

The Arizona Legacy Circle Presents

Night *of* Heroes



Valleywise
Health Foundation

Welcome

The show must go on...

When our planning began for Night of Heroes last year, we never could have anticipated how the world and our event would change. As part of Valleywise Health Foundation's fundraising focus on Burn Survivorship Care, the heroic story of 10-year-old burn survivor, Isabella McCune, was selected for this year's event.

In late February, our film crew spent time with Dr. Kevin Foster and the nurses, therapists, and other burn care professionals involved in Isabella's care at the Arizona Burn Center at Valleywise Health. The McCunes welcomed us into their home, sharing their lives before, during and after the day their world changed forever – March 17, 2018.

Night of Heroes invitations were sent... then came COVID-19.

With the focus on the rapidly evolving COVID-19 pandemic and the cancellation of all large group events, our foundation team looked to local and national nonprofit experts to quickly pivot to a virtual fundraising event.

The life-saving work of the world-renowned Arizona Burn Center must continue – and now more than ever, with new costs and needs related to the pandemic, community awareness and support are critical for all health care heroes on the front line.

In fact, the burn center team is providing infection-control technology and expertise as part of the Valleywise Health COVID-19 response. As we all struggle to make sense of how things are – versus how they "should be," Isabella's story of optimism, courage, and hope through unimaginable circumstances, is a shining example for us all.

Sincere thanks to our Night of Heroes partners making a live-streaming, interactive Night of Heroes possible, especially Karie Dozer, Letitia Frye and Carey Peña, our dedicated foundation board members, cabinet members and staff.

Thank you to the McCune family - Isabella, Lilly, Zachary and JD for sharing your inspiring story of courage, hope and love.

And finally, the reason we gather remotely, but apart – thank you to the heroic medical professionals and employees of Valleywise Health.

It's times like these, we see who true heroes are. We're with you – and together we will Rise Together.

Sincerely

Nate Lowrie
CEO,
Valleywise Health Foundation



Kevin Neal
Board Chair,
Valleywise Health Foundation



Building a healthier Arizona

Addressing community needs in Maricopa County...

For nearly 150 years, Valleywise Health (formerly Maricopa Integrated Health System) has been **ALL IN** – consistently stepping up and stepping in to address the most critical health needs for the people of Arizona.

Valleywise Health Foundation is the 501(c)3 partner of Valleywise Health, Arizona's public teaching health system.



Unlike other health systems,
more than 65% of our patients
are financially vulnerable.

"I had no idea" is a response we often hear when visitors tour our hospitals and clinics for the first time.

Many people don't realize Valleywise Health is home to:

- One of the largest and longest-running physician training programs in the state,
- A level-I trauma center treating both adults and children, keeping families together in their time of need,
- The Arizona Burn Center, Arizona's only nationally verified burn center, and one of the premier academic burn centers in the country,
- A mission to provide exceptional care, without exception, every patient, every time, regardless of a patient's ability to pay,
- Three behavioral health hospitals - making Valleywise Health the largest provider of inpatient behavioral health services in Arizona,
- Arizona's only public teaching health system, serving all who turn to us for care.



Steve Purves

President & CEO, Valleywise Health



Steve Purves became President & Chief Executive Officer of Valleywise Health (formerly named Maricopa Integrated Health System) in Phoenix, Arizona in September 2013. Valleywise Health is Arizona's largest and longest serving public teaching hospital and healthcare system and includes the Valleywise Health Medical Center, the Arizona Burn Center, the Arizona Children's Center, a Level I Trauma Center, three inpatient behavioral health centers and a network of 13 Federally Qualified Health Centers that serve Phoenix and Maricopa County. Valleywise Health is part of the Creighton University Arizona Health Education Alliance and has 10 ACGME accredited residency programs with over 350 residents, hundreds of medical student rotations and significant nursing and allied health training programs.

Mr. Purves works with the publicly elected five-member Board of Directors who represent the Maricopa County Special Health Care District, to provide executive leadership for the growth and development of Valleywise Health. Since 2013, Mr. Purves led a \$170 million financial turnaround and helped secure \$935 million in general obligation bonds passed by voter referendum in 2014. These funds allow Valleywise Health to replace aging facilities, including its teaching hospital, and to reinvent its' care model to better serve the public in the years to come.

