

HEALTH FOUNDATION Journal

Our Indispensable Volunteers

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Doctors and philanthropy
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Heart hospital update



Morristown Memorial
HEALTH FOUNDATION



Defining a Doctor's Role in Fundraising

By Chief Development Officer Jim Quinn

You may have heard talk lately about a “culture of philanthropy” at Morristown Memorial. It means philanthropy is a team effort and a vital one if we want our hospital to be the best it can be. While everyone in the hospital family can play a part in the process, physicians must lead the charge. We're fortunate to have several who embrace that role.



Photo: Becky Bedrosian

“Our commitment is to do whatever we can to make patient care better,” explains Larry Skolnick, M.D., co-director of the Department of Neonatology. “First of course is to be good doctors.”

For donors Bill and Cathy Huff that was enough. “Our gift is 100 percent based on Dr. [Stephen] Winters,” says Mr. Huff. “He’s caring and warm with a great bedside manner. There’s nothing this guy wouldn’t do for you. And he’s a genius, the best of the best. That combination encouraged us to give a gift and give it to his area. Having a hospital that can attract doctors like him is great for this community.”

Dr. Winters is an exceptional physician, and he’s also a great partner to the foundation in his willingness to be a fundraising resource. “I find it a pleasure and an obligation because the hospital is a vital place for me to

work, and it’s important for the community of which I’m a part,” says the director of the Electrophysiology Program.

He, Dr. Skolnick, and their colleagues also believe — and donors agree — that nobody can better explain the value of medical advances than a physician.

“It’s a sensible way to approach the process,” says donor Alan Willemsen, who made his gift to the Gagnon Heart Hospital after hearing Grant V.S. Parr, M.D., explain the facility and its cutting-edge features. “I came in interested, and I came out better educated. Dr. Parr explained everything in both technical and lay terms. He had such pride in the facility and that came through. It was much better than reading about it in a brochure or a proposal.”

“The doctor’s job — or maybe I should call it opportunity — is to show patients what’s being built, what’s being developed, and how it’ll help them and the community,” says Dr. Parr, the Dorothy and Lloyd Huck Chair, Department of Cardiovascular Medicine. “That’s education. If a patient doesn’t know there’s a need then it’s difficult for the foundation to approach them to help.”

That was true for donors Paige and Nicky L’Hommedieu, who made a gift to the Neonatal Intensive Care Unit. “We weren’t familiar with the neonatal need and all they do in that facility,” says Mrs. L’Hommedieu. “But we had confidence in Dr. Skolnick, and we were impressed with his knowledge and enthusiasm. When we made our donation, we were more educated than we would have been if he had not visited with us.”

And as she pointed out, they trusted him.

“Patients trust a physician,” says Stephen Schreiber, M.D., of Oncology and Hematology Specialists, who, along with Paul Friedman, D.O., was instrumental in obtaining an anonymous gift for digital mammography and a radiology fellowship. “The donor wouldn’t have done it without my being involved. After reviewing the proposal, he’d come back and ask, ‘Does this make sense?’”

“[The donor] and his late wife wanted to make a gift to help other women,” adds Dr. Friedman, medical director of the Carol W. and Julius A. Rippel Breast Center. “My role was to show him why we needed what we did. If we are to stay at the forefront of technology, we need help like this from the community.”

“The hospital can’t survive without generous gifts,” agrees Tom Zaubler, M.D., chair of the Department of Psychiatry and Behavioral Health. “Without a successful foundation, without philanthropy, we simply do not have the ability to develop the specialized care we’d like to provide.”

And without help from physicians like these, we would be hard pressed to show philanthropists all the good they can do.

Faces in Philanthropy

Cabaret Drums Up Funds for Music Therapy

"Come to Our Cabaret" we said — and they sure did. A crowd of 280 turned out for an evening of show tunes, standards and jazz classics to benefit the Jeffrey Frank Wacks Music Therapy Program at the Carol G. Simon Cancer Center. The April 12, 2007, event raised \$67,600. Jeffrey Frank Wacks, an artist and musician, died of non-Hodgkins lymphoma 10 years ago at the age of 27. The program that bears his name was established to provide comfort to cancer patients and their caregivers.



