

Health Foundation Journal

*A publication of the Morristown Memorial Health Foundation
for Members of the 1892 Founders Society*

In Good Hands: The NICU Nurtures Babies in Need

Making Philanthropy a Family Affair

By Chief Development Officer Jim Quinn



In my 22 years with the Health Foundation, I've had the opportunity to work with many warm and generous people. It struck me recently that, for many benefactors, philanthropy is a family affair. Some have learned the value of giving back from their own parents; many are passing this generous spirit on to their children. All of them have made a difference to Morristown Memorial.

The Simon family, for example, has changed countless lives here at the hospital as individuals and through the foundation begun by the late William E. Simon and now run by his children. Philanthropy "was a given" in their household, says Peter Simon, vice chair of the Health Foundation board. "We learned that we were fortunate and giving back was our responsibility." Now, his children are following suit, be it digging deep for the church collection plate or volunteering on community projects.

The Kirby family calls it "Deeds Not Words," and they've made it their family motto. "We try and take action, not talk about it," says Dillard Kirby, trustee of the Health Foundation board. "My parents raised us to be good citizens and, by example, active volunteers." This past May, his children learned that philanthropy can be fun when they held a swimathon to raise funds for the Campaign for the Heart.

Joe and Jeanne Goryeb, who, along with their parents and siblings, had the children's hospital named for their exceptional generosity, discuss philanthropy directly with their four boys. When the tsunami hit Southeast Asia in 2004, the kids donated their allowance to the Red Cross, and one initiated a fund-raiser at his school.

"Children automatically want to give," explains Lois Gagnon, mother of three and grandmother of 14. "Did

you ever see little kids, on some occasion or another, search their rooms, find something special, wrap it and give it as a gift? If you can take that sentiment from the time they're young and show this is how it should be, when they're adults, they'll be a little more giving."

Mrs. Gagnon learned that lesson from her mother, a woman of modest means who was active in her church and always preparing Meals on Wheels for the elderly. Now, she and her husband, Neil, for whom the future heart hospital is named, have involved their children and grandchildren in charitable works of all kinds, from bringing sandwiches to hospital staff at Christmas to giving time and money to worthwhile organizations.

Patti Aresty, former Health Foundation trustee, also learned from her parents that you don't need riches to be charitable. "We didn't have much, but my dad was always generous with his small donations, and my mother was always stuffing envelopes for one fund-raiser or another and we worked alongside her at the kitchen table," says the mother of three. From the start, her children became accustomed to emptying their piggy banks for

those less fortunate. "David and I tell them, when you think you have nothing to give, dig deep and give something; always help others."

When Mary Kay and Pat O'Neill told their preschool-age children that there were children who didn't have toys and some who were hospital bound, they were shocked—and eager to do something about it. Now when their birthdays roll around, the Goryeb Children's Hospital and Toys for Tots get their presents. "Every year they ask if they can donate again," says Mrs. O'Neill. "It's made them more aware of the world and how fortunate they are."

We at the Health Foundation certainly recognize how fortunate we are to have so many longtime benefactors who have passed on their philanthropic beliefs to their children. Their sense of giving back is what makes this community succeed and thrive.

"Every year our children ask if they can donate again. It's made them more aware of the world and how fortunate they are."

—Mary Kay O'Neill



THE POINTS OF LIGHT FOUNDATION priced volunteer time in 2005 at \$18.04/hour.
At Morristown Memorial, 1,368 volunteers contributed 115,612 hours in 2005
a gift of services worth \$2,085,640.40.

Faces in Philanthropy

Kraft Renews Support for CHAMPS

Kraft Foods recently contributed \$30,000 in a second round of funding for CHAMPS, Morristown Memorial's after-school program at Neighborhood House in Morristown, which combines nutrition education with physical fitness. Last year, Kraft supported the pilot phase of this initiative, which served 27 second-grade students. This recent gift will cover all 80 first- through fifth-grade children enrolled in the program.

