

I'm André Mora
and this is an
introduction to
my work.

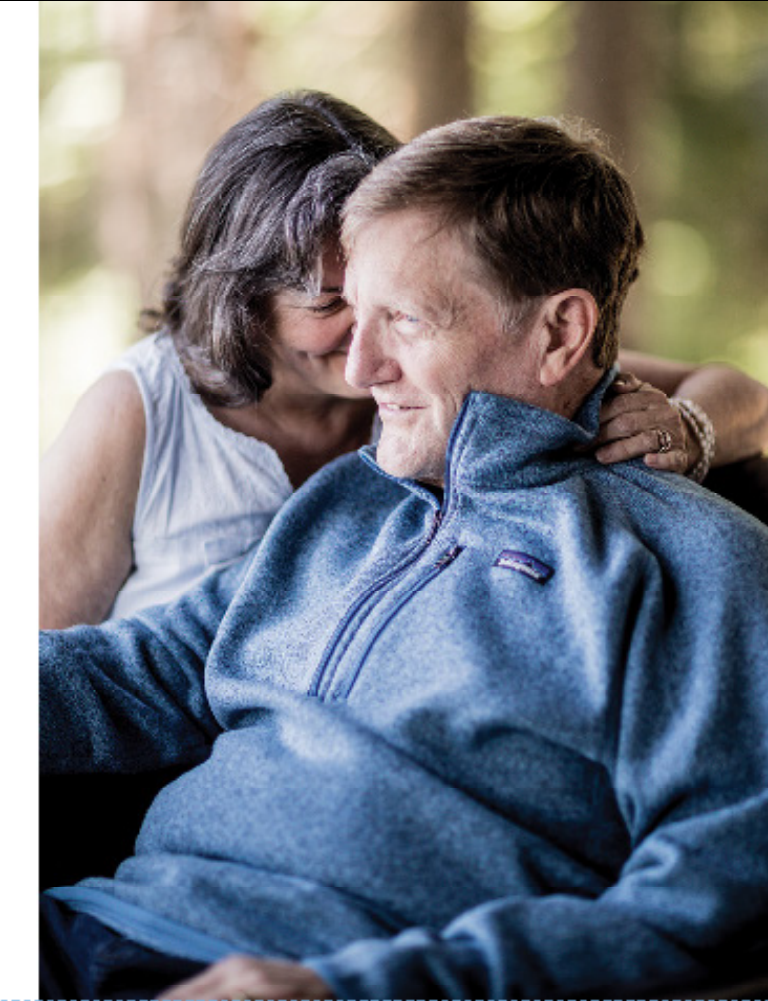


Will work for words.

Hi, I'm a typographer and publication designer with a writing degree. I have worked for national and regional magazines, agencies that produce custom content, and type foundries. I have taught editorial design and studied horticulture. I enjoy making things that tell stories because they're almost always a collaborative effort.

Swedish Foundation

For three years I have designed countless print and digital materials for the Foundation, including proposals, reports, overviews, special projects, and internal communications. In addition to the production of these projects, I've been integrated into daily workflows, led redesigns, and served as a consultant.



RESEARCH
AT THE
SWEDISH CANCER
INSTITUTE
**HOPE FOR
PATIENTS
TODAY
AND
TOMORROW**



The heart of success
An update on your investment in life-saving care
for patients with heart failure.



**SAVING
LIVES
WITH
SCIENCE**

COVID-19 RESPONSE

How you're helping us take
the fight to COVID-19 with
leading-edge research.



HEALTHIER
TOMORROWS
FOR TODAY'S KIDS

RESILIENCE



WOMEN'S HEALTH & PEDIATRIC SERVICES

**Women centered,
women led**

An update on your investment
in comprehensive care for women
and children.



Dr. Dunsmoor-Su is leading a
revolution in coordinated care
for women, thanks to you.

Swedish Foundation Proposals and Reports

Created templates for Reports and Proposals, unifying all collateral. With a flexible system, materials were designed efficiently and could be quickly personalized. Original photography helped us to avoid repetition when content was repurposed.

SWEDISH Foundation SWEDISH UROLOGY

A succession of skills

An update on your investment in training the next generation of urologic surgeons.



Jim Porter, M.D., is passing on his expertise with the da Vinci surgical system to the next generation of urologic surgeons.

SWEDISH Foundation SWEDISH NEUROSCIENCE INSTITUTE

Swedish Spinal Cord Research Platform

An update on your investment in the HAL study



"Dr. Mignone didn't give me unrealistic expectations, but he always gave me hope. I'll remember him for the rest of my life."
—DEREK FORSETH



Derek is a believer in LVADs now.

Faith in medicine
How a pastor overcame his doubts to gain a second chance at life.

Derek Forseth is a believer. As the pastor of a mid-size nondenominational church in Seattle's Ballard neighborhood, the 56-year-old former athlete leans heavily on his faith. But when doctors at Swedish Cherry Hill told him last winter that he was in heart failure and needed surgery to implant a left ventricular assist device, or LVAD, he had doubts. "I didn't want an LVAD," he says today. "Everyone kept telling me it would be a game changer, but I wanted nothing to do with it." An LVAD does exactly what its name implies: gives the heart an assist when it has trouble pumping on its own and can be a lifesaving option for patients in advanced heart failure. The idea that he'd have to rely on an implanted machine to live was overwhelming for Derek, though. "I felt like a failure," he says. Unfortunately, he didn't have a choice. Fortunately, you helped put a team in place at the ACS that has become renowned in this region for providing patients new hope with LVADs. Almost since the program's launch, Dr. Mignone has traveled to hospitals across the state, educating the staffs there on the value of LVADs as both a bridge to a heart transplant and a long-term treatment. As a result, more and more patients with advanced heart failure have undergone the procedure here over the last five years. "In the past, those patients would have died," Dr. Mignone says. "Instead, their doctors are sending them to us, where they can get a second chance." It didn't take Derek long to come around to the device's benefits. Although he hadn't noticed his health declining in the months before coming to Swedish, since having the LVAD implanted he feels like a new man. He's working out four to five times a week, has energy to spend time with his new grandbaby and is back to leading his congregation on Sundays. And as for his thoughts on LVADs? "I'm a big believer now," he says with a laugh.

LVADs BY THE NUMBERS

Year	LVADs implanted at Swedish
2017	2
2018	8
2019	9
2020	20 (projected total)

An update on your investment

SWEDISH Foundation WOMEN'S AND PEDIATRIC SERVICES

The mother of invention

An opportunity to provide healthy starts to local families prepared especially for the Apex Foundation.


You can ensure more babies like Angelina receive crucial support.



SWEDISH Foundation COVID-19

You were there for them

An update prepared especially for DK Metcalf on how your generosity prepared our team for the fight against COVID-19.



SWEDISH Foundation SWEDISH CANCER INSTITUTE AND SWEDISH NEUROSCIENCE INSTITUTE

THE HEART OF THE MATTER

A report prepared especially for Chris and Julie Hughes on the impact of your commitment to patients at the Swedish Heart & Vascular Institute.


SHVI

SWEDISH Foundation SWEDISH CANCER INSTITUTE AND SWEDISH NEUROSCIENCE INSTITUTE

Music as telemedicine

An update prepared especially for Dr. Robert and Mrs. Katherine Calhoun on your investment in the healing power of music.

Even amidst a pandemic, you're helping to bring music therapy to our patients.



SWEDISH Foundation SWEDISH CANCER INSTITUTE

Pitch perfect

How philanthropy provides patients healing through music.

Betsy Hartman provides comfort and connection through music.

Betsy Hartman has comforted our patients with music for years. The COVID-19 pandemic threatened to upend the board-certified music therapist's practice, but philanthropy helped her keep the music alive. We caught up with Betsy to learn more about this unique form of therapy and how she managed to continue connecting with patients at a time when they needed it most.

What does music therapy look like for patients with cancer?
I use music interventions—or activities such as singing, songwriting, instrument playing and listening to music—to help reduce and manage anxiety, stress or pain, and to help improve sleep, mindfulness, coping skills and creative expression. One of the main interventions and tools that I provide is something I call personalized

Swedish Foundation Booklets

General and personalized multi-page designs, featuring infographics, photography, and illustration.