American Girls Rock and Read for GCH

Members of the American Girl Club rocked out at Barnes & Noble bookstore in Morris Plains, August 3, 2007, in a marathon fund raiser for the Goryeb Children's Hospital (GCH). Nearly 30 girls, ages 6 to 16, took shifts rocking while family, friends, and other Morristown Memorial supporters shopped, knowing that a percentage of the sales would be donated. At day's end, GCH gained \$327.94 — and a rocking chair donated by The Cracker Barrel restaurant.

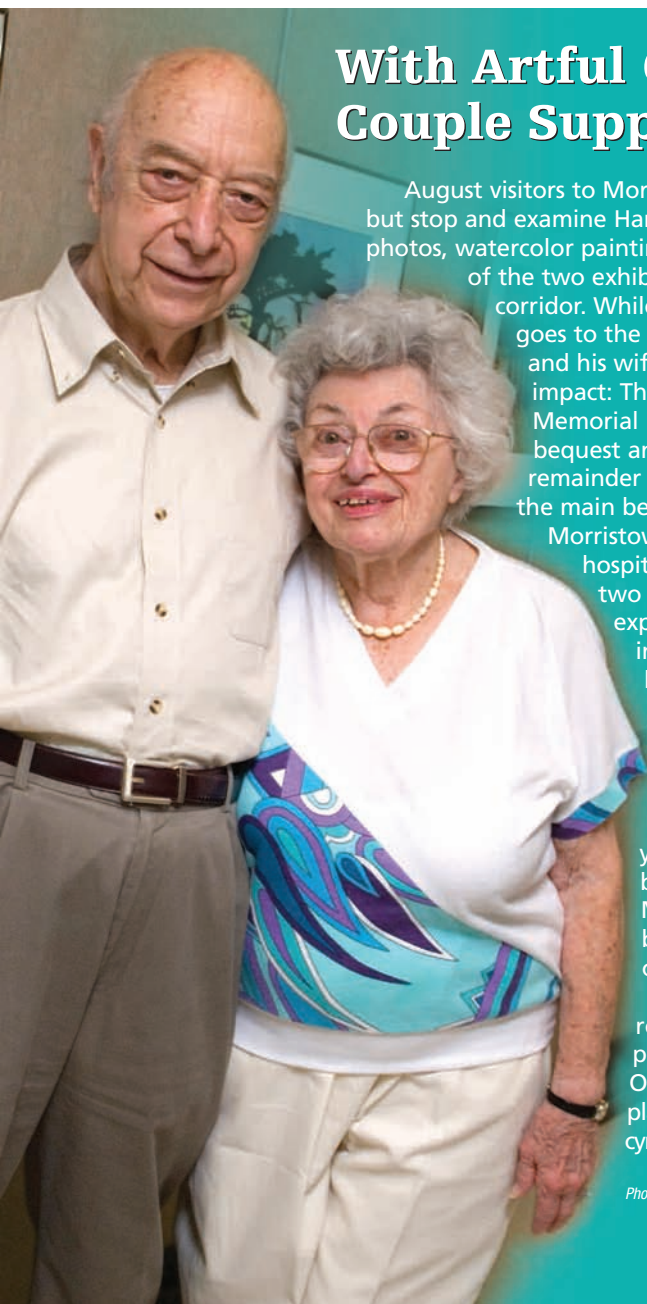
With Artful Giving, Couple Supports Hospital

August visitors to Morristown Memorial couldn't help but stop and examine Harry Kalish's black and white photos, watercolor paintings, and a creative combination of the two exhibited in the hospital's main corridor. While a portion of the artwork's sales goes to the hospital, the East Hanover artist and his wife, Ruth, have made a far greater impact: They have included Morristown Memorial in their wills with a generous bequest and created a charitable remainder trust with the hospital as one of the main beneficiaries. "We give to Morristown Memorial because the hospital is doing great things," the two Brookfield Society members explain. "We're especially interested in helping people with cancer and heart problems."

A charitable remainder trust enables you to simultaneously make a charitable gift, enjoy a tax deduction, and generate income for yourself or anyone you choose. "The trust has benefits that are so generous," Mr. Kalish notes, "it's hard to believe the government is offering this."

For information on charitable remainder trusts and other planned gifts, contact Cynthia W. O'Donnell, J.D., director of gift planning, at (973) 593-2418 or cynthia.odonnell@atlantichhealth.org.

