

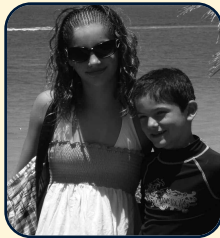


Kids Count!

A Letter of Gratitude

Dear Ms. Kling,

My name is Rachael Tortorella and my brother is a patient of Dr. Barbara Cerame.



Michael was diagnosed with diabetes when he was three-years-old and stayed in your hospital to receive treatment and learn how to care for his diabetes. While in the hospital, Michael spent a lot of time in your playroom. It was a great comfort to a three-year-old who didn't understand why he was in the hospital.

In May, I participated in a fundraising swim with my Elite Swim Club members. I swam for two hours and raised \$1,150. I hope that you are able to find some great things that the children can enjoy and that will make their stay at Goryeb Children's Hospital a little more pleasant.

Your staff really helped my brother and Dr. Cerame continues to help us learn and care for him. He's now a healthy eight-year-old diabetic with an A1C of 6.5 thanks to the wonderful care that he has received.

Sincerely,
Rachael Campbell Tortorella (age 12)
Chatham, New Jersey

photo: Rachael and Michael Tortorella:

SPOTLIGHT ON PHILANTHROPY

Giving at All Levels Benefits the Goryeb Children's Hospital

Whether it is \$1, \$1,000 or \$1 million, every gift to the Goryeb Children's Hospital counts and can make an impact in a child's life. In 2006, those gifts combined to total more than \$1.3 million. With the continued leadership of David Farris and Mary Ann LoFrumento, M.D., co-chairs of the Pediatric Philanthropic Leadership Council, we hope to continue that success in 2007 and beyond. With ongoing support, we're able to recruit and train prominent physicians and staff; expand our programs; upgrade technology, equipment and procedures; provide extensive community education; and excel in our clinical research.

Once just a dream of former Morristown Memorial Hospital President Jean McMann, the Goryeb Children's Hospital was made possible through the generosity of the surrounding community, particularly the family for whom it is named. The Goryeb's — Joseph, Marge, and their three adult children: Joseph, Richard and Lynne — originally met with hospital and foundation administrators to discuss a gift for the Carol G. Simon Cancer Center.

"I had developed lymphoma and was taken care of by the hospital so we wanted to do something on a major level for cancer," says family patriarch Joseph Goryeb. But when the idea of a children's hospital came up, he says, "We looked at one another and said, 'Wouldn't that be great?'"

The family did make a sizeable gift to the Simon Cancer Center, but they also provided the seed money to create a children's hospital—one that has been used by their extended family multiple times. "Oh my gosh, have we used it! We have nine grandsons and nine grand-nephews and nieces who have all been there at one time or another," Mr. Goryeb says. "It's so kid-friendly," adds Mrs. Goryeb. "Anyone we know who has brought children there has been so impressed."

phi-lan-thro-py [fi lánthr_pee]
noun: **1:** goodwill to fellowmen; *especially:* active effort to promote human welfare. **2 a:** a philanthropic act or gift **b:** an organization distributing or supported by philanthropic funds.

— Merriam-Webster OnLine

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MANY WAYS TO HELP

There are many ways to help the Goryeb Children's Hospital

Whether you choose to make a general contribution to the Goryeb Children's Hospital or earmark your gift to fund a specific program, purchase new equipment, or ensure that our technology is cutting edge, your gift helps us provide world-class medical care to our patients.

Your generosity — no matter the size — will make a difference in the lives of our patients.

Make a gift to the Goryeb Children's Hospital

Make a single gift or monthly pledges, give in honor or memory of a person or occasion, or plan a major gift that benefits both you and the hospital.

Host or Attend a Fundraiser

Plan a fundraising event to benefit the Goryeb Children's Hospital, something such as a dinner party in your home or an auction to gain community support.

Volunteer your Time

There are many volunteer opportunities at the Goryeb Children's Hospital. Our volunteers do everything from greeting patients and families at the lobby desk to knitting blankets for our smallest patients and visiting with children and their families.

Remember the Goryeb Children's Hospital in your will or estate plans

A planned gift or bequest gives long-term support and can bring a variety of financial rewards to you and your family.

For additional information on giving programs or naming opportunities, please contact Geraldine Kling, Major Gifts Officer, at 973-593-2414 or geraldine.kling@atlanticehealth.org.

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To keep the Goryeb Children's Hospital the best in the area, the Mendham residents continue to support it with their time (he serves on the Pediatric Philanthropic Leadership Council; she is part of the team giving a fresh look to the hospital's entry) and their donations. "As good as a hospital can be, you still need money all the time to get key doctors and personnel and new technology," explains Mr. Goryeb. "Fortunately there are people who want to help and get involved. Sometimes it seems that there's no limit to how many wonderful people are out there. In this area, many people have done well for themselves, and this is their way to give back to the community."