"With the increase in childhood medical conditions related to poor nutrition, Kraft Foods supports

programs worldwide that promote good nutrition and physical activity as an important part of maintaining good health," says Kraft's Angela M. Wiggins.

Earlier this year at Kraft's Annual Shareholders meeting, in lieu of providing gift baskets to those in attendance, the company awarded \$5,000 to Morristown Memorial in acknowledgement of its contributions to the community. "This is an extraordinary institution helping families in Morristown live healthier lives," Ms. Wiggins says, "and we're proud to be a partner in their efforts."



Sweet Charity

Coffee breakers have never felt so good about sampling sweets as they did at the bake sale hosted by the cardiac operating room nurses on April 4. The fund raiser netted \$445 for the Campaign for the Heart.

Dispensing Entertainment on Demand

Young patients at Goryeb Children's Hospital hoping to while away the evening hours with a good movie or a video game can do just that thanks to an anonymous donor who has provided a DVD vending machine—an item on the hospital's wish list—for the third floor inpatient unit. In the past, patients could borrow from the floor's limited selection of movies and games, but they would have to return them by 5 p.m. Now, they are each provided with an access card to the machine that allows them to take out one game or movie, enjoy it, and return it for another any time of day. "It's been great because we can offer so many more DVDs and games, and we can do so around the clock," says Amy Goldberg, child life coordinator.

Easing Cancer's Toll, One Square at a Time

In the last four years, three stunning queen-size quilts were raffled off to benefit worthy causes, including the Carol G. Simon Cancer Center. Between six and 30 quilters, many from BASF Corporation, collaborated on the quilts, two of which were commissioned by local charities. In 2002, the Women's Cancer Center received \$2,466, and in 2005 and 2006, the Nadler Cancer Fund gained \$1,600 and \$500, respectively.

The Nadler Fund is working to hire a child life specialist to help children and teens when a parent or grandparent has cancer.

Fran Benjamin, a quilter who has worked on all three projects, has guided the donations to the Simon Center because she knows firsthand its value. The Rockaway resident lost her husband to cancer, and three of her four daughters have battled various forms of the disease at the center. While two have promising prognoses, the eldest, Lois Benjamin Patane, died last October, leaving behind two children. "The raffle money isn't much," Mrs. Benjamin says, "but I'm so glad that it's going into the Nadler fund, because a child life specialist is really needed."



A Lifesaver for Newborns at Risk

Much-Needed NICU Expansion in the Works

Talk to those who have been blindsided by the news that their newborn must be admitted to the Neonatal Intensive Care Unit (NICU), and they'll tell you about the shock and the fear and the turning upside down of the world as they know it. Those lucky enough to be at Morristown Memorial's NICU, a state-designated Regional Perinatal Center, will also tell you about the relief, knowing that their child is in the hands of experts.

"When you're pregnant, you have these preconceived notions that you'll bring your baby home in your arms, so when you go home and have to leave the child behind, it's very upsetting," says Kathy Vita, who

had two sets of twins at Morristown Memorial, each needing more than a month in intensive care.

"But everyone in the NICU made us feel safe. They addressed every concern and every need. Any question we had regarding our babies' health, they answered.

They didn't sugar coat the situation; they were very

upfront, but they were also very warm. They have a bedside manner for babies and for parents that is just fabulous."

That's because NICU families, many of whom stay for months, often become like family to the physicians and staff, explains Fran Drigun, R.N., the director of women and children's services. "If the families are stressed, everyone is stressed, and that's a difficult environment to be in," she says. "We need to make them as relaxed as possible. When they're less stressed, it's also easier to educate them if they need to learn special techniques on how to care for their baby."

That job will be easier in the future after a two-phase expansion more than triples the size of the

NICU to over 22,000 square feet. With 10 percent of the babies born at Morristown Memorial in need of NICU services, the current 7,000 square-foot unit is woefully inadequate. And while clinical care has improved greatly due to research and clinical studies, Ms. Drigun notes, it requires new equipment and technologies that are spatially demanding.

