A Message from the Chairman

It has been five years since we started our first Northeast Health system-wide capital campaign, “Partners in Care … Investing in Innovation,” with an ambitious goal of raising $20 million by the end of 2010 for vital projects and programs. With your generous support, we have reached our goal two years early! Thank you for making this campaign a great success!

What difference does your support make in the lives of the people in our community?

- Your support helps a family care for a parent with Alzheimer’s disease at the new Eddy Alzheimer’s Center at Hawthorne Ridge.
- Your support helps a worried mother care for her sick child — in the middle of the night — at Albany Memorial Hospital’s new emergency department, even if she has no insurance and can’t afford to pay on her own.
- Your support helps a woman detect breast cancer, as early as possible, with digital mammography and then be treated in her own community with state-of-the-art MammSite HDR brachytherapy at Samaritan Hospital’s Cancer Treatment Center.
- Your support helps an aging senior remain independent and receive the vital home care services he needs in his own home, rather than in a nursing home. This is possible, despite severe shortages in home care nurses, with telehomecare technology that Eddy Visiting Nursing Association pioneered.

As you read through this issue of Foundations, you will see many more examples of the difference your generous support has made possible. On behalf of the Northeast Health Foundation, as well as the entire Northeast Health network, thank you for truly being our “partners in care” and for “investing in innovation.” Because of you, we can continue to help improve the health and well-being of our community and to improve the quality of life for so many of our residents.

Thank you for caring.

2008 River of Life

The largest group ever — 202 individuals — enjoyed the 2008 River of Life boat cruise and dinner dance aboard the Captain J.P. II on Wednesday, September 10. More than $32,000 was raised thanks to the generosity of our sponsors, honorary committee and attendees.

Proceeds will benefit programs and resources available through Eddy Alzheimer’s Services at both Marjorie Doyle Rockwell Center and Eddy Alzheimer’s Center at Hawthorne Ridge.

A delicious buffet dinner was prepared by the nutrition department staffs of Eddy Cohoes Rehabilitation Center/ Eddy-Ford Nursing Home and Marjorie Doyle Rockwell Center.

From Hawthorne Ridge: Jen Nelligan, Randi Lynne Boswell, Connie Cioffi, and Hawthorne Ridge resident, Al Soria.

Nancy Cummings, VP/executive director at Hawthorne Ridge with Lynn Young, director/administrator, Marjorie Doyle Rockwell Center, at River of Life.

Calendar Corner

Mark your calendar for these upcoming Northeast Health Foundation events:

**Patient Care Gala 2009**
Saturday, January 10, 2009
Marriott Hotel, Albany

**Cuisine Magic 2009**
Sunday, March 8, 2009
Crowne Plaza, Albany

For more information, please call Northeast Health Foundation, 274-0190, or register online at www.NortheastHealth.com.
In spring 2003, Northeast Health Foundation launched “Partners in Care … Investing in Innovation,” a comprehensive campaign to raise funds for a variety of programs and services across the Northeast Health network.

According to Chet Opalka, campaign chair, “We are pleased to announce the results of our most ambitious fundraising campaign ever. Not only did we surpass our goal of $20 million by raising more than $20.2 million, we did it during a five-year period — two years earlier than our scheduled completion date!”

Karl Coté, vice president for development and the Northeast Health Foundation, echoed Chet’s sentiments. “This is a tremendous accomplishment and represents an expression of confidence in the Northeast Health network from the community we serve. We would like to thank our many donors for their generous contributions that have made this possible.”

**Campaign Timeline**

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<th>Year</th>
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<tbody>
<tr>
<td>2003</td>
<td>Campaign kicks off</td>
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<tr>
<td>2004</td>
<td>$7.4 M</td>
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<td>2005</td>
<td>$9.7 M</td>
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<td>2006</td>
<td>$13.8 M</td>
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<td>2007</td>
<td>$18.5 M</td>
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<tr>
<td>2008</td>
<td>$20.2 M</td>
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**Major Campaign Achievements Include:**

**Eddy Alzheimer’s Center at Hawthorne Ridge**

Designed for people with memory-related problems, Eddy Alzheimer’s Center at Hawthorne Ridge is a comprehensive residential community located in East Greenbush. In addition to providing innovative care and programs to residents, the center also addresses the needs of families, care partners and health professionals.