Mr. Purves is actively involved in the community as an ambassador for Valleywise Health and in a variety of roles outside his health care duties. He serves on the boards of America's Essential Hospitals, the Arizona Hospital and Health Care Association, the Arizona State University Health Advisory Board and Health Futures Council, the Creighton University Arizona Health Education Alliance, Valleywise Health Foundation and the Arizona Chamber of Commerce. He was elected Chairman of the Arizona Hospital and Healthcare Association in 2017. He is a delegate on the Regional Policy Board of the American Hospital Association, and is a member of Greater Phoenix Leadership.

Mr. Purves has over 39 years of service as a health care executive serving in the investor-owned, public, academic and private not-for-profit settings. He has numerous awards and honors; including an appointment by the Secretary of the Army as a Civilian Aide for South Carolina in 2001. He was awarded the U.S. Army Outstanding Civilian Service Medal in 2006. He was named one of the top 25 most influential leaders in Phoenix, Arizona by the Phoenix Business Journal in 2017. He was appointed as an honorary commander of the 161st Air Refueling Wing of the Arizona Air National Guard in 2020. He was the recipient of political advocacy awards from the American Hospital and the Florida Hospital Associations, and in 2013, was honored with the presentation of the "Key to the City" by the mayor of the City of Ocala during his time in Florida.

He received his Master's Degree in Healthcare Administration from Trinity University in San Antonio, Texas, and his Bachelor's Degree in Health Education from Springfield College in Springfield, MA. Purves is also a Fellow of the American College of Healthcare Executives (FACHE).

Purves is a native of Roanoke, Virginia. He and his wife, Mary Anne, have two adult children and two young grandchildren.

Arizona Burn Center - Valleywise Health

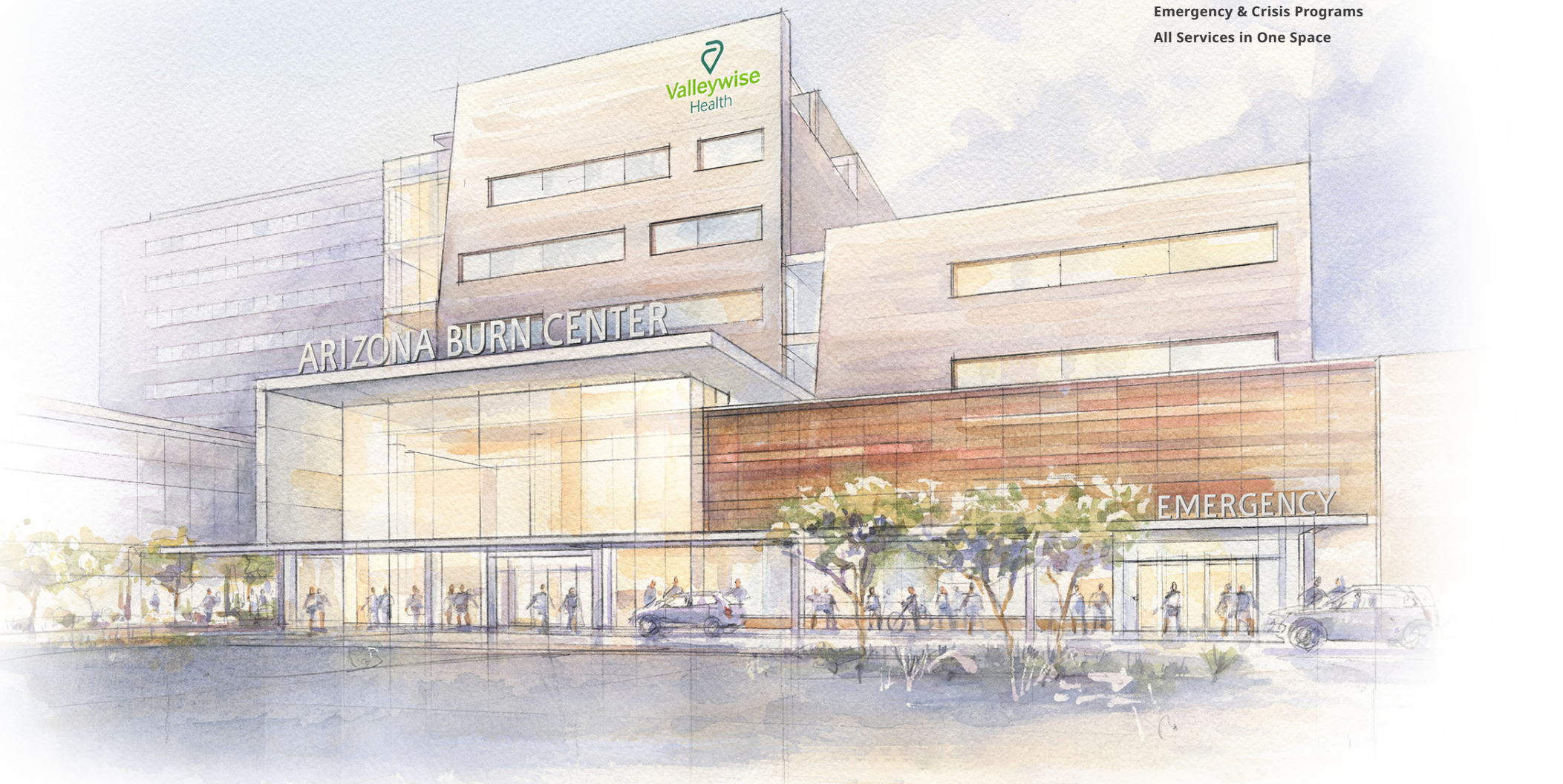
One of the nation's premier burn centers, The Arizona Burn Center – Valleywise Health provides a true patient and family-centered approach to this very specialized care. As a founding member of the American Burn Association Multicenter Trials Group and a participant in nearly every major clinical trial of burn products, our patients benefit from the most advanced innovations and applied research treatments available in the world.