The expanded NICU will provide more room for patients, ample technological space, and much more, including a conference/education room and a family lounge and overnight suite with shower facilities for parents. Its thoughtful design comes after consultation with nationally recognized

neonatal consultants and extensive visits to facilities across the country by Morristown Memorial physicians, nurses, educators, and managers.

The first phase of the project will begin next spring. When the new Arlene and Kermit Meade Pavilion opens for occupancy in April 2007 (see story on page 7), plant engineering



will relocate there from its current quarters on the second floor of Jefferson. That space will then be renovated and ready for the NICU to move in by January 2008. Then, once the Gagnon Heart Hospital opens in the fall of 2008, the second phase of the project will begin with a series of domino moves. Noninvasive cardiology will relocate to the new heart hospital; respiratory therapy will move up a flight into cardiology's former space on the third floor of Simon, and the NICU's Jefferson quarters will be connected to the newly vacated second floor of Simon, gaining an additional 5,000 square feet.

The new space will not only allow the NICU to accept more newborns who are at risk, says Larry Skolnick, M.D., who co-directs the Department

of Neonatology with Andrew Schenkman, M.D., it will also be more sensitive to the needs of babies and their families, with softer noise and lighting levels and more privacy.

“It will be much friendlier and more accommodating to families,” Dr. Skolnick says, “which is important because it is a stressful time, but it’s also critical that reciprocal bonding be promoted. Babies are sensitive to the presence of their mothers and fathers, especially those who stay weeks and months. This expansion will allow parents to stay with their babies and participate more actively in their care.”

Having the option to remain overnight is especially important in situations that are “touch and go,” says Mrs. Vita. In addition to wearying weeks of tag-team visits to the NICU, the Denville resident and her husband, Andrew, endured several mad dashes back to the hospital after hours when their newborns’ condition worsened. “Denville isn’t far, but it feels like eternity when you’re driving there worried,” she says.

The new NICU will move away from the ward concept of old, Ms. Drigun says, featuring mostly single rooms that allow for doubling if needed. Twins, who make up a large percentage of NICU patients, will be kept together, further easing the strain on parents. Banquettes in each room will



Eileen Pillori, R.N., above, and twins Rowan and Aidan Flood.

Photos: Becky Bedrosian



provide a place to rest, and the hospital is hoping to add a serene space outdoors for use

by NICU families. The goal, Ms. Drigun says, is to incorporate the Planetree Model of patient-centered care into the new unit. This model recognizes that emotional, social, and spiritual needs are important to healing.

In Mrs. Vita’s estimation, it would be hard to improve on the emotional support and medical care her family received. At the annual NICU picnic, she makes sure her now seven- and nine-year-old twins remember to say thank you. “In my eyes, without these wonderful doctors and nurses, my children would not be here.”

PICU Parents Gain Sleep Space



Pictured l-r: Doug Dunn with daughter Gillian, wife Jill, and Goryeb Children’s Hospital manager Liz DuBois, R.N.

Parents with children in the Pediatric Intensive Care Unit (PICU) can rest easier thanks to the generosity of Doug and Jill Dunn. The New Vernon residents gave a \$25,000 gift in honor of their own children to add a fourth sleep room to the unit, which enables patients’ parents to rest comfortably yet remain close enough to check on their children.

“Parents are so stressed when their children are hospitalized, particularly in intensive care,” says Liz DuBois, R.N., manager of the Goryeb Children’s Hospital. “They don’t want to be off site.”

With capacity for eight patients in the unit, at times up to eight families are looking for a place to rest. “This is a way of enabling one more family to stay close to a sick child,” says Mrs. Dunn. “It’s important for families to be near their children when they’re ill.”