Photo: Shelley Kusnetz



Preemies Gain from Employee Basket Raffle

In May, basket raffle goers found 139 enticing choices at the annual hospital employee fundraiser, from the labor and delivery combo (stroller, car seat, and baby merchandise) to a BBQ set complete with Omaha Steaks. The raffling of the baskets, donated by hospital departments and area businesses, raised \$14,427 — enough to purchase a state-of-the-art isolette for premature babies in the Neonatal Intensive Care Unit. Preemies using the versatile new isolettes need not be handled for testing, exams, and weighing — just for cuddling — thereby speeding the healing process.

Doing Good, Feeling Even Better

Everybody Gains When Volunteers Clock In

What do you know about volunteers? Maybe not as much as you think. It seems people have common misconceptions, namely that “volunteer” typically means retiree doing nice but not overly valuable work for an organization just to keep busy. If that’s what you think, then think again.

Do retirees volunteer? Absolutely, and at Morristown Memorial they are joined by professionals working full time, parents with young children, and teens. Does it keep them busy? Yes, healthier and happier, too, as you will soon learn. But how valuable could their work be? You might want to sit down.

When Independent Sector releases the estimated dollar value of volunteer time each year, the sum is often an eye opener. In 2006, a volunteer’s value reached \$18.77 per hour. But eyes grow even wider seeing the numbers calculated on a state-by-state basis. The latest data, from 2005, sets a New Jersey volunteer’s hourly value at \$21.88. By that estimate, with more than 100,000 hours of service to Morristown Memorial last year, volunteers saved the hospital over \$2.1 million.

What does that mean for patients? That’s easy: excellent care.

Beth Upham, manager of volunteer services, coordinates the efforts of the 1,000 volunteers staffing information desks, working in offices, and speeding along hospital corridors with everything from blood samples and pharmacy orders to flowers, gifts, and coffee carts. “Volunteers are like an extra set of hands,” Ms. Upham says. “If we had no volunteers, there would be a tremendous slowdown and loss of revenue. Certainly there would be less patient satisfaction.”

Take Tom Donovan’s work, for example. The young retired Merrill Lynch executive has devoted his Thursdays to Morristown Memorial since 2002. “I’m there to do any non-medical task to free up time for nurses and techs to spend on patient care

instead of on things that don’t take advantage of their skill level,” he says.

In the morning, he meets with patients who have been admitted in the last 24 hours to see if they have any non-medical problems or concerns. Typically, he says, problems run along the lines of hunting down a misplaced pair of glasses or a cell phone. Whatever the issue, he either takes care of it or brings it to the attention of someone who can. “Hopefully, I leave patients with a smile on their face and a good view of the hospital.”

Afternoons, he heads up to Orthopedics, Trauma, Surgical Recovery to run wherever he’s needed, be it for blood, medication, ice water, or wheelchairs. “I do it for the same reason everybody else does,” he says. “It’s an opportunity to help out and, in my case, repay the kindness that was shown to me when I was in the hospital.”

Mr. Donovan, who came back as a volunteer a month after being treated for a collapsed lung, recalls how his view of Morristown Memorial changed after his five-day stay. “I must have passed the hospital 1,000 times and never really thought about it. Now I understand and appreciate

the significance of this resource in our community and how incredible the people are who work there 24/7.”

Shrugging off praise for his efforts, the Morristown resident says that he doesn’t believe volunteers possess some unique characteristic. “We just respond to the chance to give because giving is satisfying,” he says. “What may be unique is that we have the opportunity to do it.”

Or they *make* the opportunity. Michael Elfenbein, Arlene Diaz, and Margaret Reynolds aren’t the types who come to mind when you think “volunteer.” All work full time and schedule volunteering in their appointment books. “It’s a lot of fun, which can be a problem,” says Mr. Elfenbein, an information desk volunteer. “I sit there with a big smile on my face and if someone is visiting someone who’s critically ill, it might seem inappropriate, so I feel I have to allay my enthusiasm a bit. But I really do love it. People may be vulnerable, scared, or concerned, and I enjoy making them feel better.”

“It also gives me an excuse not to do chores at home,” adds the computer technology executive, who is engaged to be married to a former Morristown Memorial nurse, “although that may change when we have kids.”

