

THE GIFT OF GIVING

THE PHILANTHROPISTS BEHIND
MOUNT SINAI MEDICAL CENTER'S ENDURING
LEGACY SHARE THEIR VISION OF HOPE, HEALING
AND HEALTH FOR THE COMMUNITY.

At the heart of Mount Sinai Medical Center's towering achievements lies an ethos deeply rooted in compassion, vision, and unwavering commitment to community well-being. Through the generous spirit of its philanthropists, this iconic institution has not only set medical milestones but has also painted a canvas of hope, healing, and health for countless individuals. To honor their generosity, we invite you to delve into the hearts and minds of the benefactors behind Mount Sinai's enduring legacy, unveiling their inspired journey and the transformative impact of their giving. Join us as Mount Sinai celebrates the timeless gift of giving and the luminous vision that promises a healthier tomorrow for all.



PIONEERING CHANGE:

IRMA & NORMAN BRAMAN

Set against the vivid backdrop of palm trees and the Atlantic Ocean, the Irma and Norman Braman Comprehensive Cancer Center stands as a testament to perseverance, dedication, and undying commitment to a cause close to the hearts of the renowned philanthropic couple whose name it bears. It was a heart-wrenching diagnosis in the early 2000s that plunged the Bramans into the world of cancer care. Irma's youngest sister faced breast cancer, and the challenges that ensued brought to light a profound lack of available medical expertise in the community. This sparked a fire and the eventual loss of Irma's sister added fuel to their mission. "We began looking for a partner to provide a true level of excellence that we felt was lacking," Norman shares. Their quest led to a partnership with Columbia University Herbert Irving Comprehensive Cancer Center and Mount Sinai Medical Center, and the announcement of the Braman Comprehensive Cancer Center, which celebrated its groundbreaking in October 2023. Set to open in 2025, this modern facility promises to bridge the gap in cancer care. "Cancer incidences are rising year after year, and people are going months and weeks waiting to see physicians... that has to change," states Norman. In conjunction with Columbia University, the new cancer center will deliver true clinical excellence to the community.

TAKING THE INITIATIVE: "We are in the fortunate position to give and offer people a second chance at life. Given our personal experiences and seeing the pressing need in our community for more access to expert cancer care, Irma and I felt a profound responsibility to act. This cause is worthy of our commitment, and we hope our actions inspire others to pay it forward in their own ways."

PARTNERS IN CARE: "While I've always believed in the power of collaboration, the partnership with Columbia University Herbert Irving Comprehensive Cancer Center and Mount Sinai Medical Center stands as a

testament to what can be achieved when world-class institutions unite for a common goal. Together, we're not just changing the narrative of cancer care, but ensuring that every patient receives the pinnacle of innovative and compassionate treatment."

AN IMPACTFUL CAUSE: "The center will be a beacon of hope for patients, families and caregivers. We aim to ensure that every individual, regardless of background or circumstance, has access to personalized and expert cancer care right here in our community. That includes additional access to clinical trials and research, the newest technologies, robust support services

and a team of compassionate caregivers who guide patients every step of the way, ensuring optimal results."

KEY FACTORS: "Beyond the advanced treatments and increased access to clinical and support services, the center's success to us lies in hearing stories of lives saved, families intact, and hope restored."

LIMITLESS HORIZONS: "The Braman Cancer Center will improve access to cancer care by removing barriers, reducing wait times, and offering cutting-edge treatments. We're streamlining the journey from diagnosis to recovery."

"OUR MOST SIGNIFICANT GOAL IS TO ERADICATE THE FEAR AND UNCERTAINTY THAT COMES WITH A CANCER DIAGNOSIS IN OUR COMMUNITY, REPLACING IT WITH TRUST, ASSURANCE, AND HEALING."
Irma and Norman Braman



GRACE IN GIVING:
**STEVE WITKOFF
& KRISTIN BELL**

Steve Witkoff and his partner Kristin Bell were motivated to donate funds to Mount Sinai Medical Center to support critical programs aimed at improving the overall health and well-being of the South Florida community. After the loss of his son Andrew in 2011, Steve felt compelled to help those dealing with substance issues, especially the homeless. Helping those who have nowhere to turn for help is at the heart of their cause. Despite such a tragic loss, Steve still finds joy and a degree of consolation in acts of service. "Philanthropy to us means giving back, for all of the blessings we have been given," he says. When it comes to legacy, "As a family, we want it to be one of generosity, care and concern for others."

SHAPING TOMORROW: "Our donation was focused to support two specific areas and was done in the name of Andrew Scott Witkoff, my son. The first supported education programs for doctors and nurses at the medical center. The second was to support the homeless community. My son Andrew died of a substance abuse overdose. We felt that it was important to support those inflicted with the same disease, many who are homeless, and have no safety net."

TARGET AUDIENCE: "Our donation will support very specific programs in Miami Beach, broaden services for the overall community and hopefully encourage more giving of those who can afford to give."