Treating over 5,000 patients annually, the Arizona Burn Center - Valleywise Health has existed and excelled in confined, disjointed space.

Our new facility space is planned, but our vision for world-class excellence calls for more...

Our vision of a new model for Burn Survivorship Care includes new:

- Family Support Programs
- Hydrotherapy & Hyperbaric Therapy
- Physical & Occupational Wellness Programs
- Expanded Burn Research Support
- Emergency & Crisis Programs
- All Services in One Space



about the night

Valleywise Health Foundation's Legacy Circle Night of Heroes launched in April 2017 to honor patient heroes whose recovery from life-changing injuries inspired a ripple effect of giving back to others.

Envisioned by Valleywise Health Board Chairman Mark Dewane in 2017, the unique "experiential event" would allow Valleywise Health supporters an opportunity to invite friends, community leaders and prospective donors to a one-of-a kind evening to learn more about the critical work of the Valley's public teaching health system. Three theater-quality films would share the hero's journey. **1. The Accident 2. The Recovery and 3. The Ripple Effect**, followed by a moderated conversation and Q&A session with longtime Phoenix media personality, Karie Dozer.

The inaugural Night of Heroes honoree was retired Phoenix police officer and nationally known speaker, **Jason Schechterle**, and the heroic first responders and medical team involved in his lifesaving care at the Arizona Burn Center.

Subsequent events honored retired Navy Special Forces parachute rigger **Tim Schlappi**, and flight paramedic turned emergency nurse, **Derek Boehm**, RN and the Valleywise Health trauma and emergency experts who saved their lives.

In response to requests to expand the compelling film content at Night of Heroes, rather than a three part series, in 2020 a 20-minute short film documentary was planned to share Isabella's story.

5:15 PM
**WELCOME TO OUR
virtual NIGHT OF HEROES**
Karie Dozer, Emcee

5:20 PM
**THE LATEST FROM
THE FRONT LINE**
Steve Purves, Valleywise Health
President and CEO

5:25 PM
**THE ARIZONA BURN CENTER -
VALLEYWISE HEALTH**
Today and Tomorrow

5:30 PM
GET READY TO FUND DUEL!
Letitia Frye

5:35 PM
MEET OUR HEROES
A conversation with Karie Dozer,
Isabella McCune and Dr. Kevin Foster



5:45 PM
**LIVE FUND DUEL
COMPETITION**
Auctiontainer Letitia Frye

6:05 PM
**A MESSAGE TO
OUR COMMUNITY**
Nate Lowrie, CEO Valleywise Health Foundation



introducing *isabella*

Lilly and JD McCune are the very proud parents of 16-year-old Zachary and 10-year-old Isabella. On March 17, 2018, they were preparing for a neighborhood St. Patrick's Day party. It would include a cookout, kids games, bikes, skateboards, and chatting around the fire. With corned beef and cabbage cooking in the house and burgers on the grill, Lilly headed outside to help.

