Calendar Corner

Mark your calendar for this upcoming Northeast Health Foundation event:

River of Life
To benefit Marjorie Doyle Rockwell Center and Eddy Alzheimer’s Center at Hawthorne Ridge
Wednesday, September 10
Captain JP

For more information, please call Northeast Health Foundation, 274-0190, or register online at www.NortheastHealth.com.

A Message from the Chairman

As incoming board chair, I am pleased to present our spring 2008 Foundations newsletter celebrating the ongoing growth and innovation at Northeast Health. I also want to thank past board chair John Scarchilli, who has done an outstanding job directing the foundation for the last three years. Along with current and past board members and our outstanding senior leadership and staff, John played an integral role in helping shape the future of this dynamic organization.

I am proud of my long affiliation with the foundation having first become a member of the Samaritan Hospital Foundation board in 1991. In 1997, after the integration of Samaritan Hospital and The Eddy, the foundation requested the Public Health Council (PHC) to approve a change in name to the Northeast Health Foundation, Inc. Shortly thereafter, Albany Memorial Hospital joined Northeast Health and in 1999 the Northeast Health Foundation and the Albany Memorial Foundation were consolidated into one corporation.

Recently, our foundation hired DeLauro & Associates Consulting, a firm serving not-for-profit organizations nationwide, to conduct a Strategic Planning Study. The goals were:

• to analyze and quantify the success and productivity of the foundation’s existing programs
• to evaluate the strengths, weaknesses and opportunities for growth of the organization
• to meet ambitious, long range financial goals

The outcome of this rigorous, five-month process was the formation of a strategic plan to energize the board, streamline staff functioning, localize fundraising efforts, and improve internal planning and communication.

A key element identified during the development of this plan is the need for more planned giving. If you are not yet a member of the Northeast Health family of donors, please accept this invitation to join this caring group of visionaries who believe that we can achieve healthcare that works, is safe, and that leaves no one behind in our community. Our donors are making a tremendous difference ... by increasing planned giving, we have the power to bring about even more positive changes to help improve the health of the community we serve.

Thank you for considering a gift through the Northeast Health Foundation. For those of you who are already donors, thank you for what you have already done, and continue to do, for our patients and residents!

James E. Prout, Esq.
Chairman, Northeast Health Foundation

Cuisine Magic 2008

Celebrating its fifteenth successful year, Cuisine Magic 2008 was held on March 9 at the Crowne Plaza in Albany with 350 attendees enjoying culinary delights prepared by eight talented chefs.

The competition, sponsored by the American Culinary Federation, Capital District/Central NY Chapter, presented a number of awards: LoPorto’s received a gold medal; Tosca, Albany Marriott and Crown Plaza received silver medals; Capital Region BOCES and Morrison Management Specialists at The Glen at Hiland Meadows received bronze medals.

“Peoples Choice Award” went to Tosca. In addition to the competing chefs, chefs from Morrison Management Specialists at Beverwyck and The Old Daley Inn participated in the evening’s tasting event.

More than $47,000 was raised to benefit Eddy Visiting Nurse Association initiatives. Thanks go to top sponsors Bank of America and Trustco Bank.

Gold medal winner Carmelo LoPorto with Michael LoPorto, Vince Pellicano and Tammy Simmons.

Magician sponsor, Trustco Bank.

Magician sponsor, Bank of America.
A Message from Karl Coté, Vice President, Northeast Health Foundation

We are well into our new year and with the support of our generous donors, we are going to transform care in fundamentally profound ways with many key projects.

Albany Memorial Hospital is in the fifth of eight phases of a two-year plan for an expanded, highly efficient emergency department. This project is designed to accommodate a rapidly growing patient volume, provide greater patient privacy, offer streamlined registration and enhanced patient information systems. With the main structure erected, our nurses and physicians are eagerly anticipating the spring 2009 completion that will provide a state-of-the-art facility to care for patients at a time when they need us most. So far, donors have contributed $2.6 million towards our goal of $3 million.

At Samaritan Hospital’s Cancer Treatment Center, we are working diligently to expand the treatment available to cancer patients and their families. We are piloting a Patient Navigation Program unique in our area, with a goal of “no sleepless nights.” We look forward to the day when our vision will be realized, a vision for a new Comprehensive Cancer Center with a broad array of services under one roof for patients and families living with cancer. Generous donors are leading the way for this project and have already donated $4.6 million towards our goal of $5.5 million.