HEALTHCARE VANGUARD: "Our personal experiences with the physicians, nurses and entire medical staff at Mount Sinai Medical Center mean so much to us. The care we receive for our entire family is incomparable and we want to ensure that level of compassionate, high-quality care is easily accessible to everyone in our community."

FUTURE ENDEAVORS: "Miami Beach is our home, and we are excited and fortunate to be active members of the community. We are always thinking of how we can increase our efforts to help our community and residents flourish."

RISING ABOVE: "In our quest to uplift those who find themselves in need, we endeavor to elevate Mount Sinai Medical Center to the zenith of medical excellence within our nation's borders."

"Giving back, helping others and doing as much as we can to support those in need is what we strive to do. Fortune bestows its gifts not just to be received, but to be shared. When we give back, we transform our blessings into bridges for others to cross."

– Steve Witkoff and Kristin Bell

A PROMISE FULFILLED:

PHIL & KAREN SIEBERT

"Giving is in our DNA. It's not a revelation," notes Phil Siebert when discussing his and his wife Karen's contribution to the Irma and Norman Braman Comprehensive Cancer Center. "It's always been part of our lives." We both come from families who were both givers. My parents taught me to be generous. So, giving has always been in our blood." Hailing from Chicago, the Sieberts bought a place in Miami in 2003 and eventually relocated permanently in 2015. When Phil sold his mortgage banking business in 2020, he says he and Karen made a "giving pledge" to each other. "We decided then what we were going to do. It's all about giving back to the community which has given us so much."

A VISIONARY PROJECT: "We have been longtime supporters of Mount Sinai and its mission. Several years ago, we learned about plans for the Braman Comprehensive Cancer Center, which perfectly aligned with our goals of continuing to give back to the community in a meaningful way. It's such an honor to be a part of it. We commend the remarkable philanthropic leadership of the Bramans, who have had such foresight because the impact of the center is incalculable. Every family is affected by cancer, and this building offers a lot of hope."

HEALTH & WELLNESS: "The new cancer center will offer patients and their families a truly holistic approach to care, so no matter your beliefs or approaches, there are ways to take care of your whole body. That helps take the fear out of what you will have to go through. Cancer is so individual—everyone's care is different, and everyone's reaction to that care is different. It's not just a place to go to get your chemo or your radiation. It's also a place for the families."

A PERSONAL COMMITMENT: "My wife's sister passed at age 20 from leukemia and left behind a 1-year-old child; my wife was 18

at the time and helped raise him. My mom passed from breast cancer. Our family is not unique. It touches everyone in our society."

GOOD INTENTIONS: "To enjoy a well-lived life, it's very important to be part of your community, your place of worship or your neighborhood, to make it a better place using whatever skill sets you have. Be a well-

rounded, good person and a good neighbor."

A CHANCE TO CHANGE: "I think that if you can have some positive influence on anyone you interact with, that's a defining moment in both your life and that person's life, because let's face it, in a generation you might not be remembered, but what you did for someone can impact their family for years."

"BE PART OF YOUR COMMUNITY IN A POSITIVE WAY. EVERYONE HAS SOMETHING TO GIVE, AND WHATEVER YOU CAN GIVE, YOU SHOULD."
Phil and Karen Siebert



FROM PASSION TO PROGRESS:

DANIEL & JANE OCH

Daniel and Jane Och have a long history of generosity. Both have enjoyed storied careers of success in the finance industry as well as entrepreneurial successes over the past 40 years—and together they have always been dedicated to giving back. The co-founders of Willoughby Capital Holdings, LLC, are also the namesakes of the Jane and Daniel Och Family Foundation, a private grant-making foundation that supports a variety of causes that include community, development, education, and not least of all, public health.

SEIZE THE MOMENT: “Our philanthropic efforts have always centered around community, health care and education focusing on increasing access for those that are underserved. When Mayor Dan Gelber announced the building of the Irma and Norman Braman Comprehensive Cancer in 2022, we thought it was the perfect opportunity to get involved in supporting this critical community resource from its inception.” – Dan

A THOUGHTFUL MATTER: “For us, philanthropy is caring about others and their needs—it comes from the heart. It can be financial or simply donating your time and energy to a cause. The impact is incredibly powerful when people see that someone truly understands their needs and cares about them.” – Jane

INFLUENCING CHANGE: “Through our work with Mount Sinai, and New York-Presbyterian Hospital, Jane and I have seen how world-class medical facilities can transform and uplift communities when given greater access to best-in-class resources. Our donation will directly support the building and establishment of the Braman Comprehensive Cancer Center from the ground up, allowing it to offer unmatched medical care and expertise.” – Dan

A GUIDING LIGHT: “Our hope is that the Braman Comprehensive Cancer Center will become a vital source of support and a place of healing for patients and their families navigating cancer care, serving the Miami-Dade community for years and generations to come.” – Jane

TOMORROW'S HOPE: “In 2022, approximately 1.9 million new cancer cases were diagnosed in the United States, over 152,000 of which are in Florida alone. We hope the Braman Comprehensive Cancer Center will become a pioneer for life-changing medical research and discoveries for cancer patients, both in Miami and globally.” – Dan and Jane