SWEDISH Foundation

Philanthropy & Swedish

A guide for caregivers

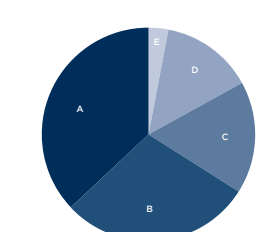
CHAPTER 1 Working Together
CHAPTER 2 Fundraising 101
CHAPTER 3 Ideation
CHAPTER 4 Implementation
CHAPTER 5 Your Foundation
APPENDIX I Definitions

Previous fundraising numbers: a snapshot

A three-year look at who gave, how much they gave and where their gifts went.

2020 TOTAL INVESTMENT
\$25,116,833

Where gifts came from



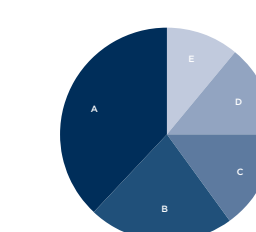
A \$9,265,055 from individual current gifts
B \$3,300,000 from individual planned gifts
C \$4,281,726 from corporations and organizations
D \$1,321,767 from foundations
E \$7,949,285 from individual realized estate gifts

Where the gifts went

COVID-19 Response	\$ 7,477,272
Cancer Institute	\$ 6,497,600
Health Infrastructure	\$ 2,000,000
Fund for Excellence	\$ 1,655,324
Other	\$ 1,431,651
Research and Education	\$ 1,343,298
Neuroscience Institute	\$ 1,081,987
Women's Health and Pediatric Services	\$ 473,233
Heart & Vascular Institute	\$ 157,471

2019 TOTAL INVESTMENT
\$26,652,721

Where gifts came from



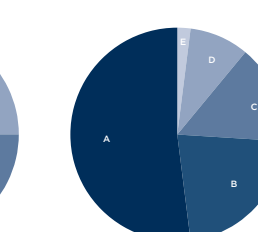
A \$9,796,786 from individual current gifts
B \$3,870,000 from individual planned gifts
C \$3,843,055 from corporations and organizations
D \$1,209,953 from foundations
E \$2,943,627 from individual realized estate gifts

Where the gifts went

Swedish Cancer Institute	\$ 6,833,951
Heart & Vascular Institute	\$ 4,113,123
Orthopedic Institute	\$ 3,024,133
Neuroscience Institute	\$ 2,051,922
Research and Education	\$ 1,602,145
Fund for Excellence	\$ 1,600,464
Other	\$ 1,259,645
Acute Services	\$ 1,233,246
Women's Health and Pediatric Services	\$ 947,395
Pediatric Services	\$ 1,184,323
Digestive Health Institute	\$ 162,873

2018 TOTAL INVESTMENT
\$46,468,000

Where gifts came from



A \$22,328,154 from individual current gifts
B \$3,497,321 from individual planned gifts
C \$4,087,747 from corporations and organizations
D \$1,032,453 from foundations
E \$11,532,645 from individual realized estate gifts

Where the gifts went

Fund for Excellence	\$ 20,887,200
Cancer Institute	\$ 8,363,095
Neuroscience Institute	\$ 2,552,827
Unrestricted	\$ 2,538,888
Research and Education	\$ 1,683,066
Heart & Vascular Institute	\$ 1,446,900
Digestive Health Institute	\$ 1,051,863
Women's Health and Pediatric Services	\$ 947,395
Other	\$ 931,799
Orthopedic Institute	\$ 279,470
Surgical Services	\$ 182,737

24 Philanthropy & Swedish

SWEDISH Foundation

PERSONALIZED PREVENTATIVE PREDICTIVE

How you can offer patients lifesaving cardiovascular care—before they know they need it.



A NEW WAY TO CARE

How you can help provide healthcare of the future at the Swedish Transfer and Operations Center.

SWEDISH Foundation

TAKING STOCK

We've worked hard with our architectural partners at NBBJ to design a space that takes advantage of our caregivers' strengths while creating opportunities for new levels of patient care.







Full visibility
Ensuring that each patient gets the right care at the right time and in the right place will require dozens of caregivers to collaborate shoulder-to-shoulder. Many of the tasks handled in the hospital today—approving treatments, coordinating care with specialists, scheduling labs—will be managed at STOC, where decisions can be made with real-time data from the Tiles. And nurses, coordinators and expeditors will work together on a daily basis to plan care for patients with more complex needs, enabling them to be discharged sooner.

“STOC will take the hundreds of people necessary to care for any one patient and better orient them around what they need to do to move that patient along in their journey to better health.”
—CHRIS DALE, M.D., CHIEF MEDICAL OFFICER

SWEDISH Foundation

IN LOCKE STEP


Partnering for the holistic care of patients with atrial fibrillation



SWEDISH Foundation

CHOCOLATE CHIP COOKIES FOR THE SOUL

An update prepared especially for Deborah Weinstein on your investment in bringing comfort to patients, their families and caregivers.



Swedish Foundation Special Projects

Holiday cards, thank you cards, direct mail, magazine ads, and giant checks.



Your gifts of hope and health touched so many in our community this year. Thank you for your kindness and caring. Wishing you and your loved ones a healthy and joyful holiday season.

Swedish Medical Center Foundation

Thank you,
Lytle family

Thank you,
Lytle family

Thank you,
Lytle family

Thank you,
Lytle family

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Puget Sound Business Journal | 2020 Giving Guide
October 23, 2020

October 23, 2020
Puget Sound Business Journal | 2020 Giving Guide
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LEADERSHIP
CHIEF EXECUTIVE OFFICER
SWEDISH HEALTH SERVICES
R. Guy Hodson, M.D., MBA
CHIEF PHILANTHROPY OFFICER
SWEDISH HEALTH SERVICES
PRESIDENT
SWEDISH MEDICAL CENTER FOUNDATION
Jay Hoehling, CFP®

MISSION STATEMENT
To improve the health and well-being of each person we serve.

SWEDISH MEDICAL CENTER FOUNDATION BOARD OF GOVERNORS
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J. Scott Hamilton
R. Guy Hodson, M.D., MBA
CEO, Swedish Health Services
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Eugene (Pepper) Tomney, M.D.
Marlyn Valentine
Lynn Walling, M.D.
Cecilia Wong

BRIEF HISTORY SWEDISH
For more than a century, you've trusted us with the most important thing in your life: your health. Now more than ever we pledge to give you the most innovative health care possible, delivered with the greatest compassion and skill. At the root of our commitment is the ongoing philanthropic support of our community. Thank you for being there for us, so we can be here for you.

OUR VISION AND VALUES
Our vision of health for a better world is guided by our values of compassion, justice, excellence, dignity, integrity and safety. Your health, safety and well-being are our top priorities.

HOW YOU CAN HELP

BOLSTER OUR RESPONSE
COVID-19 has spread the world. And health care providers are Swedish health care on their frontlines of caring for you and our community throughout the pandemic. We're fighting this virus with all we've got, but we can't do it alone. Now more than ever, we need your help. As a not-for-profit, we rely on your generosity to advance research for treatments, purchase special and equipment and provide the care and supplies to bring hope and healing to our community.

HOW TO GIVE
We can beat this disease together. Find a way to support Swedish that's right for you:
- Become a Corporate Partner
- Make a gift of cash or stock or include us in your will
- Give to honor the care that you or a loved one received
- Include us in your workplace giving campaign

BECOME A CORPORATE PARTNER
Tell your customers, partners and employees that you're invested in them. Corporate partners get Swedish on the leading edge of medicine so we can care for you best. You'll enjoy benefits such as recognition in our annual gratitude report to donors and on our website, and it's all at PSD's Corporate Citizenship special advertising, along with opportunities to meet our leadership team through our annual Corporate Partners appreciation events. Learn more and join today at www.swedishfoundation.org/corporate-partner.

WHY GIVE
Your investment can bolster our COVID-19 response by:
- Launching leading-edge clinical trials
- Ensuring equitable distribution of a forthcoming vaccine
- Studying the combination of two widely available supplements to combat COVID-19
- Supporting new mothers through on-call doulas
- Connecting patients to care through telehealth

CONTACT INFORMATION Jay Hoehling, CFP®, Chief Philanthropy Officer, Swedish Health Services, President, Swedish Medical Center Foundation | 206-388-2738 | foundation@swedish.org



You've given us reason to smile.

As a not-for-profit, Swedish relies on our community's generosity to provide innovative, cutting-edge treatment to patients with COVID-19.

Patients like **Lloyd Young**, who spent 19 days in our ICU at the start of the pandemic.

Philanthropy gave him the gift of good health.