At The Eddy, we are very excited about the commencement of construction this spring of our new GREEN HOUSE® project. The Green House model is a revolutionary new approach to how a senior can continue to enjoy life, even when there is a need for considerable support in performing activities of daily living. On our Cohoes campus, The Eddy is changing what a nursing home is. The Green House concept will further de-institutionalize nursing home life and provide an environment where elders can engage in meaningful life activities, thereby eliminating the plagues of loneliness, helplessness and boredom. Our donors have supported this exciting new project, the first in New York State and the largest in the country, with over $220,000 towards our goal of $1.25 million.

All of these projects are part of our Partners in Care … Investing in Innovation capital campaign that is now in its sixth year, and has raised $18.5 million towards our goal of $20 million. We are so very excited about what these projects will mean to our patients, residents and their families. If you are already one of our Partners in Care who has supported our initiatives, thank you. If you would like more information on how you can help, please give me a call.

As always, thank you for helping us help others.

Comprehensive Cancer Care Naming Opportunities

<table>
<thead>
<tr>
<th>Name of the center (reserved)</th>
<th>$1,500,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Naming of the campus (named)</td>
<td>$1,000,000</td>
</tr>
<tr>
<td>Naming of the women’s center</td>
<td>$500,000</td>
</tr>
<tr>
<td>Dedication of image-guided radiation therapy/linear accelerator</td>
<td>$300,000</td>
</tr>
<tr>
<td>Dedication of digital mammography with tomosynthesis</td>
<td>$300,000</td>
</tr>
<tr>
<td>Cancer center landscaed drive</td>
<td>$300,000</td>
</tr>
<tr>
<td>Centrally located indoor healing garden/courtyard (dedicated)</td>
<td>$300,000</td>
</tr>
<tr>
<td>Dedication of high-dose radiation (HDR) program for gynecologic, breast, lung and other cancer treatment</td>
<td>$200,000</td>
</tr>
<tr>
<td>Dedication of the Vision of welcome, compassion, vitality and hope</td>
<td>$200,000</td>
</tr>
<tr>
<td>Entrance pavilion/Canopy/vestibule</td>
<td>$150,000</td>
</tr>
<tr>
<td>Community conference/meeting area (named)</td>
<td>$125,000</td>
</tr>
<tr>
<td>Auto turnabout gardens and benches</td>
<td>$100,000</td>
</tr>
<tr>
<td>Medical oncology hospitality/waiting area</td>
<td>$100,000</td>
</tr>
<tr>
<td>Shoulders of Support - We all need somebody to lean on</td>
<td>$100,000</td>
</tr>
<tr>
<td>Infusion suite</td>
<td>$100,000</td>
</tr>
<tr>
<td>Women’s health reception/hospitality</td>
<td>$75,000</td>
</tr>
<tr>
<td>Café</td>
<td>$75,000</td>
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<tr>
<td>Indoor planting areas (2 available)</td>
<td>$75,000</td>
</tr>
<tr>
<td>Entrance doors (named)</td>
<td>$50,000</td>
</tr>
<tr>
<td>Dedication wall sponsor (named)</td>
<td>$50,000</td>
</tr>
<tr>
<td>Library (dedicated)</td>
<td>$50,000</td>
</tr>
<tr>
<td>Gownned waiting area (1 available, 1 named)</td>
<td>$25,000</td>
</tr>
<tr>
<td>Family consult conference rooms (1 available, 1 named)</td>
<td>$15,000</td>
</tr>
<tr>
<td>Physician’s offices (5 available)</td>
<td>$15,000</td>
</tr>
<tr>
<td>Wellness rooms (16 available)</td>
<td>$15,000</td>
</tr>
<tr>
<td>Exam rooms (8 available, 1 named)</td>
<td>$7,500</td>
</tr>
</tbody>
</table>

Wonderful people: Cancer never defines a person: rather, a person’s life helps others.