“OUR FOCUS ON COMMUNITY GIVING ROOTED IN MEDICAL CARE, EDUCATION AND AWARENESS HAS BEEN CONSISTENT THROUGHOUT THE LIFE OF OUR FOUNDATION.”
Dan and Jane Och



BRIDGING THE GAP:

JAY & JEANIE SCHOTTENSTEIN

Jay and Jeanie Schottenstein have long held Florida close to their hearts, even before they relocated here from their native Ohio. "It started when I was growing up," says Jay. "Our family always took vacations to Florida over Christmas break, and we loved it." In 1999, the couple bought a home in Key Biscayne, where they lived happily for 20 years before moving to Miami Beach. The Schottensteins have a big love for their South Florida community, and they show it in the most important way: by giving back. One of the programs they have funded is The Jay and Jeanie Schottenstein Center for Behavioral Health at Mount Sinai Medical Center which offers services to adults suffering from depression, bipolar disorder, schizophrenia and psychosis. The couple is passionate about addressing mental health issues in the community they've come to embrace.

LOOKING FORWARD: "We were here during the pandemic and saw the role Mount Sinai played in the community and the importance of the institution. That motivated us to donate funds and keep their immensely important work moving toward the future." – Jay

A CLEAR OUTLOOK: "When it comes to mental health, individuals are less likely to put their names out there because of the shame associated with it. We came forward because we want to take away that stigma. There's a lot of suffering out there, and we want people to have a place to go for that. Also, adding our name to the Center has encouraged others to follow us and donate too." – Jeanie

IMPACTFUL MOTIVES: "We are committed to increasing outreach services, suicide awareness, and family support because when one person has mental health issues, the whole family has them. Our goal is to support and increase the number of providers available to our community, from social workers to psychiatrists to psychologists, and to

increase access to enhanced programming for those who need it." – Jeanie

RIPPLE EFFECT: "If you want to have a great community, you must have great healthcare in that community. It's very important. By donating, you make it a better place to live. Ultimately, the more you give, the more you get." – Jay

CITY OF DREAMS: "There's so much vibrancy, tolerance and acceptance in Miami; it's a growing, multicultural community. There's a pulse. Even within that world, you can still find yourself. There are like-minded people for everyone. If you want to live in the fast lane, you can. If you don't, you don't have to. You can find your niche here." – Jay

"FOR WHATEVER LIMITED TIME YOU HAVE, IF YOU CAN BE PART OF SOMETHING BIGGER THAN YOURSELF, WHETHER IN YOUR FAMILY, YOUR WORK OR YOUR SPIRITUAL LIFE, THAT'S WHAT'S IMPORTANT."
Jay and Jeanie Schottenstein



LIFELINE OF HOPE:

BRENT & DANIELA SAUNDERS

Brent and Daniela Saunders are committed to ensuring Mount Sinai continues to provide the community with expert physicians and the newest technologies. As Brent says, "It's a special mission and a special hospital."

As a board member at Mount Sinai as well as the former chairman and CEO of Allergan, which created medications like Lexapro and Vraylar, Brent has supported the medical center's expanding behavioral health programs through Allergan's foundations. Now as Chairman and CEO of Bausch + Lomb, he is personally supporting the Columbia University Division of Urology at Mount Sinai. His wife, Daniela, an active member of the medical center's foundation, is committed to engaging others in Mount Sinai's mission, with the goal of educating and providing support. Together, they are making sure Mount Sinai remains at the forefront of patient-centric, high-quality care for our community. Because, as they both express, health is everything.

A HELPING HAND: "A strong hospital in our community is critical for everyone. I have been fortunate to work in healthcare and wanted to support a non-profit like Mount Sinai, because I believe in their mission. We focused on supporting the Columbia University Division of Urology at Mount Sinai because my father, Charles Saunders, was a urologist. Health is the great equalizer. Having a world-class medical center like Mount Sinai is good for everyone." – Brent

MAKING AN IMPACT: "It's the importance of health, not just the donation. It's about support for the community and being able to strengthen the services and medical expertise South Florida has access to. It's also about encouraging more people to support and donate to the medical center. We can do our piece, leading by example, and then encourage friends to do their part." – Daniela

THE BEAUTY OF POSSIBILITIES: "The contribution we made will help ensure the medical center continues to have

"WE'RE WORKING ON A LAUNCH TO INVITE POSSIBLE DONORS FROM THE COMMUNITY TO KNOW MORE ABOUT THE HOSPITAL. IT'S TO BETTER UNDERSTAND HOW IT WORKS AND HOW YOU CAN GET INVOLVED."