Make more smiles possible. Visit swedishfoundation.org/fightcovid



BARBARA STEPHANUS
SEATTLE, WA

DATE MARCH 19, 2020

SWEDISH FOUNDATION

PAY TO THE ORDER OF

\$500,000.00

Five Hundred Thousand and 0/100 DOLLARS

MEMO **REGENERATIVE MEDICINE RESEARCH PROGRAM**

SIGNED
Barbara Stephanus

Seattle Met

For over two years, I was the director of design and photography for this monthly award-winning magazine. It was full of original art and bold typography, built on a system of comprehensive templates.

Seattle Met

REASONS TO LOVE WINTER

THE NEW LOCAL LIQUORS • WARREN MILLER THE GODFATHER OF SKI FILMS

Seattle Met

REASONS
TO

Love Winter

DECEMBER 2011 ❄️

2013 TOP DENTISTS

Seattle Style Resolutions

SeattleMet

34 Companies that offer loads of time off, generous benefits, and caring bosses



BEST PLACES TO WORK

PLUS: SEATTLE'S COOLEST INTERNSHIPS

THE DEATH OF THE CUBICLE

#14 Zillow

FALL ARTS ENDORSEMENTS PAGE 82

SeattleMet

2012 List

100 BEST BOTTLES OF WASHINGTON

WINE

16 GREAT WHITES
10 RED WINES UNDER \$25
22 TASTING ROOMS

We tested 531 bottles for you!

TOP DOCTORS 2011

SeattleMet

INSIDER'S GUIDE TO

OLYMPIC NATIONAL PARK

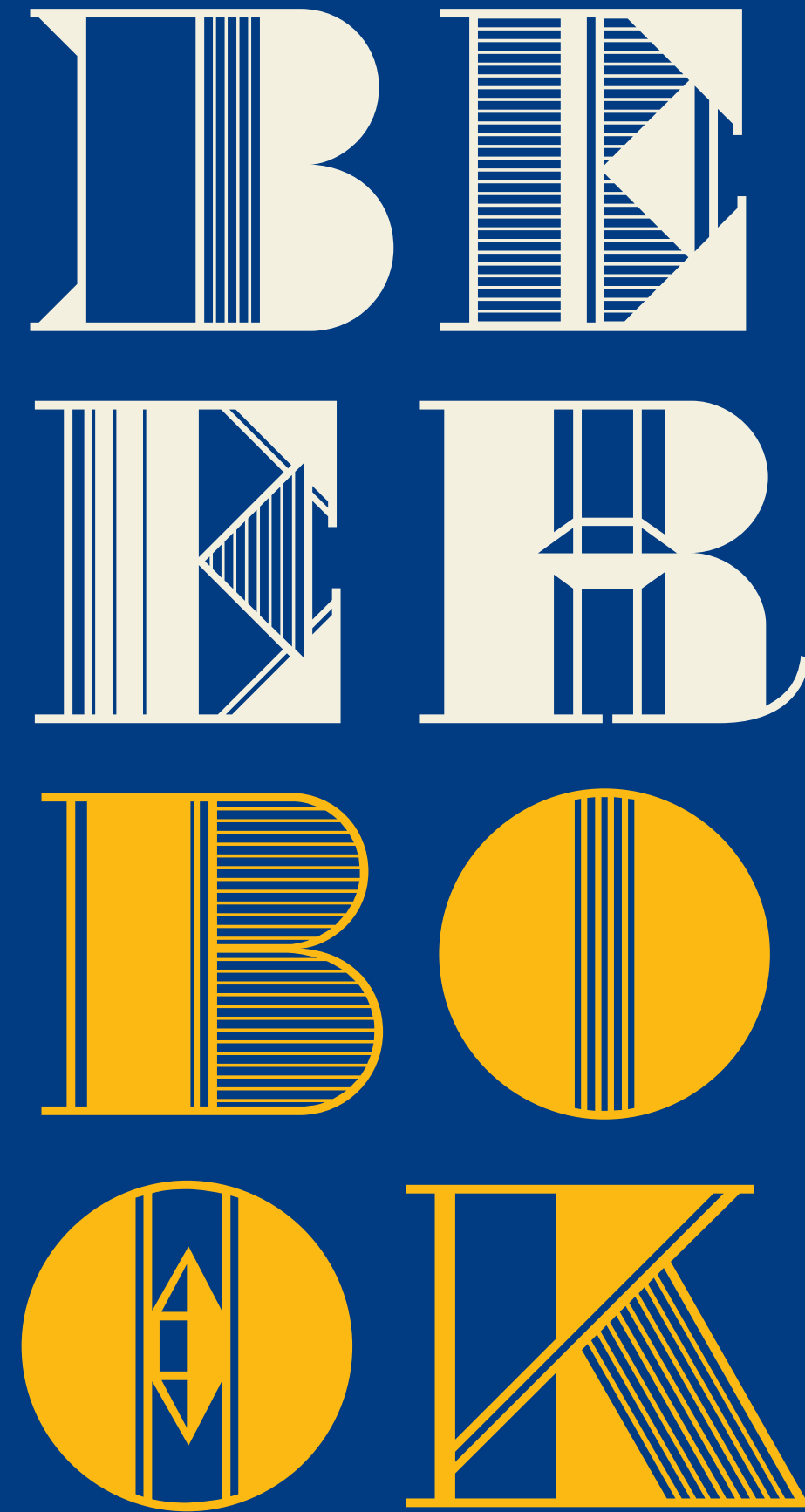
PLUS A FOLDOUT MAP

Support the Parks!
Buy this magazine and we'll send 65¢ to Washington's National Park Fund

AUGUST 2011 SEATTLEMET.COM



*The
New
School
of
Seattle
Craft
Beer*



Two Thousand and Twelve

By Allecia Vermillion
Photographs by Patrick Kehoe



Return to Red Mountain

At just over 4,000 acres Red Mountain is Washington's smallest AVA. But ton for ton, its cab, merlot, and syrah grapes are among the most precious and pricey in the state—yielding wines of amazing structure and complexity and attracting some of the world's best winemakers.

This is the story of how a patch of dirt in Benton County became the wine world's desert rose.

*By Jessica Voelker
Photograph by Erik Skaar*

THE LAW &

He's defended the Northwest's most reviled killers and gained the cursed admiration of Ted Bundy and the begrudging respect of prosecutors. So what's John Henry Browne doing for his next act? Turn on your TV.

John

HENRY

! * @ #ing Browne

BY JAMES ROSS GARDNER † PHOTOGRAPH by PATRICK KEHOE



Fretboard Journal 30



STEVE MARTIN
AL JARDINE
ASHER GUITARS
THE MILK CARTON KIDS
DREW CHRISTIE

Fretboard Journal

I design this niche quarterly magazine that is distributed internationally. In 2014, when I took over the design, I revamped the brand identity.