JD, Isabella, Zachary and their neighbors were near the unlit fire pit. Isabella's 8 year-old friend wanted to go for a bike ride, but with party set up underway Lilly wasn't comfortable letting her go on her own. Lilly got on a bike to ride down the street. When she returned the McCune's life would change forever.

Their next nine months would revolve around the Arizona Burn Center at Valleywise Health.

The Arizona Burn Center team would forever be changed by Isabella McCune.





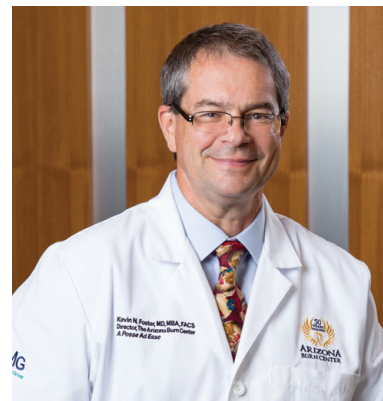
Dr. Kevin N. Foster

Dr. Kevin Foster is board certified by The American Board of Surgery and a Fellow of the American College of Surgeons. He also has a Master's Degree in Business Administration. He did his training at the University of Wisconsin followed by a fellowship in Burn, at The University of Washington in Seattle. He currently holds a faculty appointment with the University of Arizona's College of Medicine as a Clinical Professor of Surgery. He serves as the Chief of Burn Services at The Arizona Burn Center in Phoenix and is the Director of Surgical Research at Valleywise Health.



Dr. Foster is actively involved in all aspects of innovative burn research and clinical studies and continually lectures to the specialized burn population throughout the United States and abroad.

He served as the Program Director for the Department of Surgery's General Surgery Residency Training Program for 8 years and continues mentoring the students and residents at Valleywise Health.



Kevin N. Foster, MD, MBA, FACS
Arizona Burn Center - Valleywise Health



Special thanks

Karie Dozer

Karie Dozer emcees and hosts local business presentations and community events, creates presentations and coaches professionals in their delivery, and provides the voice talent for commercial and non-broadcast audio and video productions.

Karie has worked in and around Phoenix media for more than 20 years. Karie has hosted a number of different weekday and weekend radio shows at the radio station that gave her her first job out of college, KTAR, now 92.3 FM Phoenix.

Most recently, she co-hosted a midday talk show covering local and national news and events. Karie loves local radio because of its immediate and intimate connection to listeners, and its familiar place in their daily lives.



Carey Peña

Carey Peña is an Emmy award winning journalist, television personality, podcast host, and the Founder & CEO of Inspired Media 360.

After working behind the scenes as a writer and producer, Carey became a main anchor at 3TV covering some of the biggest breaking news stories including The Global War on Terror as well as local and national elections.

Carey has also spent time in front of the camera covering Hollywood red carpets, movie premieres and fashion events, such as American Idol and Mercedes Benz Fashion Week.

She's worked on various TV shows as a host and contributor including the nationally syndicated CBS show, "The Talk".

An innovator when it comes to social media, Carey created her dream company at the intersection of Tech and TV. Inspired Media 360 is a social-first shop that focuses on storytelling and content creation, as well as cause marketing and brand building campaigns for clients.

Carey is a well-known emcee and public speaker and a true philanthropist. She lends her time to dozens of charitable causes focusing on work that inspires positive change in our communities and across the country.

Special thanks to Carey and Inspired Media 360 for partnering with us in our 2020 Night of Heroes broadcast!



Letitia Frye

Currently celebrating over 16 years in the auction business, and having raised over \$500 million dollars for charity, Letitia Frye has truly earned her title as America's foremost "Auctiontainer." Letitia is able to effortlessly combine her expertise in entertainment, fashion, fundraising and her humanitarian efforts to help so many in need, and make a difference in peoples' lives.