Brent and Daniela Saunders



a high-quality Urology department for everyone: the best physicians, training, care and equipment. It's not just about giving money; it's about giving hope to help the community." – Brent

JOINT EFFORT: "The best time to think about your health is now, preventative health. We're trying to send the message you need to maintain your health and live a healthy lifestyle. I think my history in healthcare and science with launching new

drugs helped with this perspective. Health is the great equalizer." – Brent

WORDS TO LIVE BY: "The best advice is don't rush. Don't rush to get somewhere because it could cause an accident. Don't rush your career or cut corners, because you won't be as good as you could be. Don't rush relationships because it could cause you to make mistakes. Everything happens in its own time, and good things take more time." – Brent

A LIFETIME COMMITMENT:

LYNNE FRANK & RON PAGE

Drawing upon memories laced with love and shared purpose, Lynne Frank fondly recalls participating in the annual Walk for Hope for the City of Hope cancer treatment and research center in her native California, a cause her mother held close to her heart. These reminiscences of returning home with bags of funds raised highlight the generational legacy of giving back that Lynne cherishes to this day. Lynne's journey from a humble upbringing in San Francisco to becoming a champion of philanthropy is nothing short of inspirational. Mount Sinai Medical Center is among the myriad beneficiaries of Frank's munificence. Together with her second husband, Ron Page, she continues to touch lives, heal hearts, and inspire future generations to carry forward the torch of giving through the ethos of "tzedakah"—or charity—that was instilled early by her beloved parents.

FAMILY TIES: "I came from a family that was far from rich, but they always either volunteered or donated within their means. My mother was president of City of Hope. I remember participating in the annual Walk for Hope with her and later in life with my son. It's important to pass on the traditions of giving to one's children. It's the way to keep philanthropy alive in the community."

GOOD CAUSE: "I feel that I'm very lucky to be able to have the means now to donate to various things. I almost always donate to hospitals. I'm Jewish, so I also donate to Jewish causes. It just feels great to be able to help people out. It makes me feel like I'm doing something important"

HEALING THROUGH GIVING: "I have ankylosing spondylitis, which is a form of arthritis. My brother suffers from ulcerative colitis. My mother had dementia. My father had a stroke. Donating to different health-related causes changes lives. I don't understand people who do not give back. We didn't have a lot of money growing up. But my grandmother would still cook for our neighbors, charge for the dinners and donate the money to charity. There is always a way if you care enough."

THE VALUE OF INTEGRITY: "When you're surrounded by family that donate, that just becomes a part of you. And I just never thought I would not do it. How much can you shop? How much can you eat? How much can you give your children? And I have a son who's wonderful. And if I don't give him a penny and just donate, he's happy."

THOUGHTFUL PURPOSE: "Find an organization that is dear to your heart and donate whatever financial gift you can or simply volunteer. I know that the money I donate to Mount Sinai Medical Center will go towards many good things that will help the patients. And that's what it's all about."

"IF YOU DON'T HAVE
THE MEANS TO DONATE
FINANCIALLY, YOU CAN
DONATE TIME."
Lynne Frank



GENEROUS HEARTS:

DR. DAVID & LISA PULVER

Dr. David Pulver founded the IMA Group in 1990, which has become a leading technology-enabled provider of high-quality medical, psychological, and speech and language evaluation services, with more than 100 locations throughout the nation. After serving as IMA's CEO since its inception, Dr. Pulver recently transitioned to the role of Executive Chairman, in which role he is focused on the strategic outlook of the company. Together with his wife Lisa, the Pulvers are strong supporters of Sheba Medical Center in Israel, where Dr. Pulver was instrumental in developing a Memorandum of Understanding with Mount Sinai Medical Center to facilitate joint research, educational and clinical activities between the two institutions. The Pulvers are the proud parents of three adult children and a two-year-old Golden Doodle, four grandchildren and four grand-dogs, all of whom make them smile every day.

PHILANTHROPIC POWER: "Philanthropy is a vehicle for enabling the goal of Tikun Olam, which is a Jewish imperative to use our ingenuity, abilities, and resources to help mankind."

MOTIVATING MISSION: "Lisa and I feel that charity begins at home and Mount Sinai, located in the greater Miami area, is right in our backyard. Mount Sinai is a center of excellence and caring, which we are committed to supporting. Additionally, to further our goal of enhancing the high quality of medical care that Mount Sinai offers, we are supporting a fellowship program in the Department of Hematology and Oncology. Our hope is that through our efforts, we will continue a legacy of medical excellence for future generations."

INSPIRE & IMPACT: "The initiatives which we are supporting are for the benefit of the entire South Florida community, all of whom are welcome to turn to Mount Sinai for consultation and treatment. Mount Sinai has locations across Miami-Dade and Monroe

counties, serving the needs of patients from diverse ethnic and financial backgrounds."

IT'S PERSONAL: "Mount Sinai is the medical center of preference for all our family and friends. Here, unparalleled medical expertise meets the purest form of compassion. Every patient experiences the zenith of high-

quality care, reminding the world that true healing begins with the heart."

WORD OF MOUTH: "With philanthropic leadership, and by supporting the medical center's mission, Mount Sinai can continue to deliver world-class care to the entire greater Miami community for generations to come."