SEEING THROUGH THE CREATIONS OF CHICAGO'S **GEOFF BENGE**

By Eric Futran

LUCITE



Softer Still

THE WAYFARING FOLK OF LOUISVILLE'S
JOAN SHELLEY

By Jason Verlinde
Photographs by Michael Wilson

THE 19TH-CENTURY TIME MACHINE KNOWN AS FRED OSTER'S VINTAGE INSTRUMENTS

ARTS

AND

FRED OSTER'S VINTAGE INSTRUMENTS

CRAFTS

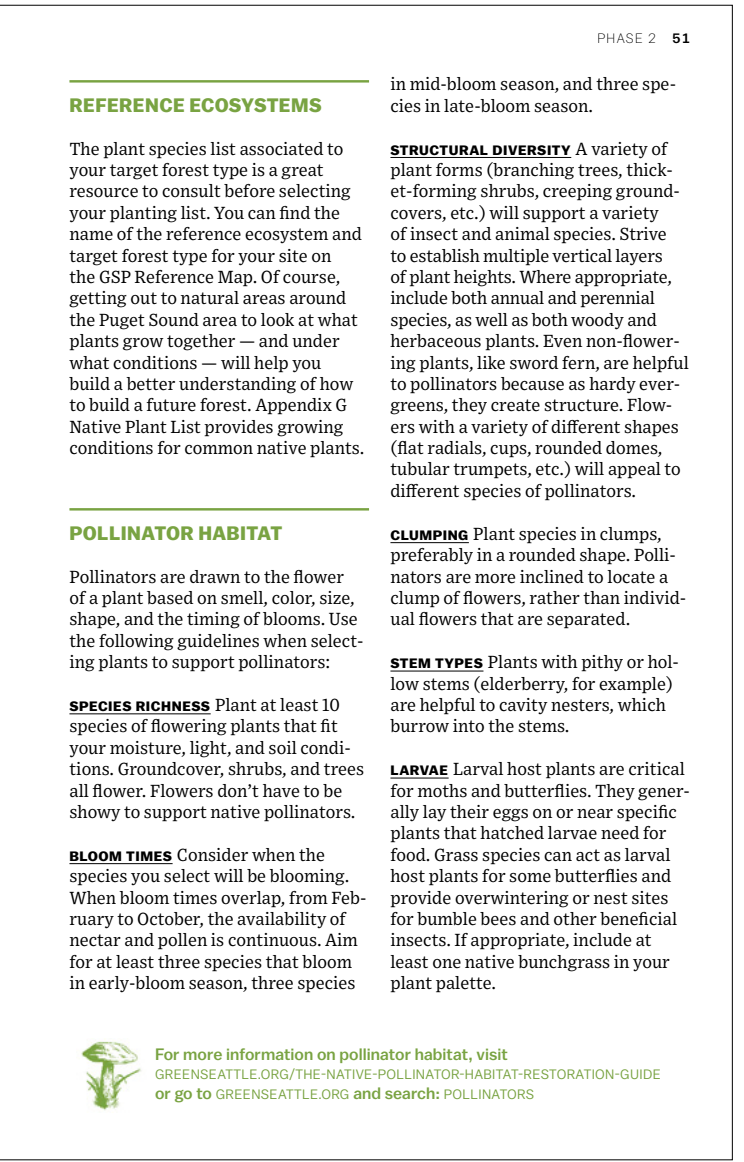
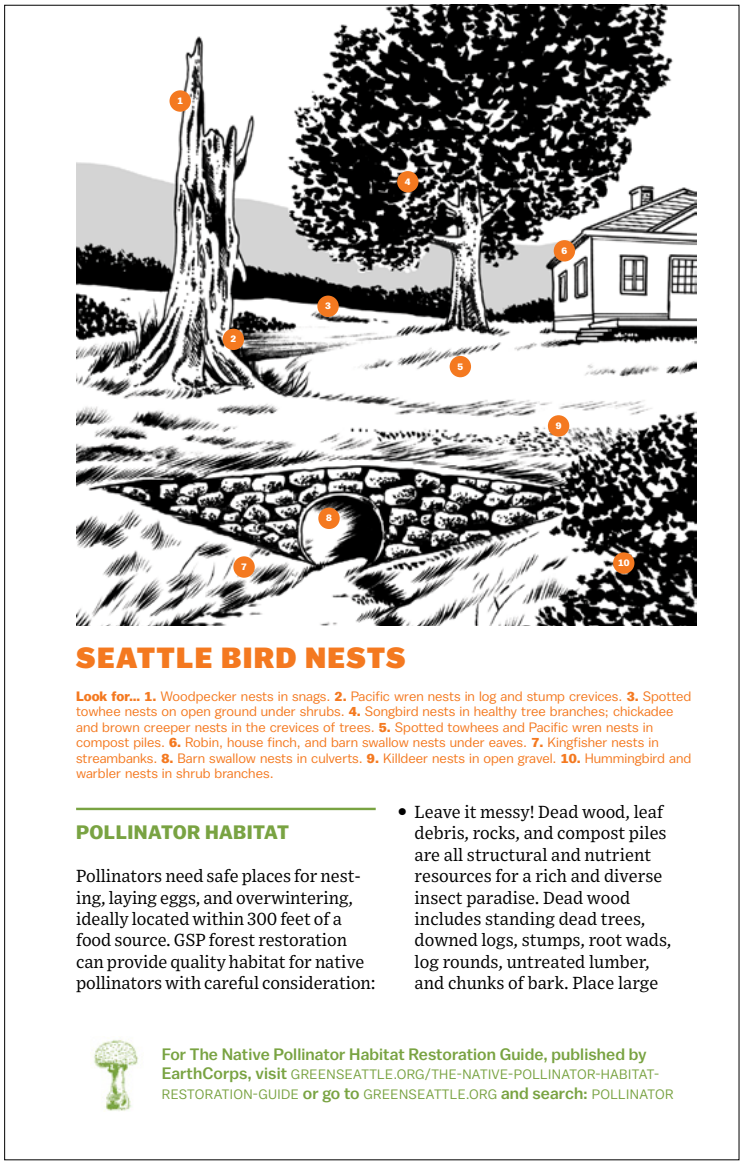
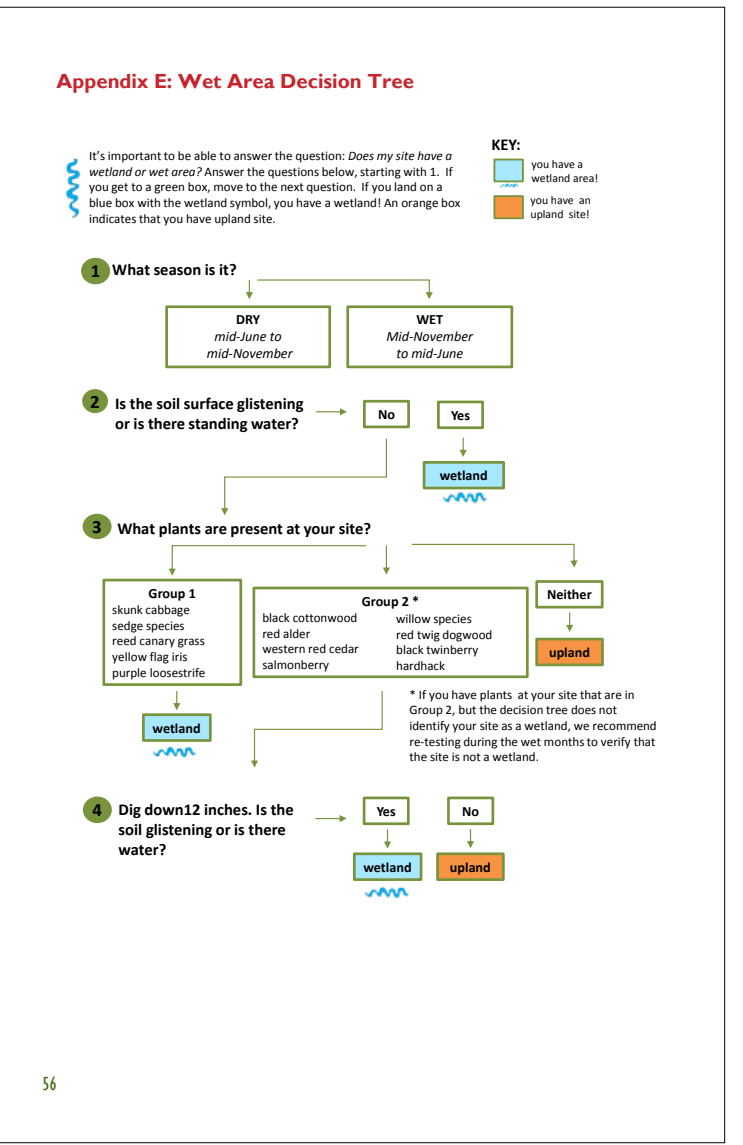
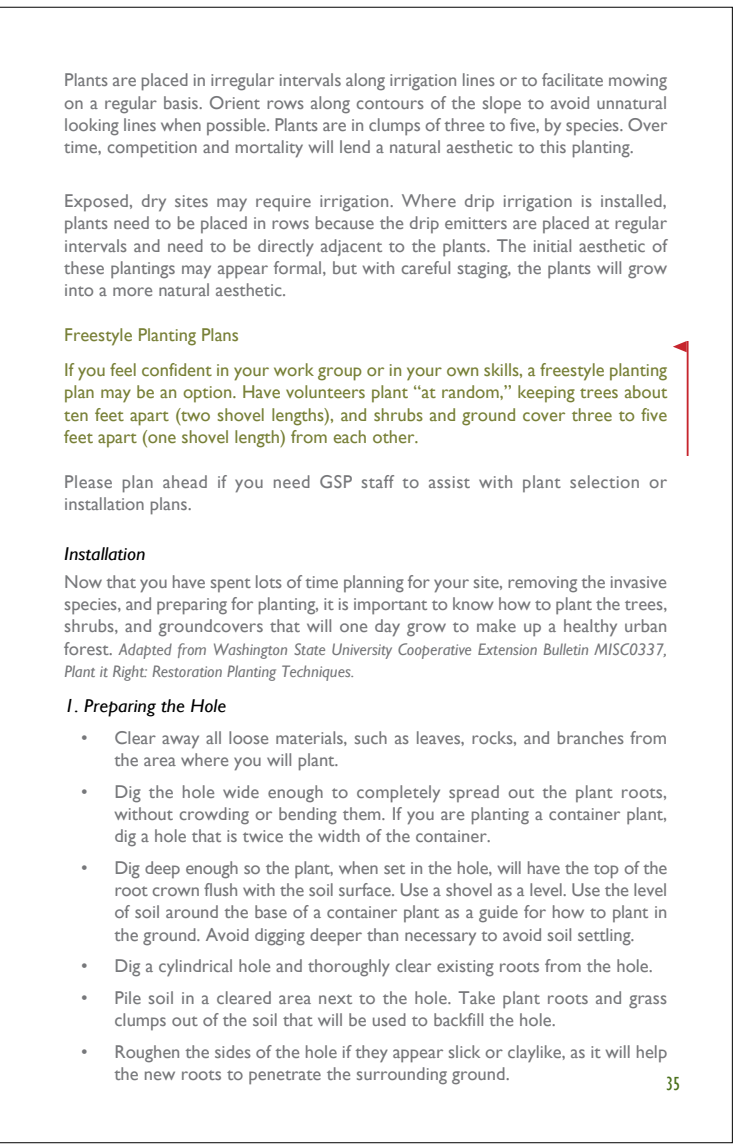
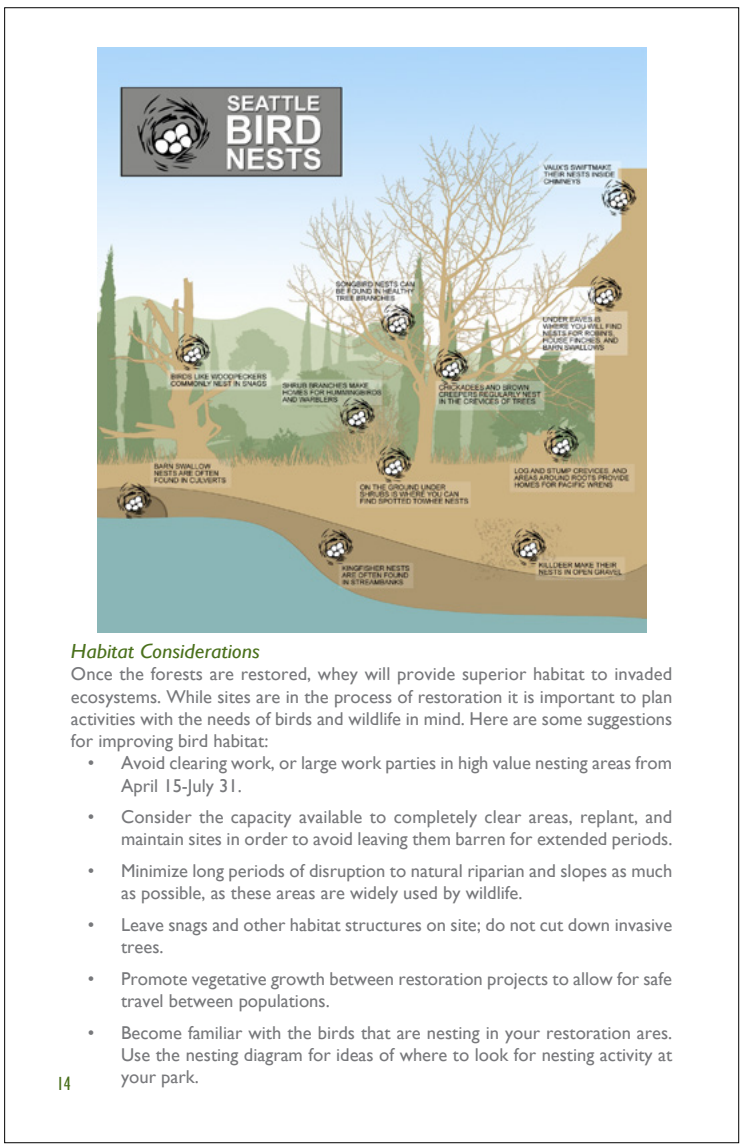
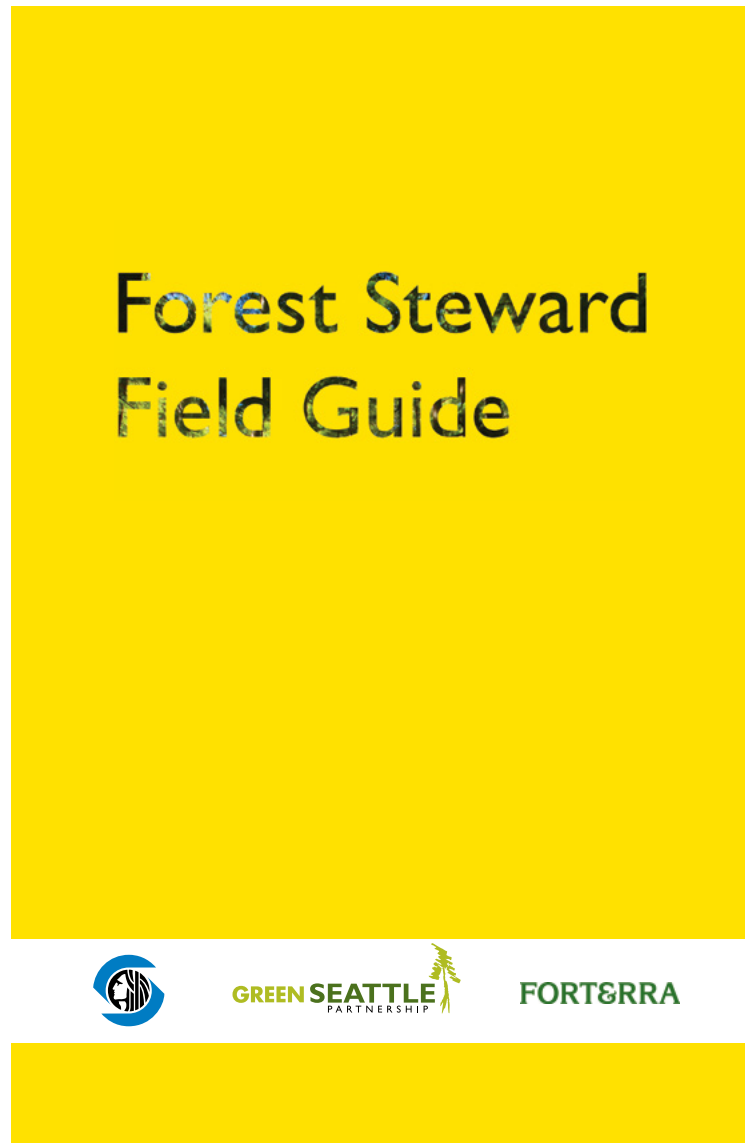
By Andy Volk
Photography by Mike Fleming