Project Independence Eases Financial Burdens

Diagnosed with Crohn's disease in fifth grade, Frank Kemper found it increasingly difficult as a teen to control the inflammation and upset stomach brought on by the disease. This year, his troubles intensified when an intestinal blockage was misdiagnosed as stomach flu. His parents, Susan and Frank Kemper, fortunately brought him in time to Morristown Memorial's Gagnon Children's Emergency Center. "In my mind, there was never a doubt that he would be OK," Mrs. Kemper says. "I later realized he was very close to dying."

That tragedy averted, the family now faced financial distress; their insurance company denied coverage of the specialized equipment and ostomy supplies their son needed. What's more, since Mrs. Kemper quit her job to care for her son, household bills began to mount as well.

This situation was just the type for which the late William E. Simon created Project Independence.

In the 1980s, during visits to see his wife, Carol, who was being treated for cancer at Morristown Memorial, Simon became acquainted with other families in her unit and learned of the financial burden a long illness could cause. In response, he funded the program, which would give one-time grants to struggling families to help them maintain their independence and dignity. The Health Foundation supports this effort by contributing \$50,000 annually to the fund.

The Kempers were the 1,000th recipient of a Project Independence grant, which now averages \$3,890 per family. Recognizing the program's value to needy families, the William E. Simon Foundation, which oversees the distribution of the grants, has pledged an additional \$1.6 million over the next five years.

"The grant was a huge relief to my husband and me," Mrs. Kemper says. "With one less income, it was very scary seeing those bills pile up, but we didn't have a choice. We did for our son what we needed to do."

Stock News

The Health Foundation's brokerage house, the Lichtenfeld Group, has joined forces with Smith Barney/Citigroup and relocated to 10 Madison Avenue in Morristown. Our new DTC number is 0418 and our new account number is 379-29775-1-8-617. Ceil Hazen remains the Health Foundation's contact at Smith Barney/Citigroup. She may be reached at 973/993-4135, 800/672-1497, and fax 973/993-5276. If you are transferring stock or other marketable securities as gifts to the Health Foundation, please have your broker notify Tom Martin, gift processing office coordinator, at 973/971-7011, fax 973/290-7561, or email tom.martin@atlantichhealth.org.

Golf Classic Raises Record Funds

Two hundred golfers enjoyed a round of golf at the Baltusrol Golf Club during the 17th Annual Morristown Memorial Golf Classic, June 5, and raised over \$354,000—the most ever in the event's history. The funds support the Family Enhancement Program for Critical Care Units, which creates a healing environment for families of patients in the Neonatal Intensive Care Unit, Pediatric Intensive Care Unit, Neuroscience Special Care Unit, Cardiac Care Unit, Cardiac Post-Anesthesia Care Unit, and Intensive Care Unit. In doing so, it reduces stress and fosters better medical outcomes in the patients themselves.

Thanks go to all golfers and sponsors, particularly Automatic Switch Company, for their second consecutive year of tournament sponsorship. Additional sponsors for this year's outing include Allied Office Products, Cardinal Health, Goldman Sachs, CareOne, ARMDS, Francis Cauffman Foley Hoffmann Architects, JPMorgan Chase Bank, Mid-Atlantic Surgical Associates, Organon USA, and Toyota of Morristown and Dover Dodge/Chrysler, our hole-in-one sponsors.

We also thank the staff, physicians, and volunteers who helped to make the Golf Classic a success by registering foursomes, donating raffle prizes, and assisting the day of the event.



Pictured l-r: Health Foundation Trustee Rich Diegnan and Atlantic Health CEO Joe Trunfio, with MetLife Resources' Liz O'Brien and Ty Minnich.
Photo: Sal Benedetto

Meades' Gift Names Pavilion

Heart campaign nears \$40 million

The north addition of the Gagnon Heart Hospital, rising rapidly on the Morristown Memorial grounds, will now be dedicated as the Arlene and Kermit Meade Pavilion, in recognition of the local couple's generosity. The Meades, in planning for the future security of their heirs, created two charitable lead annuity trusts (CLATs). The CLATs immediately benefit the Campaign for the Heart, which is now at \$39.4 million, substantially closer to its \$44 million goal.