"THE WORLD NEEDS MORE LOVE, LOVE, LOVE. OUR FAVORITE ADVICE IS THE TALMUDIC EXPRESSION: THE WORDS ARE NOT THE MAIN THING...RATHER THE DEEDS ARE WHAT IS MOST IMPORTANT."
Dr. David and Lisa Pulver



INSPIRE & IGNITE:

EDIE LAQUER

Eddie Laquer has devoted much of her career to shaping the skyline of downtown Miami by both orchestrating and participating in landmark mixed-use projects. As president of Laquer Corporate Group, the success of her strategic investments has enabled her to become one of Miami's prominent philanthropists with an emphasis on striving to better the healthcare landscape in the community and beyond. As a Founder and longtime champion of Mount Sinai Medical Center, she was inspired to donate a monetary gift to the groundbreaking Braman Comprehensive Cancer Center as well as the Skolnick Surgical Tower, completed in 2019. Relying on her Midwest values and unwavering dedication to the Miami community, her ethos is to always do what's best for the greater good—even when no one is watching.

THE SPIRIT OF GIVING: "I had the opportunity to see the plans for the Braman Comprehensive Cancer Center early on and immediately understood that this is where support is needed most at this time. A cancer diagnosis can change the trajectory of one's life in an instant, and since cancer continues to be a major burden of disease worldwide, we now can help change that trajectory right here in our community."

PHILANTHROPIC POWER: "As a child of Holocaust survivors who cultivated a strong work ethic through leading by example, I am so grateful for the opportunities that success has provided. Giving back has been, and continues to be, the most fulfilling of all. While I support many worthwhile causes, there is none more essential at this moment in time than health care."

IN HER WORDS: "Supporting Mount Sinai Medical Center and becoming a Founder inspired me to better appreciate that clinical research is undergoing a major transformation through a 'patient-centric' approach to healthcare. This principle is particularly meaningful for the Braman Comprehensive Cancer Center setting where patients can become informed collaborators and participate in playing a crucial role in

their own health care. It's a partnership of sorts among practitioners, patients, and their families, where decisions become aligned with personal needs—as an alternative to patients being defined by their disease or condition."

MISSION POSSIBLE: "Top-rated medical centers attract and more easily recruit the finest clinicians and medical talent as evidenced by the current and ongoing hiring of new physicians for the Braman

Comprehensive Cancer Center, each of whom brings unique and highly sought-after expertise in readying the cancer center to profoundly improve care in South Florida."

GOAL GETTER: "The cancer center's new era of advanced care brings with it inordinate optimism that new cases may be sooner nipped in the bud, and these historic advancements may well provide a second chance for those still fighting to survive where none may have previously existed."

"I'D LIKE MY LEGACY TO BE TO CONTINUE TO HONOR MY REMARKABLE MOTHER, PEGGY, AND MY UNFORGETTABLE DAD, MICHAEL, IN SUPPORTING THIS TRANSFORMATIONAL FACILITY WHICH WILL PROVIDE HIGHLY ADVANCED THERAPEUTICS AND SHAPE THE FUTURE OF CANCER CARE FOR GENERATIONS TO COME."

Eddie Laquer



BUILDING BLOCKS OF CARE:

RONI JACOBSON

Real estate investor and philanthropist Roni Jacobson has long lived by the philosophy that if you can give back, then that's what you do—it's not optional. Roni and her husband Sam are real estate investors known in South Florida for their continuous generosity and dedication to their community. One of the latest charitable endeavors of the Miami-based Roni and Sam Jacobson Family Foundation is their donation to the Irma and Norman Braman Comprehensive Cancer Center at Mount Sinai Medical Center in Miami Beach. This project is especially close to Roni Jacobson's heart—for very personal reasons.

A SECOND CHANCE: "Giving to the Irma and Norman Braman Comprehensive Cancer Center was about honoring Dr. [Kfir] Ben-David, who is the chairman of the Department of Surgery and the program director for the general surgery residency at Mount Sinai Medical Center. I had cancer and he saved my life. His expertise and his manner—loving and caring—gave me confidence that I was going to get past it. That's the reason I gave this gift; he deserved that recognition on my part."

LIGHT IN THE DARK: "The cancer center is unique in that it will provide exceptional and personalized patient care in beautiful, bright spaces with magnificent views. It's a place that will offer patients tranquility and encouragement at a profound moment in their lives when the focus must be on their health. The center will turn the negativity into promise—a promise for tomorrow."

THE EXTRA MILE: "I'd like for every patient of the Braman Comprehensive Cancer Center to walk away the way I have, feeling healthy and cured. There's no limit to what the physicians and medical teams will do to cure a patient. And that goes for the entire medical center, not just the cancer center. The level of caring is exceptional no matter which building you are visiting on any given day."

HEARTS & MINDS: "I'm a great believer in giving back. My husband gifted Mount Sinai Medical Center a building. Any opportunity we see or anything we're asked to do, we do it, no questions asked. We always did what we thought was right. I get great satisfaction from that."