GSP Field Guide

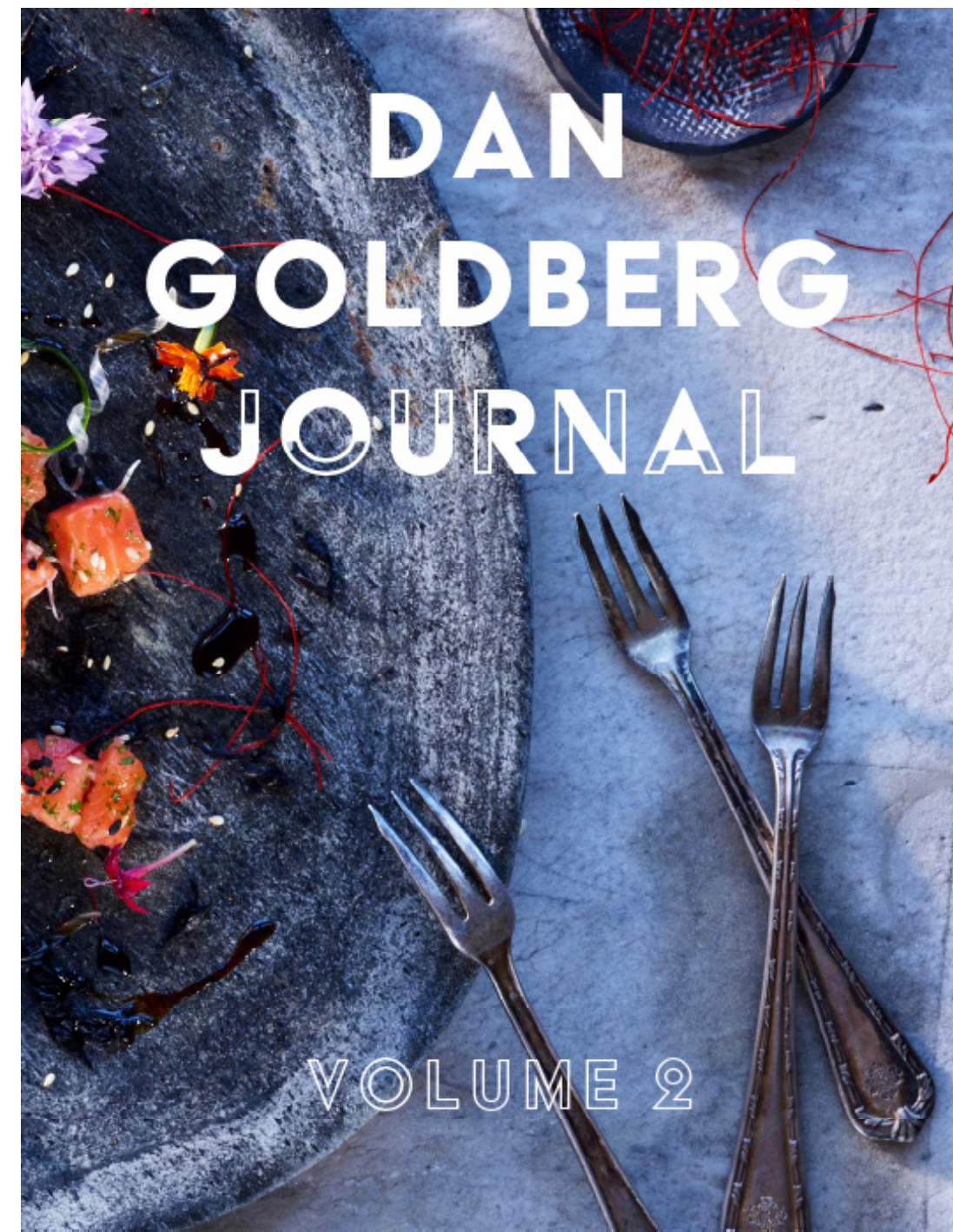
In 2019, I redesigned a field guide for the Green Seattle Partnership (a group formed by non-profit Forterra and the City of Seattle). Projects like this are my specialty—with new illustrations throughout, clearer infographics, and stronger typography, the 88-page guide came to life.

Top: 2016 guide
Bottom: The 2019 Redesign



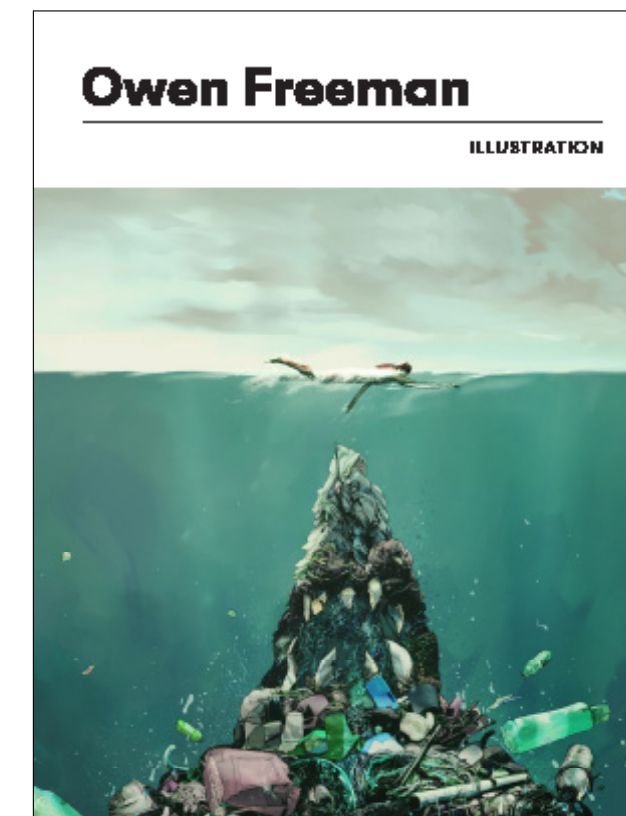
Artist Portfolios

For marketing and exhibitions, I design books and catalogs for illustrators and photographers.