Special thanks go to Donald McKay and his wife Janette (Jan) for their support. Their contributions made possible the Benjamin A. McKay House at the new center in memory of Don’s father. Don and Janette also dedicated the gardens along walking paths in honor of Joseph Fremante II, Jan’s son. Also, many thanks to Chet and Karen Opalka who named two courtyard gardens at the center, one in honor of their dear friend, Betsy Wallace. The peace and tranquility of these beautiful gardens are Chet and Karen’s special gift to the residents and families of our newest Alzheimer’s residence.

**Albany Memorial Hospital’s New Emergency Department**

Our highly efficient, patient-centered emergency department is designed to accommodate a rapidly growing patient volume, while providing greater patient privacy, streamlined registration and enhanced patient information systems.

Frank Slingerland stands in front of the new sign denoting “Slingerland Street” on the pathway between the main entrance and the new emergency department, a testament to the continuing proud bond between Albany Memorial and the Slingerland/McDonald family.

**Samaritan Hospital’s New Lobby**

Samaritan Hospital’s beautiful new main lobby includes the relocation of the ever-popular Corner Shop, and features a soothing and calming water-wall, as well as a new donor recognition wall.

**Don McKay, sharing his vision for the new Eddy Alzheimer’s Center at Hawthorne Ridge.**

**L to r, Chet and Karen Opalka, and Nancy Cummings**

**L to r, Harry and Elissa Prost, Richard Robison and Karl Coté enjoy the festivities at the unveiling of the new Robison Lobby.**

**The Porcelli family in front of the new water wall honoring the memory of Dr. Lawrence Porcelli.**
Comprehensive Cancer Center/Cancer Diagnosis and Treatment

A new patient-centered facility promises to reinvent cancer care for the residents of the Capital Region. Thanks to the generous support of former Senator Joseph Bruno (R-Brunswick) who assisted Northeast Health in receiving a $2.5 million state grant. Also, special gratitude to members of the Robison family who committed $1 million to the project, as well as E. Stewart Jones, Jr., who donated $250,000 in memory of his wife, Penny, who died from cancer.

Eddy Care Monitoring and Assistance

Eddy Visiting Nurse Association’s integrated telehomecare monitoring system is incorporated into everyday case management thus helping to improve patient outcomes, reduce hospitalizations and nursing home placements, and improve patient quality of life.

Advancement of Nursing

Dr. Thomas and Patricia Mottolese were recognized and honored by their daughter and son-in-law, Dr. Monica Mottolese and Dr. Jim Slavin. Drs. Mottolese and Slavin made a generous donation in her parent’s honor to help with the renovation of a new state-of-the-art classroom in Samaritan Hospital School of Nursing. A plaque recognizing the couple was unveiled outside the classroom.

Groundbreaking Held for Eddy Village Green

On May 27, under a beautiful blue sky, The Eddy held its official groundbreaking ceremony for Eddy Village Green, our innovative new model for nursing home care. Located on the Cohoes campus, Eddy Village Green will be a neighborhood of 16 family-style homes, each accommodating 12 seniors. We are delighted that this new initiative represents the first skilled nursing community of its kind in New York State … and the largest in the country. The first home is expected to open this fall.
Partners in Care ... Investing in Innovation Campaig...
What is The Compass Society?
It is a legacy society honoring and including those who have planned a future gift, a “deferred” or “planned” gift, to benefit The Eddy, Albany Memorial Hospital, Samaritan Hospital, or any affiliate of Northeast Health.

How do I benefit?
Examples of possible benefits to you from various kinds of planned gifts include:
• income throughout retirement
• savings on capital gains taxes
• savings on income taxes
• savings on estate taxes
• ability to take low-yielding assets and create a high-yielding flow of income
• ability to make a life-affirming gift to Northeast Health or any of its affiliates or programs
• ability to direct your assets to our local mission of healing, using your funds which otherwise would have gone out of the area to pay taxes
• membership in our legacy society
The Compass Society — Charting the Course for Northeast Health.

How wealthy do I have to be to be a philanthropist?
You don’t have to be wealthy. There are real financial benefits available, and you can create a legacy for you and your family that will continue your good work and that of Northeast Health.

What can I give?
Of course, many gifts are made with cash or stocks, bonds, mutual funds or retirement plans; but other gifts may be made in the form of appreciated real estate, fine art or other assets.

What are examples of deferred gifts?
• a bequest in your will
• a gift that pays you income for life, and then benefits Northeast Health, or any of its affiliates, including The Eddy, Albany Memorial Hospital or Samaritan Hospital.