"MOUNT SINAI MEDICAL CENTER
SAVED MY LIFE, AS IT DOES FOR SO MANY
OTHERS FIGHTING CANCER AND ANY
DEADLY DISEASE. BY GIVING TO THEM,
YOU ARE REALLY GIVING TO YOURSELF,
BECAUSE YOU NEVER KNOW WHEN
YOU WILL NEED THEIR CARE."
Roni Jacobson



A COMPASSIONATE MISSION:

THE SOL TAPLIN CHARITABLE FOUNDATION

Charity runs deep in the Taplin family and they've made a lasting impact on the Miami community. The Sol Taplin Charitable Foundation was created by the late Sol Taplin, who passed along his altruistic spirit to his family. Since then, they have honored his legacy by generously supporting a wide variety of charitable causes including offering much-needed funds to medical institutions such as Mount Sinai Medical Center, Judaic foundations, non-profits, education and more. With a deep passion for art, the Taplin name is also tied to the founding of the art-centric Sagamore Hotel in South Beach, as well as playing a major role in bringing the art movement of Art Basel to Miami. The foundation is now run by Sol Taplin's family members, and this interview reflects the voices of Sheila Elias Taplin, Andrew Taplin, Jennifer Sazant, Jason Taplin and Jack Taplin.

FIRM FOUNDATION: "Sol Taplin, our father, grandfather, and husband believed in Mount Sinai Medical Center's mission and began his philanthropy there as an original Founder many years ago. Along with his early support for the Shul of Bal Harbour, where his involvement in the late seventies started with a modest menorah in the center of Bal Harbour, and today has led to a thriving shul, now-decades later. The Sol Taplin Charitable Foundation believes communities must support their medical centers to ensure access to the best doctors and medicine for the people living in the area. Our donation will support the Braman Comprehensive Cancer Center and more specifically the PET Scan Room."

COMMUNITY IMPACT: "We envision our donation making an integral impact by providing patients with additional access to life-saving care. A major development and discovery for cutting-edge medicine and research."

PHILANTHROPIC ETHOS: "Sol instilled in his family the importance of philanthropy, helping others who are less fortunate, supporting our community and providing resources for people to achieve success. The Sol Taplin Charitable Foundation will continue this tradition, and we feel fortunate to further its mission."

IT'S PERSONAL: "We have had many personal experiences throughout the years at Mount Sinai. Most recently, Sheila had surgery in October, and received excellent care and had wonderful doctors and nurses who navigated her carefully through a difficult time. Both Jennifer and Andrew were born at the hospital many years ago, as were Jennifer's two children, and Andrew's daughter."

WORLD CHANGERS: "The world needs more compassion and kindness. Recently, we watched a clip of a man who explained intelligence was defined as: "Usually the kindest person in the room is also the smartest person in the room."

"We hope that with our investment, people living in the community can have world-class access to the best medical care and continued growth in the advanced sciences and medicine that can be discovered at Mount Sinai."

– *The Taplin Family*

A CATALYST FOR CHANGE:

WARREN LICHTENSTEIN

Warren Lichtenstein made his move to Miami in 2021. It was a decision influenced by Miami's laid-back personality, beautiful beaches, and on-the-water lifestyle. It didn't hurt that many of his lifelong friends also lived here. In addition to himself, Lichtenstein also moved his philanthropic efforts to Miami, donating to the new Labor and Delivery Floor Mount Sinai. As the Executive Chairman of Steel Partners Holdings and founder of the charity Steel Partners Foundation, Lichtenstein's charitable focus has always been the children. A proud father of two, he defines personal success as making sure there are happy and healthy kids living with passion and purpose. With that in mind, he wanted to make sure the children of Miami were given the very best, starting with their first day of life.

A REASON TO GIVE: "When I first moved down here to Miami and was trying to get ingrained in the community, I was introduced to good people who were doing a fantastic job at Mount Sinai. My family and I loved that we could stay within our philosophy of helping kids and putting kids first. Our most recent donations have been to benefit the maternity ward, as the center is currently rebuilding the Labor and Delivery Floor and the nursery."

THE HUMAN ELEMENT: "I'm hoping every family that has a child goes through Mount Sinai's Labor and Delivery Floor and feels safe and in good hands. Whether it's the children or the fathers or mothers, we want them to feel happy, healthy and comfortable."

FOR THE CHILDREN: "I think kids are the most impressionable. We live in a society where parents sometimes don't get to spend time with their kids as much as they would like, so teachers and coaches step in instead. Kids today have lots of different types of social pressures. I didn't grow up with a device in my hand 24 hours a day. Communication was different then. Now the focus is on attaching life lessons, building character and giving them opportunities."



"HOSPITALS ARE ONE OF THOSE THINGS YOU NEED. WHEN SOMETHING GOES WRONG, YOU MUST LEAN ON YOUR INSTITUTIONS. WITHOUT HEALTH YOU HAVE NOTHING."
Warren Lichtenstein

A CATALYST FOR CHANGE: "Mount Sinai is positioned to motivate and bring purpose to the community and make things the best they can be. Expanding access to high-quality care and having great people helps by leaps and bounds. They are doing the absolute best they can to grow with the community they serve."