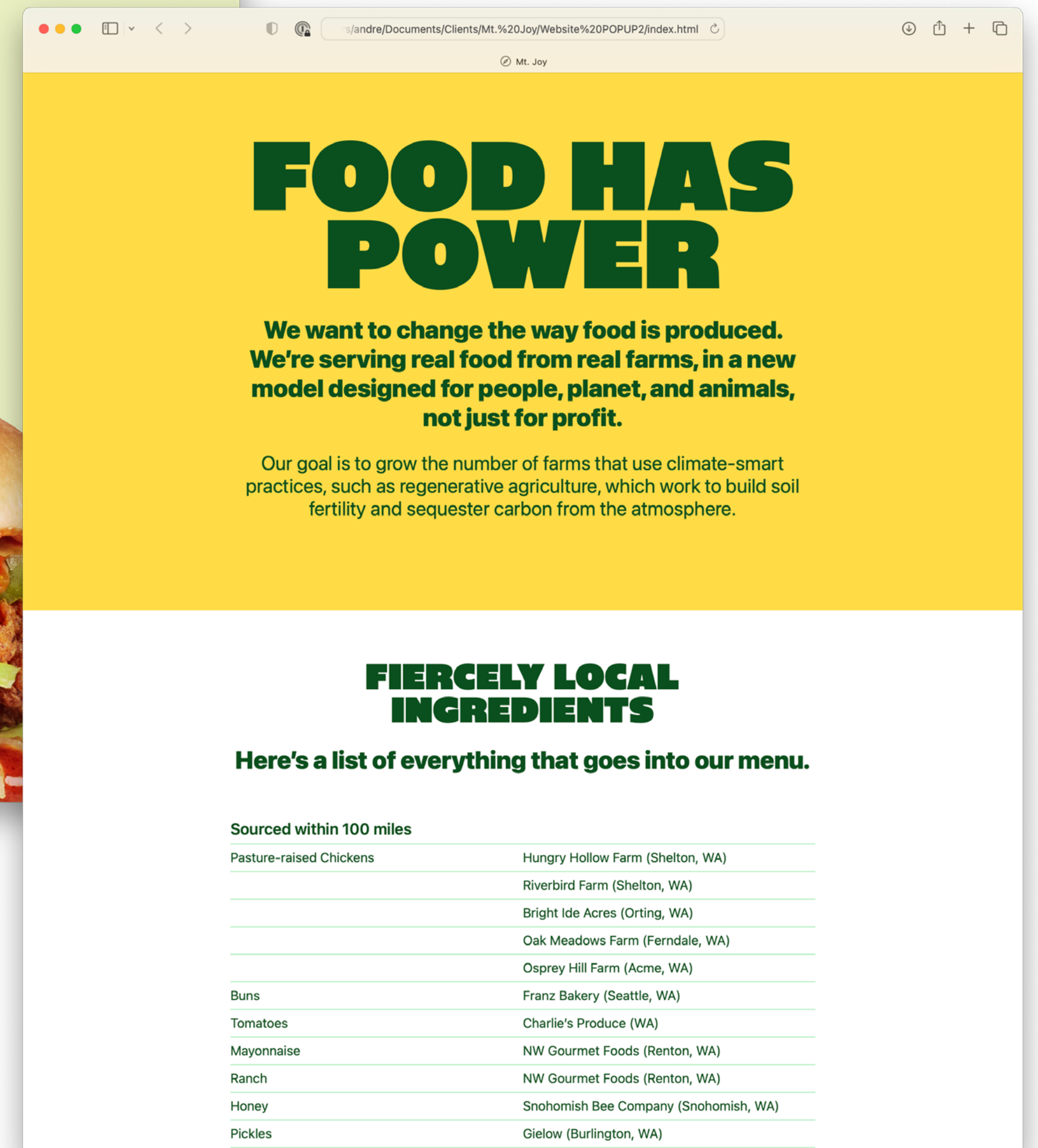
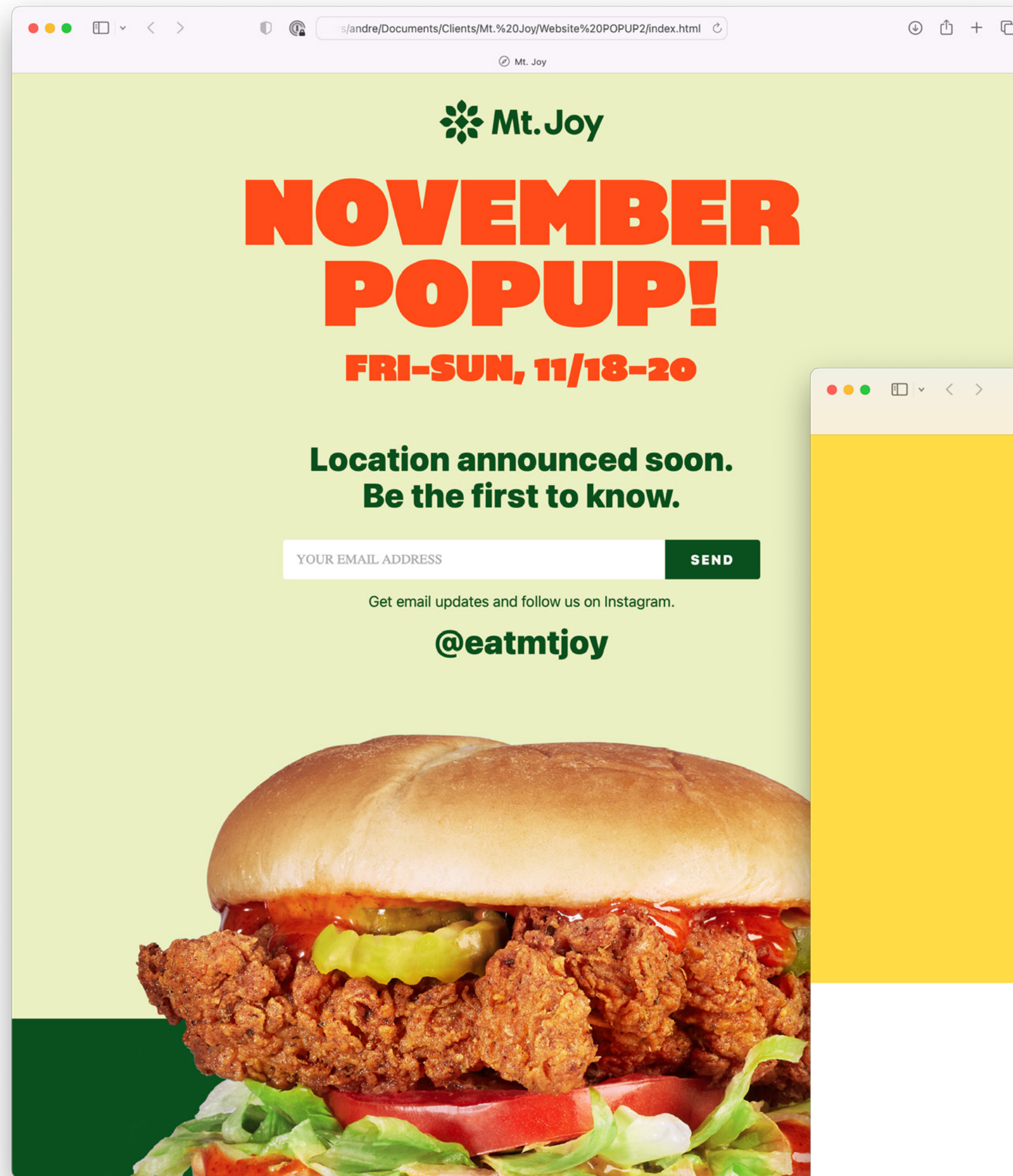
DEVON ST.

When you first walk down Devon Ave. in Chicago you wonder if you are in a different country. The color, flavor, textures, and smells are almost overwhelming. It is a multi-ethnic neighborhood with amazing cuisines, a butcher bakery next to Pakistani and Indian grocery stores. I love going to Patel Brothers grocery store just to try new produce and find interesting options.



Mt Joy

A one-page site for a new restaurant's pop-up events.





The Klavika Series

Sans serifs for the 21st-century

MAXIMIZE

Informational Kiosk

SWITCHBOARD

Switchboard

Klavika.com

A one-page specimen site for the highly-popular Klavika typeface.

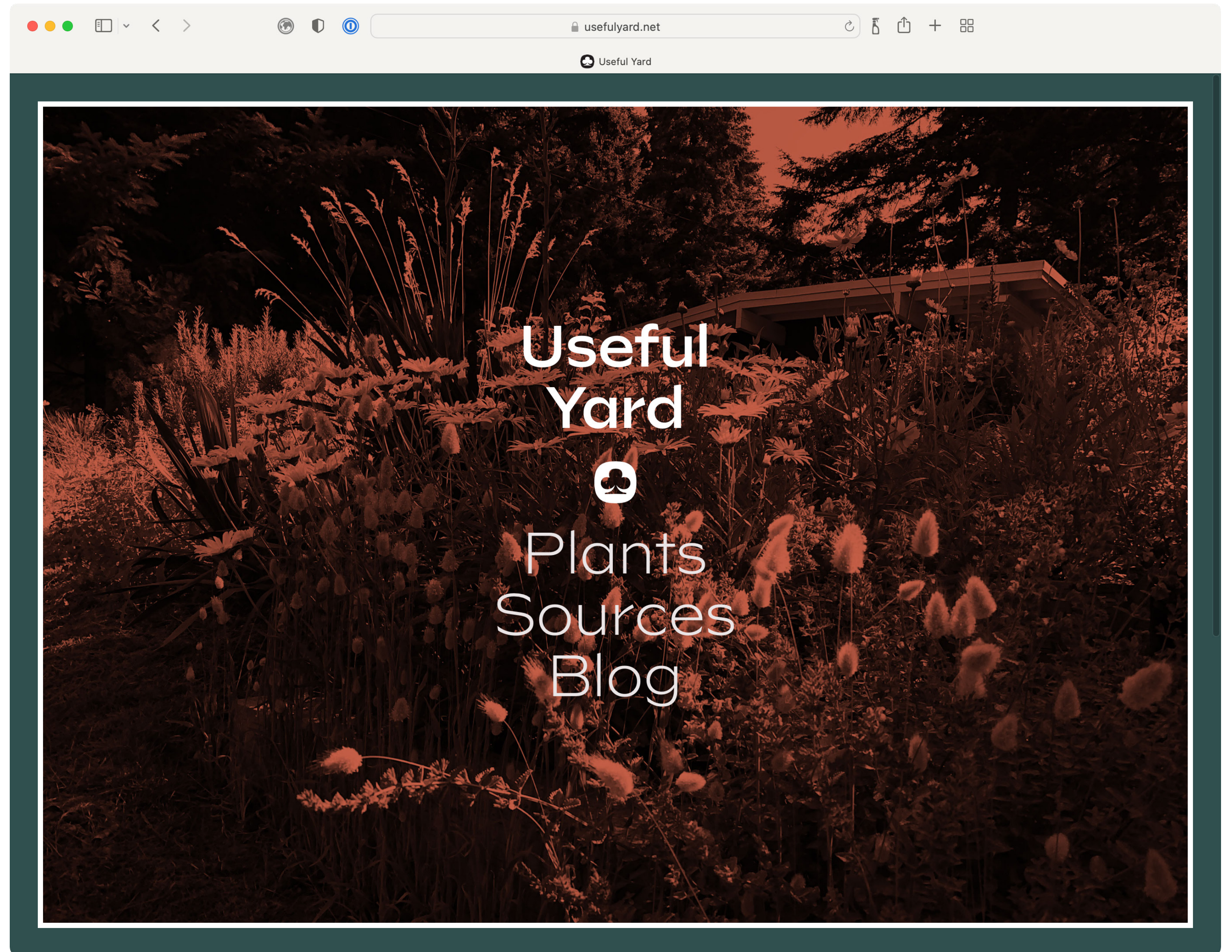
Font Bureau Bulletin

Redesigned company email from scratch—a responsive design that used web fonts.