Tom and Barbara Curtin, of Far Hills, are perfect examples. In addition to donating to

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—Joseph Goryeb

various pediatric campaigns, the Curtins volunteer on several committees, including the Pediatric Philanthropic Leadership Council, and have opened their home on several occasions to host dinner parties and fundraisers to benefit the Goryeb Children's Hospital. "It's a world-class children's hospital and we have children so it's nice to know it's there if anything goes wrong," says Mr. Curtin.

Pat Galligan of Morristown can certainly identify with that statement. "I thought the Goryeb Children's Hospital was an awesome place before, and now that my family and I have been 'patrons' I can tell you firsthand it's tremendous." Mr. Galligan and his wife Kristina spent the better part of five months at the

hospital's Valerie Fund Center for Children when their two-year-old son, Will, was diagnosed with leukemia earlier this year. Their stay convinced the father of three that his philanthropic efforts on behalf of the Goryeb Children's Hospital these past seven years have been well placed.

Mr. Galligan and his high school friend Bob Murphy, both longtime residents of the area, established the Kaleidoscope Fund in 2001 to benefit children in the community in general. Their annual golf outings have raised over \$250,000 for various areas of the Goryeb Children's Hospital, including the Valerie Fund Center.

"After funding the Goryeb Children's Hospital that first year, we found no reason to go anywhere else," Mr. Galligan says. "I mean this honestly; people in our community are lucky to have this facility right in our backyard. Bob will tell you the same thing: He's a frequent flyer in the emergency room with his four kids. The doctors, nurses and everyone providing care there are top notch."

In addition to major donations, smaller contributions are critical to the hospital's financial health. The many individuals and local groups who perform philanthropic acts on behalf of the Goryeb Children's Hospital each year illustrate just how important this resource is to people of the community—even the youngest members.

One of our youngest donors is Matthew O'Neill of Mendham. This six-year-old was just four when he declined presents from his party guests and asked them to make donations to the Goryeb Children's Hospital instead. Prior to that decision, Matthew's parents, Mary Kay and Pat O'Neill, had told him that there were children who were hospital-bound and didn't have toys.

"I think it makes him feel good helping other kids," his mom said, when the following year Matthew declared without prompting,

"For my birthday I want to give money to the kids in the hospital." That year he raised \$430 for the Pediatric Child Life Fund. "It's made him and his sisters [who donate their gifts to Toys for Tots] more aware of the world and how fortunate they are," says Mrs. O'Neill.

Like the O'Neills, Adrienne and David Kern had impressed upon their children the idea of helping others. The kids were obviously paying attention. This past summer, their son Harrison (8), daughter Katie (7), and friends Paige (8) and Jeb (10) Burnet gathered together possessions they had outgrown and spearheaded a garage sale to benefit child life at the Goryeb Children's Hospital. With the bake sale items that Paige and her mom added to the table, the neighborhood sale earned nearly \$500. The fundraiser came about, Mrs. Kern explains, in response to the great impression a Goryeb Children's Hospital child life specialist had on Harrison when he was hospitalized.

"She was something special," says Mrs. Kern, a Morristown Memorial Health Foundation trustee. "She took a child who was very

upset and anxious and she had a calming effect that my husband and I couldn't have managed. She showed him her doll, Bob, and took out a suture kit, and they used all the equipment on Bob that would be used on Harrison. Her approach moved this little guy. He said, 'I want to have a garage sale for Stephanie Colarberardino.'"

The best part about these amazing stories is that Matthew O'Neill and the Kern and Burnet children are not alone in their generosity. Other children have donated their birthday presents and Bar and Bat Mitzvah gifts to hospital patients. Girl Scouts have collected toiletries, and second-graders have performed "chores for charity." From lemonade stands, rocking chair marathons and swim meets to wine tastings, kitchen tours and cocktail receptions, the community's creative fundraisers have allowed us to provide highly specialized pediatric care and conduct more groundbreaking research. Quite simply, we couldn't do what we do without you.

For additional information on giving programs or naming opportunities, please contact Geraldine Kling, major gifts officer, at (973) 593-2414 or geraldine.kling@atlantichhealth.org.

Sam's Neonatal Intensive Care Unit (NICU) RENOVATION AND EXPANSION UPDATE

Following the May groundbreaking for the expansion of Sam's NICU, in memory of Samantha Marie Salzberg, construction has moved along quickly with an expected completion date of August 2008. Through the commitment of NICU Steering Committee \$5.2 million has been raised toward the project. The Steering Committee is comprised of 240 dedicated NICU parents who have chosen to give back for the great care their children received while in the NICU by donating to the new unit and helping to raise additional funds. The committee has dedicated many hours at committee meetings, events and meeting with donors. The NICU physician team has also played a pivotal role, making significant contributions of its own and helping to educate other donors on the merits of the new NICU.