THE FUTURE IS NOW: "The focus of Steel Partners Foundation has been to get involved and focus on the foreseeable future of the kids. We want to positively affect them by keeping them in sports and bringing in coaches to mentor kids and introducing them to using positivity to keep them involved. We want to use teachable moments to build character."

GRACE IN GIVING:

MARC & NIKKI FARBSTEIN

"There are so many different quotes about what defines the greatest wealth in life," says Nikki Farbstein. "I don't think I appreciated that much until I met Marc"—her husband and partner in giving—"six years ago: it's health. He is super focused on health because if you don't have that, what do you have? In any organization we are involved in, health and wellness are at the core." One of the latest instances of the Farbstains' generosity is their donation to the Irma and Norman Braman Comprehensive Care Center at Mount Sinai. Nikki, a hospitality executive, and Marc, the owner of Premium Digital Control & Automation, understand the significance of this life-changing project and why it means so much to the South Florida community.

THE PERFECT PRESENT: "We believe that charity is a way of life and giving is a way of life, and we're fortunate to be able to do that. If we can give anyone the opportunity to improve their health and well-being, that's the best gift you could give. I've been on the board for five years and plan to be on it for the foreseeable future." — *Marc*

BY THE NUMBERS: "The statistics show that 1 in 2 people will be affected by cancer in their lifetime. We don't know anyone who hasn't been affected—my father and my grandmother both have had cancer." It is personal for us, as we know it is for many people in our community. — *Nikki*

PARTNERS IN MEDICINE: "Our ongoing partnership with Columbia University enhances the already robust expertise of Mount Sinai's medical staff. The partnership allows for ongoing collaboration, access to increased clinical trials, and sharing of the newest protocols, creating a truly patient-centric, top-quality approach to cancer care. It creates the opportunity and access that our community needs to get exceptional cancer care." — *Marc*

TECH FOR HEALTH: "One of the things we were really impressed with in the initial stages of planning for the Braman Comprehensive Cancer Center, were the spaces they created in anticipation of new technologies, so we could implement these advances as they become available quickly. Mount Sinai is consistently thinking about the future of medical care for our community. The vision has always been about the future." — *Nikki*

A DIFFERENT APPROACH: "At Mount Sinai Medical Center, where the horizon meets the healing, they meld the best of expertise and technology with a panorama of care that touches the body and soul. By the water's edge, every patient finds a sanctuary for both physical restoration and emotional tranquility." — *Marc*

"WHEN YOU'RE DIAGNOSED WITH CANCER, WOULDN'T YOU WANT TO GO TO A PLACE WHERE YOU KNOW YOU'LL RECEIVE HIGHLY ADVANCED TREATMENT IN A CENTER WHERE THE BEST DOCTORS RECRUITED FROM ALL OVER THE WORLD DON'T SIMPLY TREAT BUT CARE? WE'VE GOT THIS HERE IN MIAMI BEACH."
Marc and Nikki Farbstein



A LEGACY OF CARE:

DAVID & DEBRA DEUTCH

David Deutch aspires to strengthen the South Florida community in meaningful ways from his professional work to his personal time which he dedicates to philanthropy. The co-founder and president of Pinnacle, a real estate development and construction company that builds high-quality workforce and market-rate housing across the state of Florida, David, together with his wife Debra, has focused on building affordable housing where it's most needed. Born at Mount Sinai Medical Center, David donates his time and dollars to the medical center and has served as the past president of the medical center's Foundation, and currently serves on the Executive Committee of the hospital's Board of Trustees.

FAMILY TRADITION: "My passion and love for Mount Sinai is in my DNA. I'm a third-generation supporter of the hospital, which has been near and dear to my family's heart since its founding. My grandfather, Max Orovitz, was part of the leadership that founded and nurtured the hospital, and he was chairman of the board until his passing in 1979. I'm committed to continuing that legacy and, in doing so, make Mount Sinai the premier destination for healthcare in South Florida."

GIVING ETHOS: "I was born in Miami and giving back to my community in both time and money is everything to me. I'm involved in multiple non-profit organizations in leadership and philanthropic roles and helping to make Miami great is something that is very important to me and Debra."

COMMUNITY CONSCIOUS: "Two of the main causes of death in America are cancer and cardiac-related issues. Mount Sinai is committed to providing our community the needed resources to address both health conditions. First, by opening the Skolnick Surgical Tower in 2019, a state-of-the-art facility which I was involved in, and now the Braman Comprehensive Cancer Center that my family and I are also supporting, which will benefit our community for generations to come."

CHANGING THE FACE OF CANCER: "We've all known either someone who's had a cancer diagnosis or have personally been touched by cancer. The goal of the Braman Comprehensive Cancer Center is to ensure you'll never need to leave our community for the best care, physicians, and protocols."

POSITION OF INFLUENCE: "The unique location of the cancer center overlooking Biscayne Bay will be a source of healing and inspiration for patients. The new cancer center is built to truly support physical, mental and emotional well-being; you can see that in every aspect of the design."

