive equipment necessary for Peterson’s patients to drive safely, such as left-foot gas pedals and knobs and hand controls in place of traditional gas and brake pedals. The Curry Auto Center recently contributed a second vehicle—an updated crossover SUV—as well as a monetary donation that Peterson said will secure the future of the program.

“So many of us take for granted the ability to get in a car and drive wherever we want,” Peterson said. “My patients were so grateful for the rehab sedan because it helped them regain a sense of normalcy.”

Peterson said nearly 1,000 patients have been assessed to drive using the car leased by Curry. Following their completion of equipment training, each patient is given a “vehicle prescription” that notes the specialty equipment they need to make driving feasible—ensuring they can live independently.

“Thanks to Curry, I feel the weight lifted off my shoulders knowing that we will be able to continue making a difference in our community,” she said.

## Fuel for Thought

**Twelve percent of people with disabilities have difficulty getting the transportation they need, compared to three percent of persons without disabilities.**

(Bureau of Transportation Statistics)

**Financials:** total contributions in 2022

# \$19,963,929

## Fuel for Thought

From our inception  
in 2018 through 2022,  
IU Health Foundation  
has raised \$94,560,324.

## 2022 Disbursements by region

Impact of donor gifts around the state

Statewide	\$7,866,177
East Central Region	\$6,696,882
Adult Academic Health Center	\$6,588,455
South Central Region	\$4,992,374
West Central Region	\$1,481,405
Indianapolis Suburban Region	\$1,248,632
Total	\$28,873,925





Foundation



**The first motorized ambulance at Indianapolis Motor Speedway took people to IU Health Methodist Hospital**

Indiana University Health Foundation leverages the power of philanthropy to support the Indiana University Health goal of making Indiana one of the nation's healthiest states. One hundred percent of dollars contributed supports the health of our patients and our communities.

To learn how your gift can make a difference, visit [iuhealthfoundation.org](http://iuhealthfoundation.org) or call 317.962.1777.