"There is a lot of interest on our part in the heart hospital and advances in cardiac care," says Mrs. Meade, who notes that there is a history of heart disease in her family. "These trusts allow us to contribute to our hospital, and at the end of the life of the trusts, our heirs inherit the corpus. It's marvelous for the hospital and for our family."

The Meades, who have been married 50 years and have four children and nine grandchildren, have long supported Morristown Memorial. After losing their daughter-in-law when she was eight months pregnant and seeing their premature grandson's life saved by a hospital's advanced technology, they helped to fund a state-of-the-art pediatric video electroencephalogram at the Goryeb Children's Hospital. Since that time, they have supported the Health Foundation in several of its annual fund-raising efforts.

"Morristown Memorial is such an incredible resource in our community," says Mrs. Meade, who has twice been a patient herself at the hospital and is an active volunteer who has knitted caps for newborns and currently serves on the Health Foundation's Stewardship Committee.

But the hospital is but one of the Meades' civic interests. Mr. Meade, who for three decades has put his engineering and business acumen to work on Wall



Kermit and Arlene Meade

Street, also devoted 25 years to the Coast Guard, where he held four commands. Upon retirement, among other endeavors, he taught students as an adjunct at New York University Graduate School of Business. He and his wife also devoted countless hours to scouting. Mr. Meade, a Life Scout, guided two sons and a grandson, among others, to the Eagle Scout level and one son to the Life Scout level.

Happy once again to be providing help where it's most needed, the couple eagerly awaits the Pavilion's opening in spring 2007. It will house the F.M. Kirby Cardiac Patient Care Unit and the Maternity Center, both designed with private rooms and up-to-the-minute technological innovations, as well as the Kammerer Support Services Floor.

Photo: Sal Benedetto

Mansion in May's Lucky 13th Draws a Crowd

The 13th Mansion in May, the signature fund-raiser of the Women's Association of Morristown Memorial Hospital, was a stunning success, drawing more than 15,000 patrons to the Ross Family Farm in Basking Ridge. Proceeds from tours of the designer show house and gardens raised \$613,000 to benefit the Campaign for the Heart.

This year's event introduced to the public a historic farmstead that was home to the first president of the First Continental Congress, Elias Boudinot. The manor house and 61 surrounding acres were recently purchased by the Somerset County Parks Commission.

More than 1,000 volunteers, tackling everything from advertising to the hauling of trash, pitched in to make the fund-raiser run smoothly. Several volunteers have, in fact, worked at every Mansion in May over the last 32 years. The interior and landscape designers, all of whom donate materials and labor for the honor of participating, will find their work reaching even wider audiences in coming months; *NY Spaces*, *Design NJ*, *Better Homes & Gardens*, and *Traditional Home* will feature some of the interior designs in upcoming issues.

Calendar

British Blend Luncheon

October 17, 2006 • 11:00 a.m. – 2:00 p.m.

Proceeds benefit the Gagnon Heart Hospital.

Spring Brook Country Club, Morristown

For information, contact the Women's Association of Morristown Memorial (WAMMH) at 973/971-5480.

Township Twig Boots 'n' Bandanas Hoe-Down

Oct. 21, 2006 • 7 – 11 p.m.

Proceeds benefit Goryeb Children's Hospital.

The Carriage House at Upton Pyne, Bernardsville

For information, contact Karen Johnson, WAMMH, at 973/971-5480.

Gary's Wine and Marketplace's "Taste Around"

Oct. 23, 2006 • 6 p.m.

The Madison Hotel, Convent Station

For information, contact Eileen Heltzer, director of annual giving, at 973/971-7013 or eileen.heltzer@atlantichhealth.org.