"SUPPORTING MOUNT SINAI'S MISSION TO PROVIDE ACCESS TO THE BEST POSSIBLE MEDICAL RESOURCES, OFFERED BY WORLD-CLASS PHYSICIANS, IS A SIGNIFICANT WAY TO MAKE A POSITIVE IMPACT WITHIN THE COMMUNITY. HOPEFULLY, WE ARE GOING TO LEAVE MIAMI BETTER THAN WE FOUND IT, AND WE ANTICIPATE THAT OUR KIDS AND GRANDKIDS WILL WANT TO BE AS INVOLVED AND AS EXCITED ABOUT MAKING A POSITIVE IMPACT AS WE ARE."

David and Debra Deutch



LEADING WITH VISION:

GINO R. SANTORIO

Since opening its doors in 1949, Mount Sinai Medical Center has become synonymous with nationally recognized, high-quality medical care. At the helm of this pillar in our community is Gino R. Santorio, FACHE, MPA. As the president and CEO of Mount Sinai Medical Center, Santorio's impact reverberates far and wide, and his dedication is evident in every stride the institution takes. The medical center is on the cusp of delivering a new era of clinical excellence and true patient-centric care, with the building of the Irma and Norman Braman Comprehensive Cancer Center. This monumental project promises to usher in advanced treatments and holistic care for patients, not just from South Florida but potentially from around the world. Santorio's vision for this center aligns with the broader purpose of Mount Sinai: to provide the highest quality of medical care for all, while building a legacy of hope, healing, and innovation for generations to come.

A FIGHTING CHANCE: "Since the beginning, Mount Sinai was established as a safety net provider, providing care for everyone, regardless of their ability to pay. Philanthropy plays a pivotal role in enabling that. Our philanthropic family continues a legacy of generosity and leadership that has helped to improve the well-being of South Florida for generations."

TOUCHING LIVES: "It is my privilege to get to work closely with a variety of patients, seeing firsthand how the care that we provide impacts them. One family's recent experience with Mount Sinai's cancer treatment plan resulted in a groundbreaking donation that helped us to establish our genetics program, which paves the way for significant advancements in the detection and treatment of many diseases that impact our community."

GIFTING FUTURES: "Cancer incidence is going to increase by 40% over the next 20 years according to the World Health Organization. South Florida is no exception to that. Every donation enables our organization to continue to secure the best physicians from around the country and continue to invest in leading technologies and facilities for our

community. Cancer affects everyone. For those who have the ability to give, they can significantly impact the way that cancer care is delivered in our community."

PARTNERS IN CARE: "We've had a longstanding relationship with Columbia University since 2008. This partnership sets apart the level of care that we provide at Mount Sinai, from shared tumor boards to reviewing protocols for radiation oncology. We're also involved in the same research and clinical trials as a member of the National

Cancer Institute Community Oncology Research Program through Columbia."

SMALL STEPS, BIG CHANGE: "Philanthropy is about leading by example. We see a lot of multi-generational families here that have taught their children how impactful giving is to the community. It doesn't necessarily have to be a large gift. Any amount can help. Each dollar amount that we get here, whether it's small or large, helps the medical center continue to deliver on its mission of caring for all in our community."

"FOR OVER 70 YEARS, MOUNT SINAI'S MISSION HAS REMAINED UNCHANGED, TO PROVIDE HIGH-QUALITY HEALTHCARE TO OUR DIVERSE COMMUNITY ENHANCED THROUGH TEACHING, RESEARCH, CHARITY CARE AND FINANCIAL RESPONSIBILITY."
Gino R. Santorio



UNITING INNOVATORS & LEADERS

The Groundbreaking Ceremony of the Braman Comprehensive Cancer Center at Mount Sinai Medical Center Marks a Milestone in Oncological Excellence.

The promise of advancement in the fight against cancer took a tangible form at the groundbreaking of the Braman Comprehensive Cancer Center at Mount Sinai Medical Center. When community leaders, philanthropists, and healthcare pioneers dug into the earth, symbolizing the planting of hope for countless individuals and families. Gino Santorio, President and CEO of Mount Sinai, stood alongside Florida senators Marco Rubio and Rick Scott, Miami Beach Mayor Dan Gelber, and a group of generous donors whose combined vision and commitment culminated in this pivotal moment. The Braman Comprehensive Cancer Center is set to revolutionize the delivery of cancer care, embodying a sanctuary of healing and innovation. The facility promises to integrate state-of-the-art research, cutting-edge therapies, and a patient-centered approach, all under one roof to conquer one of humanity's most enduring adversaries—cancer.



From left to right: Dr. Steven Hochwald, Director, Braman Comprehensive Cancer Center, Gino R. Santorio, President and CEO of Mount Sinai, Senator Marco Rubio, Senator Rick Scott, Debbie Braman Wechsler, Irma Braman, Miami Beach Mayor Dan Gelber, and Barry Skolnick, Chairman of the Board of Trustees.