The new facility will offer additional space for the latest technology without sacrificing families privacy, so parents will have more opportunities to stay actively involved in their newborn's care. The two-phase, 22,000-square-foot expansion will make Morristown Memorial the first hospital in New Jersey to offer private suites in a NICU. The new unit will have 11 private and 23 semi-private suites, which will be designed to accommodate either one or two newborns. Some suites will be large enough to accommodate triplets or quadruplets so multiple-birth families are able to stay together. The unit also will offer private family bedrooms with showers for parents who wish to stay overnight.

Mansion in May

The Women's Association of Morristown Memorial Hospital (WAMMH), established in 1893, is a 700-member volunteer-based organization, who provides service and fundraising support for the Hospital. Beginning in 1974, WAMMH's signature fundraising event has been Mansion in May, Designer Showhouse and Gardens. The 14th Annual Mansion in May event is scheduled for May 2008 at historic Froh Heim, in Far Hills, New Jersey. The Mansion in May experience includes a tour of the professionally decorated mansion, landscaped grounds, boutiques, café and special events. In addition, patrons can host private parties on the property during the event. In the past decade, the Women's Association has contributed \$10 million dollars to the hospital in part due to their dedicated volunteer enterprises.

WAMMH has made \$1 million pledge to the Valerie Fund Children's Center at Goryeb Children's Hospital which cares for our youngest patients with cancer and blood disorders.

For more information check www.wammh.com or contact the Women's Association at (973) 971-5480.

GIFTS from the HEART

Putting a smile on a child's face at the Goryeb Children's Hospital is made possible by many people who give of their time, talent and treasure. Listed below is just a sampling of the many donors who give to make life better for children and families who rely on us for help.



★ Twins MacKenzie and Sydney Storms were born prematurely at Morristown Memorial Hospital on January 21, 1997. Both girls were cared for in Morristown Memorial's Neonatal Intensive Care Unit (NICU). The Storms are grateful for the care they received and want to give back to help other children. In lieu of gifts for their First Holy Communion they asked for donations to the NICU because it was their home for almost the first five months of their life. The girls also raced the Lucky Ducky in the 39th Annual World Duck Boat Championship, a charity regatta sponsored by the Peter R. and Cynthia K. Kellogg Foundation. The girls have raised \$6,800 for the expansion of the NICU.

★ Thank you to Dan Quinn, NJ Jets defensive line coach, and his wife, Stacey, for donating eight tickets to every Jets home football game this season. These tickets are distributed to patients and their families to enjoy a few hours of fun through Quinn's Corps, a foundation focused on helping children in need in the areas of health care, education and athletic participation.



★ Thank you to members of the American Girl Club who rocked out at Barnes & Noble bookstore in Morris Plains this summer in a marathon fund raiser for the Goryeb Children's Hospital. Nearly 30 girls, ages six to 16, took shifts rocking in a rocking chair while family, friends, and other

Morristown Memorial supporters shopped, knowing that a percentage of the sales would be donated. At day's end, the hospital gained \$327.94 — and a rocking chair donated by The Cracker Barrel restaurant.

★ Many thanks to Morristown Memorial hospital departments and area businesses who donated nearly 140 baskets, from the labor and delivery combo (stroller, car seat, and baby merchandise) to a BBQ set complete with Omaha Steaks, at the annual hospital employee fundraiser. More than \$14,427 was raised — enough to purchase a state-of-the-art isolette for premature babies in the NICU.



CALENDAR OF EVENTS

The New Jersey Youth Chorus 2007 Holiday Concert December 16, 2007

Community Theatre at Mayo Performing Arts Center in Morristown at (973) 539-8008 or www.mayoarts.org

To benefit the BD Diabetes Center for Children and Adolescents
For concert information and tickets please go to www.njyouthchorus.org.

Sam's Fund Golf Outing May 12, 2008

To benefit Sam's NICU
Basking Ridge Country Club, Basking Ridge, NJ.
For more information please go to www.samsnicu.com.

WEB NEWS

Visit our newly redesigned web site at www.mmhf.org featuring a one-click Give Now option that makes online giving a snap and our new bimonthly e-newsletter filled with hospital expansion updates, research studies, and new patient services.

If you are interested in hosting an event or promotion to benefit the Goryeb Children's Hospital at Morristown Memorial Hospital, please contact Eileen Heltzer, director of annual giving, at (973) 593-2412 or eileen.heltzer@atlantichhealth.org