Not if he’s like Mrs. Diaz. The mother of three (or should we say six — she has three needy dogs) devotes four hours every Sunday during the school year to the Goryeb Children’s Hospital (GCH). “I feel like I’m contributing, making a difference in my own way, not just living day to day,” says the assistant business manager. “It’s become part of my fiber, who I am as a person. It’s really the best gift you can give yourself.”



Photo: Shelley Kusnetz

“People may be vulnerable, scared, or concerned, and I enjoy making them feel better.”

—Michael Elfenbein

Ms. Reynolds would agree. The senior buyer of electronics, who is one of the hospital's patient guest representatives, has been volunteering in some form since she was a young adult. After work on Wednesdays, she's on the job in the Intensive Care Stepdown Unit and on the post-surgical floor. "It's self satisfaction," she says. "I'm healthy. I have a nice life. I feel the need to give back. Everybody should do it."

That good feeling when you do for others, a "helper's high" it's called, is only one reason people should take Ms. Reynold's advice. Long-term research studies have documented the proven health benefits from volunteering. Older people who volunteer at least two hours a week live longer and experience lower rates of depression and heart disease. Volunteers also have less insomnia, stronger immune systems, and speedier recoveries from surgery. Many get a good bit of exercise: couriers average five miles of walking during their four-hour shift. Add in the social benefits, such as new friends and, for those still in the workforce, networking opportunities, and you can understand what volunteer Eleanor Anderson means when she says, "It isn't what you're giving; it's what you're getting."

Mrs. Anderson is one of Morristown Memorial's longest-running volunteers, having begun her service in 1964. For

16 of those years, she was working full time in the hospital's business office and raising a son. "I'd go home, make supper, come back and do whatever needed doing," the Stanhope resident recalls.

She's been a "bellhop" or courier as it's called now, an assistant in medical records, even a helper in a preschool the hospital once ran for physically and mentally challenged children. Now a regular on the help desk in the main lobby, she offers directions, hospital information, and most of all, a sympathetic ear to anyone who needs it. "I lost my husband and son two months apart in the same year," she says. "So I've seen the other side of the coin. I'm there for people if they want to vent."

Invariably, she says, "Your own troubles fly out the window" after you've seen so many sad situations. "I go to the hospital and I see people in wheelchairs or walking very slowly, and they're younger than I am. And I think, 'What could possibly be bothering you, Eleanor?'"

If being healthier, happier, and vitally needed interests you, please log on to www.morristownmemorialhospital.org, click on Ways to Help in the upper right hand corner, and select Volunteering on the left hand side. While there are certain volunteer areas that reach capacity quickly, such as the Junior Program for high school students and the child life positions at GCH, the hospital is always in need of patient guest representatives, information desk volunteers, and office support.



Photo: Shelley Kusnetz

Security officer Chester Williams with Arlene Diaz at the Goryeb Children's Hospital welcome desk

"I feel like I'm contributing, making a difference in my own way...It's become part of my fiber, who I am as a person. It's really the best gift you can give yourself."

—Arlene Diaz

"Your own troubles fly out the window" after you've seen so many sad situations. "I go to the hospital and I see people in wheelchairs or walking very slowly, and they're younger than I am. And I think, 'What could possibly be bothering you, Eleanor?'"