How would I choose the correct way to meet my needs now, but also make a gift that would make a difference for the program or affiliate of my choice at Northeast Health?
First, of course, comes your needs and objectives. Next we can suggest the charitable tax-advantaged strategy that will benefit you the most and accomplish your goals. We will even provide prototype documents, if you’d like.

How will my gift be protected?
However you make your gift, restricted to a certain affiliate of Northeast Health or without restriction, you may be assured that the gift, its sound investment and the use that you intend it to have will all be protected by Northeast Health and its Foundation.

What gift to Northeast Health could also provide income to me/us for life?
There are several ways to do this. The size of your gift or the type of asset you use will suggest which may benefit you the most.

How would I start?
To start, we would discuss your needs and then select an appropriate way to meet those needs and match your wishes.

Can you give an example of one of these?
Yes, for “deferred” gifts of $10,000 (or more), often people choose a charitable gift annuity.
It is a contract between you and our charitable foundation, the Northeast Health Foundation, to pay you a fixed income for life.

What rate of income will I receive?
The quarterly payments to you are based on rates recommended by the American Council on Gift Annuities. They are determined at the time you make your charitable gift. Examples at the time this was prepared for a single life (annuities can also be created for two lives) are:
Age Rate
75 8.7%
80 7.6%
85 8.9%
90+ 10.5%

Can you share a personalized example?
Yes, Tax benefits are based on your tax bracket, the value of the asset used to fund the gift, and the payment rate, which is based on your age(s). So it is important to see a personal illustration and explanation. We are able to have a confidential report prepared. For deferred gifts larger than $100,000, it may be advantageous to you to use a Charitable Remainder Trust, or other types of trusts, instead of a Charitable Gift Annuity. We can share examples.

For information or illustrations, please contact Northeast Health Foundation, at 274-0190.

Thank you for considering a gift.

Together, We Make a Difference!

In 2006, the employees of Northeast Health established the annual Employee Fund Drive to demonstrate their financial support for Northeast Health through a charitable donation. Since then, more than $248,000 has been raised to support a variety of programs and services across Northeast Health and its affiliates.

Here are just some examples of how employee participation has benefited our patients and residents:
Many employees designated their gift to the Financial Assistance Fund which helps provide discounted or charity care to those patients who have no health insurance or whose coverage is inadequate to cover their healthcare costs. We never deny a patient needed services regardless of their ability to pay, so this can put a tremendous strain on our budgets. That’s why it’s so important to have donations that help us cover the cost of charity care.

Many individuals earmarked Samaritan Hospital and the Cancer Treatment Center, and employee donations helped purchase a new IGRT (image-guided radiation therapy) system that improves the precision and effectiveness of cancer treatment.
At Albany Memorial Hospital, our new state-of-the-art magnetic resonance imaging (MRI) technology was made possible, in part, by funds raised through the employee campaign.

Many staff members at our retirement communities and nursing homes designated their gifts to special funds that provide financial assistance when fellows employees need help. Still, others asked that their gift go toward funds that help provide educational opportunities to fellow employees, to help them further their professional careers.

At Eddy Visiting Nurse Association and Eddy SeniorCare, many employee gifts were designated for special funds that help patients in need of financial assistance, allowing them to purchase necessities, such as clothing, food, heating, etc.

Sunnyview staff donated to the Patient Needs Scholarship Fund and various other Sunnyview funds.

Many also designated gifts to their affiliate’s annual fund, to capital equipment purchases, and to other special programs/services across our network.

Thanks to our dedicated staff for their generosity!
Foundations
Northeast Health Foundation, Inc.
2224 Burdett Avenue
Troy, NY 12180

Northeast Health Foundation
Karl Coté, Vice President
Laurence Barnet, Director of Philanthropy
Alyson Buff, Director of Stewardship and Events
James Calhoun, Foundation Associate
Silvia Edmonds, Director of Philanthropy
Joan Folk, Administrative Coordinator
Lisa Leary, Database Manager
Cheryl Rankey, Director of Annual Fund and Special Constituencies

For information about supporting Northeast Health, contact Northeast Health Foundation at 274-0190, 274-0192 (fax), 2224 Burdett Ave., Troy, NY 12180. If you wish to have your name removed from our fundraising request list, please contact us or call us at 518-274-0190. You can also e-mail nneh_foundation@nehealth.com.

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