Cummins Lecture

Oct. 26, 2006 • 7 – 9 p.m.

Teenagers, Alcohol and Drugs: Confronting the Issues.

Malcolm Forbes Auditorium

To register, call 1-800-AHS-9580.

13th Annual Wellness Lecture

Nov. 1, 2006 • 7 p.m.

"Living Longer, Living Better."

Speaker: Mehmet Oz, M.D., author of YOU: The Owners Manual.

Malcolm Forbes Auditorium.

For details, contact Susan Johns, donor relations manager, at 973/971-7009 or susan.johns@atlantichhealth.org.

Brookfield Society Seminar

Nov. 9, 2006 • 6 – 8 p.m.

Gift Annuities: Life income gifts with great tax advantages. Speaker: Anita Siegel, Esq., Siegel & Bergman LLC.

Malcolm Forbes Auditorium

For information, contact Cynthia W. O'Donnell, J.D., director of major and planned gifts, at 973/971-7010 or cynthia.odonnell@atlantichhealth.org.

Somerset Hills Kitchen Tour

Dec. 7, 2006 • 10 a.m. – 2 p.m.

Tour of 10 to 12 private homes in Basking Ridge, sponsored by Burgdorff Realtors.

Proceeds benefit the BD Diabetes Center for Children and Adolescents at Goryeb Children's Hospital.

For information, contact Eileen Heltzer, director of annual giving, at 973/971-7013 or eileen.heltzer@atlantichhealth.org.

Arlene and Kermit Meade Pavilion Dedication

March 29, 2007 Donor reception (by invitation only)

March 31, 2007 Open House (public welcome)

For information, contact Adrienne Bini, campaign coordinator, at 973/971-7101 or adrienne.bini@atlantichhealth.org.

"Come to Our Cabaret"

April 12, 2007 • 6 – 8:30 p.m.

An evening of food and music to benefit the Jeffrey F. Wacks Music Therapy program.

Carol G. Simon Cancer Center

For information, contact Eileen Heltzer, director of annual giving, at 973/971-7013 or eileen.heltzer@atlantichhealth.org.

On the Move

The Health Foundation is relocating this fall to first floor offices at 475 South Street, Morristown. Stay tuned for the exact date of the move and our new telephone numbers. Callers dialing the old numbers will be given the new. Our mailing address will remain the same, but please note that our email address domain has changed from ahsys.org to atlantichhealth.org.

We extend our sincerest apologies for the following errors and omissions in the 2005 Report on Gifts:

Hamilton Fellows: Morris Imaging Associates physicians are Sean Calhoun, M.D., Roy Cobb, M.D., Mark Cosentino, M.D., Hal Ginsberg, M.D., Michael Kozaczek, M.D., Denise McCarthy, M.D., Robyn Murphy, M.D., Angela Parisi, M.D., James Rubenstein, M.D., Jeanne Schwartz, M.D., Lawrence Swayne, M.D., Peter Wynne, M.D., and Thaddeus Yablonsky, M.D. • **Jefferson Associates:** Wrightson-Besch Foundation • **Colonial Club:** Mr. and Mrs. Howard Lerner (gift made in honor of the Emergency Department staff) • **Centennial Club:** Ms. Roberte Weiss • **Three donors wrongly designated as deceased:** **Patriot's Club:** Alfred Pedecine **Centennial Club:** Mr. Kenneth Hahn (gift made in memory of Mrs. Hahn's father, Mr. John Ciba.) and Raymond O. Zardetto

If you would like a copy of the 2005 Report on Gifts, please contact Susan Johns, donor relations manager, at 973/971-7009 or susan.johns@atlantichhealth.org or visit the Health Foundation web site at www.mmhf.org and click on Who We Are/Annual Report.

About the Staff

Please feel free to contact MMHF staff at 973/971-7240. For a full staff listing, log on to www.mmhf.org and select Who We Are > Our Staff

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ATLANTIC HEALTH SYSTEM

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