—Eleanor Anderson

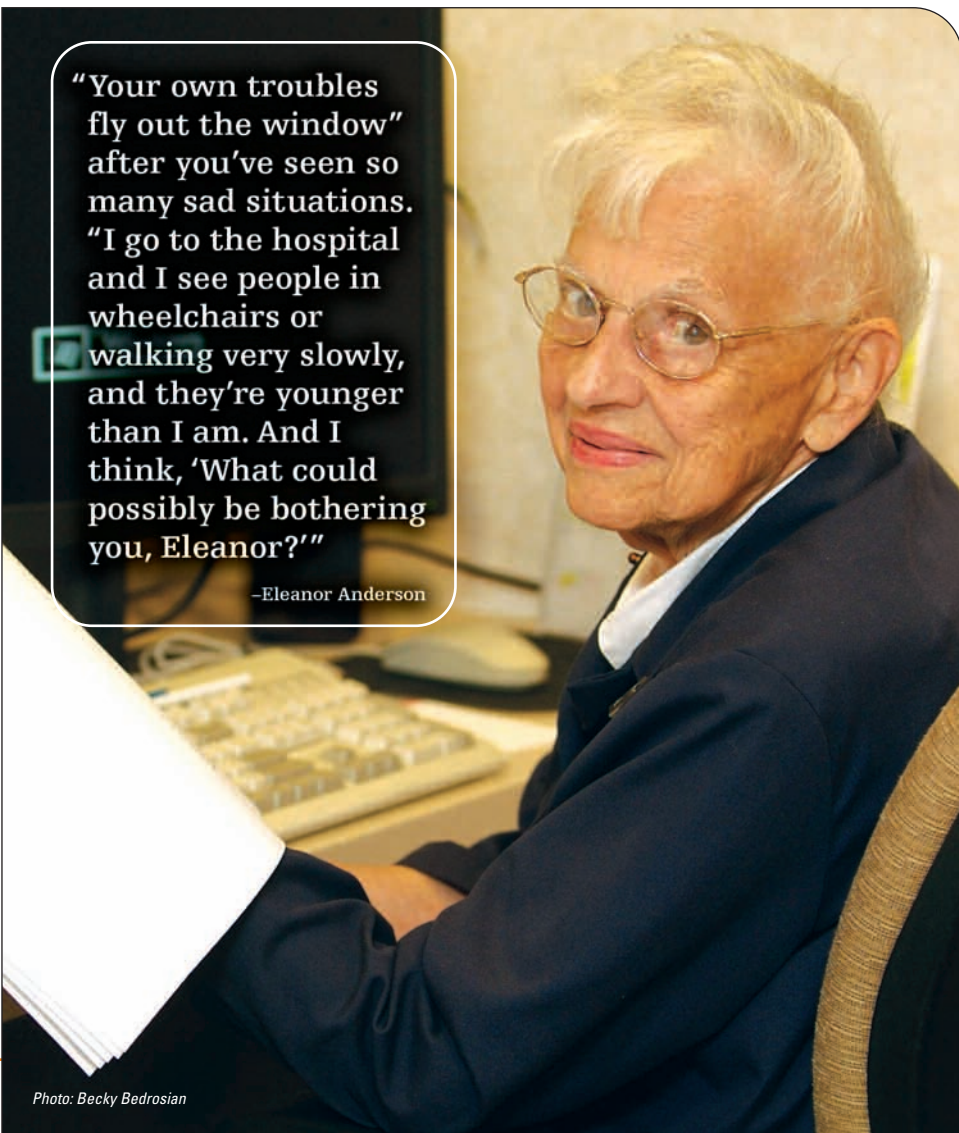


Photo: Becky Bedrosian

New Members Join Foundation Board

New energy has infused the Health Foundation board with the recent appointments of trustees Michelle Meszaros and Robert A. Toohey. The board also elected the late Carol G. Simon as an honorary trustee.

Mrs. Meszaros is an ex-officio trustee as the president of the Women's Association of Morristown Memorial Hospital. Active in school organizations, she has served on The Morristown-Beard and Peck School Parents' Associations and the Delbarton Mothers' Guild. She and her husband, Donald P. Meszaros, have three children and live in New Vernon.

Mr. Toohey, the senior vice president of human resources at Verizon Business, is a member of the American Benefits Council Board of Directors and serves as chairman of Verizon's Retirement and Investment Policy Committee. He, wife Kara Toohey, R.N., and their two children live in Short Hills.

Mrs. Simon, for whom the Carol G. Simon Cancer Center is named, passed away in 1995. She was married to the late William E. Simon, also an honorary trustee, for 45 years, and the couple had seven children. Daughter Leigh Porges is a current trustee, son Peter is a former trustee and current volunteer, and daughter Amy Bloom is a volunteer with Project Independence, a grant program that helps families of hospital patients with financial burdens. Since 1985, the Hon. William E. Simon and William E. Simon Foundation has donated over \$11.5 million to Morristown Memorial.

From top to bottom: Michelle Meszaros, Robert Toohey, the late Carol G. Simon

That's Magnetism

Morristown Memorial has been a Magnet Hospital for Excellence in Nursing for years, but that honor, attained by only 3 percent of hospitals nationwide, couldn't top the personal tributes that came in from current and former patients this past spring. In time for National Nurses Week in May, 255 people wrote in and sent over \$12,000 in donations to express their gratitude for the exceptional nursing care they have received.