Usefulyard.net

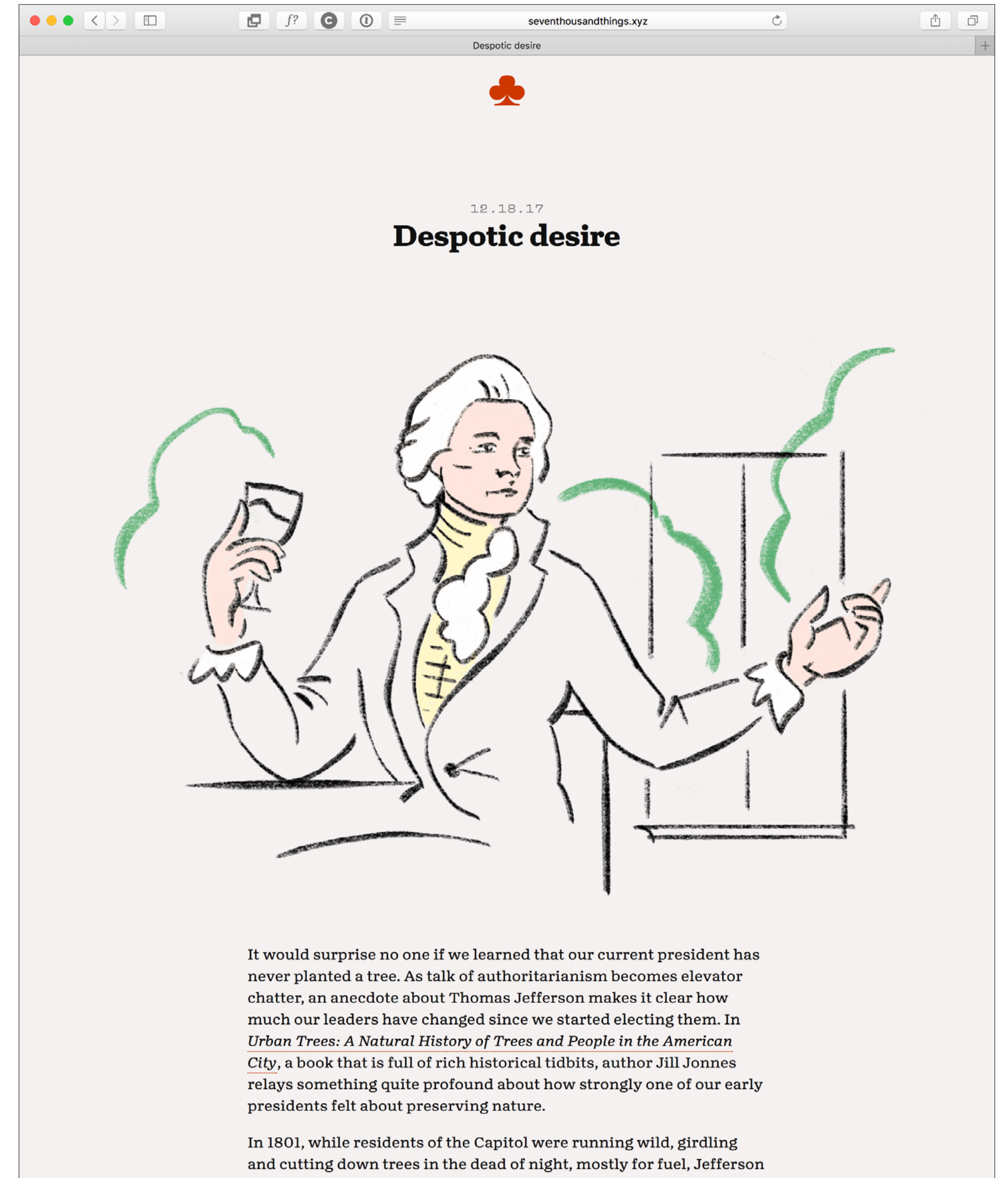
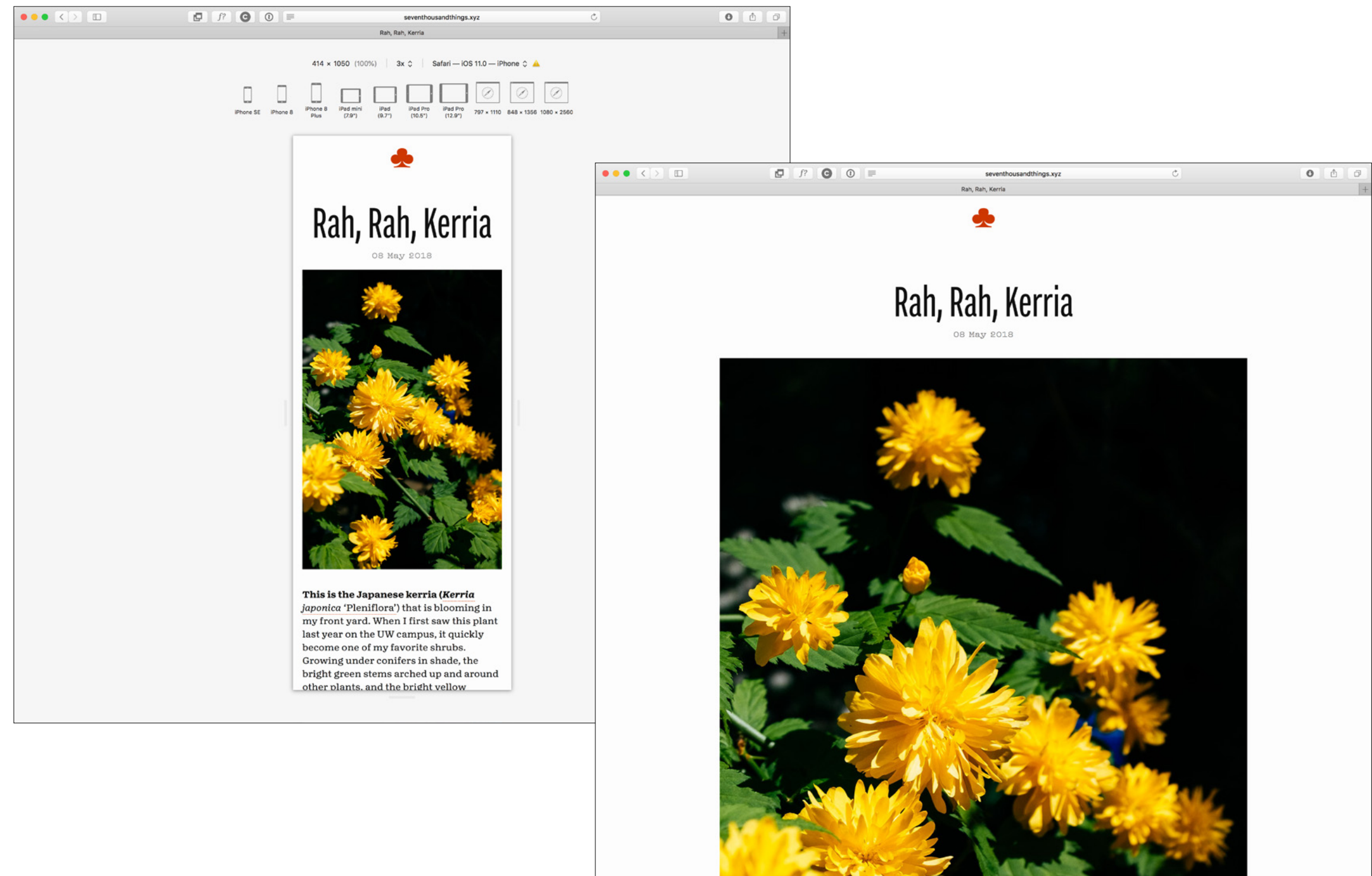
This is my current website—my Covid project—about my yard, documenting the hundreds of species of plants I grow, through photography and short essays. I built the CMS with Kirby and designed the site with the latest web standards.



Seven Thousand Things

A previous website for my stories, illustrations, and photographs related to garden design. I wrote the responsive CSS and built the CMS with Jekyll and Siteleaf.

(Offline but available upon request.)



Thank you

If you want to see more, just ask.

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