After a devastating accident in which she was struck by a car while running, leading to a Traumatic Brain Injury, combined with the sudden death of the father of her children, Letitia decided to broaden her span beyond auctions in order to help more people. Ms. Frye is now a motivational speaker and published author of her book NO RESERVE, and believes that her passion for others is the secret to success in work and life.

Letitia Frye has spent many years working with orphans in Haiti, Doctors in Hospice, spending time with hospital researchers, rescuing abused and abandoned animals, volunteering at various camps for children, and granting wishes through Make A Wish. She believes the only way to understand the mission of a charity or non-profit is to personally provide time and effort to help those in need.

Letitia received the prestigious Babe Caylor Leadership Award in 2017 for her work with LGBTQ youth. Her most humbling honors have come with having two of the awards she received, that are now named after her, The 1N10 Letitia Frye Excellence in Fundraising Award, and the St Jude Children's Research Hospital Letitia Frye Humanitarian Award.



Although she works all over the United States and outside of the country, Letitia calls Scottsdale her home. Letitia has two beautiful children, whom she accounts for helping her to tackle every obstacle that has come in front of her, and for her continued success in all fields of her career.

[@letitia_frye](#)
letitiafrye.com



How to Fund Duel

With any questions or issues, contact our Night of Heroes helpline. Call **623-900-7777** or email **support@valleywisehealthfoundation.org**

1

Go to ValleywiseHero.org

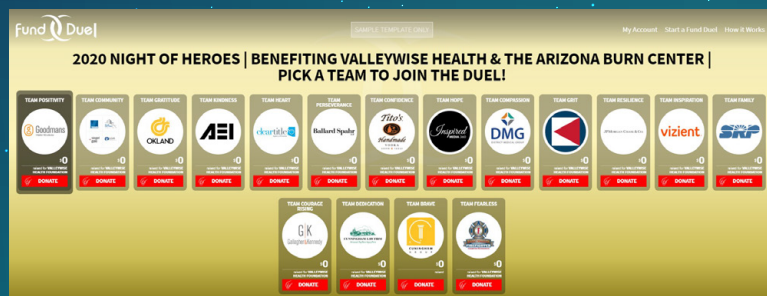
2

Click "Welcome to Night of Heroes"

3

Join a team

If you've been invited by a sponsor friend or colleague, go to the page they shared. If not, choose the favorite word to describe our hero Isabella! **All are welcome!**



join any team

4

On Thursday April 23...

Beginning at 12 pm, you can start fundraising!



All gifts are appreciated and no amount is too small. Funds raised will support current emergency needs and the new Arizona Burn Center.

For the tech-savvy - upload a photo, or video and ask your friends to help your team win through Facebook, Twitter or an email link.

5

Show Time

5:15 pm Pacific

8:15 pm Eastern

Settle in with dinner, a computer and your phone for our live 1-hour virtual Night of Heroes. Press the play button on your team page for our inspiring live event and competition, benefiting a very important cause!





thank you sponsors

ARIZONA HERO

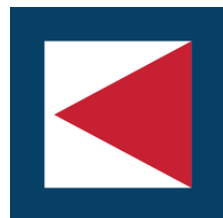


CUNNINGHAM LAW FIRM
Arizona's Top Burn Injury Firm

VALLEY SUPPORTER



ARIZONA LEGACY



COMMUNITY LEADERS



FOUNDATION PARTNERS



ARIZONA *Legacy Circle*

To passionately and proactively take on the Valley's most critical health care needs – and to care for our neighbors with nowhere else to turn – **we need community support.**

Our legacy circle members are valued and impactful. Membership in the Legacy Circle is an annual commitment of \$1,000, the Angel Level is an annual commitment of \$2,500, and the Founder's Level continues at an investment of \$5,000.



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Cunningham Law Firm	Optumas
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Dibble Engineering	Policy AZ, LLC
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get involved

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BACKPACK DRIVE | JULY 2020

A NIGHT IN THE VALLEY | OCTOBER 24, 2020



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Valleywise
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ValleywiseHero.org