Matt Family Widens Support



In the simplest of terms, Eileen Matt views the glass as half full. She, her late husband, Joseph, and sons Michael and Thomas have certainly faced medical challenges that would rattle even the most stalwart of souls. Still the longtime Chatham resident counts her blessings, and every year she and her sons decide who they can help in gratitude for their good fortune.

"Someone has always been looking out for us," says Mrs. Matt. "Why shouldn't we help others?"

The Matts' affiliation as donors to Morristown Memorial began in the 1990s with the Carol G. Simon Cancer Center campaign and progressed to a program-altering gift for the Eileen and Joseph Matt Outpatient Dialysis Unit in 2000. The latter had personal significance because Mr. Matt suffered from renal disease, his mother died of complications from nephritis in childbirth, and son Michael had nephritis since age 12 and had undergone a kidney transplant.

Last year, while maintaining support of dialysis, the Matts made gifts to two new areas. The first is neuroscience, in tribute to John Knightly, M.D., whom they

credit with saving Michael's life last summer when he suffered a brain aneurysm. The second is cancer center outreach, partly in recognition of a friendship formed over the years with Kenneth Adler, M.D., an oncology and hematology specialist at Morristown Memorial, and partly because they were moved during a tour of the expanded Simon Cancer Center.

After hearing about the outreach being done to educate people about cancer and encourage screenings, the family made a gift that enables outreach coordinator Jigisha Kothari to spend additional time in the South Asian community. Their gift supplements the primary funding from Susan G. Komen for the Cure North Jersey.

"We're so grateful to the Matt family," says Martha Lehlbach, nursing coordinator, cancer screening. "Outreach and educational activities are so important because they push people to come in for vital screenings that can help save lives."

In 2006 through March 2007, Morristown Memorial's outreach work touched 11,000 people, prompting nearly 600 to come in for screenings. For women that means breast exams, pap tests and mammograms, for men prostate exams, and for both genders colorectal screenings after age 50. Log on to www.mmhf.org > Stories of Hope to hear how Ms. Kothari's outreach work is making a difference.

"Someone has always been looking out for us," says Mrs. Matt. "Why shouldn't we help others?"

Generosity of Spirit: the Rizzos



Photo: Becky Bedrasian

Spend just an hour in the company of the Rizzos and, in between the uproarious laughter and offers of a sandwich, a cookie or perhaps some fruit, you find yourself wondering if you're too old to be adopted. It's not hard to get swept away. Picture that film image of an affectionate Italian family gathered around an overflowing dinner table, telling stories, finishing each other's sentences, ever ready to pull up another chair and set another pot of water to boil for pasta should a visitor pop in.

The difference is that this family, headed by Philip and Phyllis Rizzo, is as real as can be, and their generous spirit has helped Morristown Memorial immeasurably, whether it's daughter Andrea's years of volunteer work for the Health Foundation or her parents' recent gift of \$1 million to the Campaign for the Heart.

The Mendham couple, who have three children, seven grandchildren, and seven great-grandchildren, are matter-of-fact in explaining why they decided to support the construction of the new Gagnon Heart Hospital so generously. "If you go to Morristown Memorial for your health and operations, why wouldn't you?" says Mr. Rizzo, who has had several cardiac procedures over the years. Intending no play on words, Mrs. Rizzo says simply: "We do it out of heart."

That, quite frankly, is how they do everything. When the American Cancer Society needed a New Jersey campaign leader, they found one in Mrs. Rizzo. When their children's college alma maters needed support, the couple not only gave generously, but they also hosted fund raisers in hopes that others would do the same. In fact, Mr. Rizzo, though uncomfortable with the attention their recent gift to Morristown Memorial has received, agreed to an interview anyway. "Anything that would help the hospital," says the East Orange native, who worked his way to success in real estate and development over the last 50 years.

That ingrained sense of caring seems to be a trait handed down like a family heirloom. Mrs. Rizzo recalls her father, a Newark tailor, handing out dollar bills during the Depression to needy folks on the street: "He'd tell them, 'Go get some soup, a sandwich.'"

These days, Andrea Rizzo carries on that tradition, known as much for her propensity to set a bountiful table as for her magnanimity. "You're too giving," my parents tell me, and I say, "I learned it from you."

"Well," says Mrs. Rizzo, "it is true that the more you give, the more you get back, and I don't mean material things."

"It's more like blessings," says Andrea. "You get rewarded in so many other ways. Our family is truly blessed."



Heart Hospital Construction and Campaign Rev Up

As summer drew to a close, the Campaign for the Heart reached \$42.6 million and construction accelerated on the Gagnon Heart Hospital.

Previous months brought a flurry of support for the new facility. Gifts came in from Richard L. and Barbara Amster of Florham Park, Dr. Edward and Cynthia Babbott of Basking Ridge, Myron J. and Lisa Bromberg of Morristown, Mary Bunce of Bernardsville, Tim (Francis) Jr. and Nancy Tweed of Morristown, Ted (Frank E.) and Karen Walsh of Far Hills, and Alan and Clarissa Willemsen of Mendham. Major Gifts Committee Co-Chair Rich Diegnan and his wife, Susan, of Bernardsville also added an additional year to their pledge.

At press time, the heart hospital's steel structure was completed, floors were poured, and fireproofing of the steel had begun. Hospital officials were preparing for the influx of workers needed in the next phase of construction, during which interior walls, exterior panels, and windows would be installed and the building entirely enclosed by winter. Construction is expected to be completed in October 2008.

Golf Proceeds Fund Integrated Cardiac Monitors

The weather may not have been ideal at the 18th Annual Morristown Memorial Golf Classic, but the outpouring of support for the hospital certainly was. The 180 golfers who came out to fabled Baltusrol on June 4, 2007, raised \$393,150 — topping last year's record-setting sum by nearly \$40,000.

All proceeds are reserved for an integrated cardiac monitoring system in the hospital's critical care units. Designed to improve patient safety and outcomes, the network will allow doctors and nurses to transfer and access real-time patient data throughout multiple departments and divisions, simultaneously monitoring their patients' vital signs, responding quickly to emergencies, and coordinating care from wherever they are.

Thanks to our golfers, our volunteers, and especially our generous sponsors: ARMDS; BUCKL Architects; Genesis HealthCare; JPMorgan Chase Bank; Massey Quick & Co.; Francis Cauffman Foley Hoffmann Architects; Goldman, Sachs & Co.; Jersey Central Power & Light; Mckesson; Mount Sinai Medical Center; Organon USA; Schenck, Price, Smith & King; The MCJ Foundation; Toyota of Morristown; Lincoln and Dover Dodge/Chrysler; and Yukon Graphics.

Pictured l to r: Joseph P. Goryeb, Scott Goryeb, Joseph M. Goryeb, Rick Goryeb

Photos: Sal Benedetto



Les Quick III

Calendar of Events

We extend our sincerest apologies for the following errors and omissions in the 2006 Report on Gifts. Madison Associates: Mr. William Kearns; Ms. Bev Nutter; Turton Family Trust. Jefferson Associates: Mrs. Mary Hetherington; Dr. and Mrs. Joseph Ramieri

Brookfield Society Seminar: Advanced Topics in Estate Planning Oct. 21, 2007 • 12 noon – 2 p.m.

Anita Siegel, Esq., Siegel & Bergman, LLC
The Westin Governor Morris, Morristown
To register, contact Latee Layeni at (973) 593-2402
or lateefat.layeni@atlanticehealth.org

15th Annual Wellness Lecture Nov. 1, 2007

Topic: Diabetes • Speaker: Mike Huckabee,
author, 2008 Republican presidential candidate,
and former governor of Arkansas
For more information, contact Susan Zolandz, R.N.,
BSN, community health educator, at (973) 971-7215.

2nd Annual Jefferson Associates Reception Nov. 8, 2007 • 6 – 8 p.m.

The Madison Hotel
For more information, contact Bronwyn Fraser,
special events coordinator, at (973) 593-2440 or
bronwyn.fraser@atlanticehealth.org

About the Staff

Please feel free to contact MMHF staff at (973) 593-2400. For a full staff listing, log on to www.mmhf.org and select Who We Are > Our Staff

Written and edited by Regina Diverio
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Morristown Memorial Health Foundation is a nonprofit public foundation whose mission is to inspire community philanthropy to advance exceptional healthcare for patients at Morristown Memorial Hospital. Our objective is to utilize philanthropy to preserve and expand the hospital's programs and services in direct patient care, clinical research, medical and public health education, and preventive medicine.



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