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As always, thank you for helping us help others.
A Tradition of Excellence at the Schools of Nursing

For more than a century, Memorial Hospital School of Nursing and Samaritan Hospital School of Nursing have provided students with specialized knowledge, practical skills and caring values, preparing them for fulfilling and rewarding careers in nursing. The demand for well-educated nurses is growing daily.

Since our schools are affiliated with Northeast Health, students can participate in clinical and observation experiences in a variety of settings, including hospitals, nursing homes, physician offices and daycare centers. We are doing concrete things to transform the care future nurses can provide.

Our Schools of Nursing educate nursing students in best practices with the best technology systems available. It is important for the schools to continue to have the necessary tools to educate students, as well as provide support and assistance to alleviate any financial burdens associated with a nursing education.

Cool Insuring Supports Albany Memorial
Emergency Department Expansion

L to r - In December, Steven Ventresca, vice president of Cool Insuring Agency, presented a $10,000 check to Norman Dascher for the expansion and renovation of the emergency department at Albany Memorial Hospital and the development of a new, state-of-the-art cancer care center at Samaritan Hospital. The donation celebrated the insurance agency’s 150th anniversary.

Employees Made a Difference ... Again!

2007 Fund Drive an Outstanding Success

The Northeast Health Foundation successfully completed its second annual Employee Fund Drive in conjunction with Sunnyview Rehabilitation Hospital Foundation’s employee campaign. Thirty-six percent of Northeast Health employees participated in the campaign and contributed more than $134,000 to various funds for affiliates and programs across the entire network, including $32,470 to benefit Sunnyview’s “Patient Needs Scholarship Fund” and various other Sunnyview funds.

What a difference this can make! This represents the commitment of employees at Northeast Health as they continue to enhance the lives of people in the community.

How did it happen? How could we reach more than 36 percent — or 1,791 employees — who are scattered across a major healthcare network?

Participation was the key ...

Northeast Health is comprised of unique affiliates spread out at various locations throughout the Capital Region. What works in the patient care division at Albany Memorial or Samaritan hospitals, for example, may not work within The Eddy. In response to each affiliate’s special needs, the Northeast Health Foundation formed an employee campaign committee, comprised of 21 team leaders from across the system to set the pace and unite the system. Thanks to each and every member of the committee:

Maris Coburn, EMGC
Joanne Dial, Northeast Health Corporate
Ann Duesler, The Glen at Hiland Meadows
Sandy Eoqui, Patient Care - Albany Memorial Hospital
Tricia Ferguson, EHC/EVNA
Anne Gibson, Suffolk County
Northeast Health Corporate
Linda Manoni, Patient Care - Samaritan Hospital
Susan Matzner, Northeast Health Corporate
Melissa Miller, Primary Care Network
Dineen Paeslow, Hawthorne Ridge
Kenna Piacente, Patient Care - Albany Memorial Hospital
Samantha Pareijo, Glen Eddy
Lakishia Martin, Patient Care - Samaritan Hospital
Melinda Toma, Cohoes Campus
Lindsay Wilkinson, Northeast Health Corporate
Theresa Winters, MDRC

Three Major Wishes for Memorial Hospital
School of Nursing

Scholarships for Students - $500 - $1,000 to help students defray the total loan amounts which many of them are required to take to cover the tuition. $250-$500 could be provided for living expenses to defray the need to work part time

Distinguished Speaker Series - an annual or semiannual event that focuses on the student’s exposure to professional issues, or topics that support the students’ curriculum. A speaker series would also be beneficial to faculty who could attend and may comprise the planning committee. National presentations, travel and honoraria are in the range of $2,500 - $3,000 per speaker.

Technology Upgrades - to enhance the presentation of content to today’s tech-savvy student body:
  • Built-in computer and ceiling-mounted projector would help with power point presentations, web sites and instructional DVDs, as well as upgrades in electrical (lighting) and environmental systems. Total needed per classroom approximately: $40,000 - $50,000. There are three rooms available.
  • Portable wireless microphone system for instructors, speakers and participants: $200
  • Camcorder with tripod - to videotape students practicing skills and provide feedback. Videotaping capabilities would also help capture student presentations and record guest speakers: approximate cost $350 - $500
  • Laboratory equipment - simulation mannequin, $3,155; a palm-size pulse oximeter, $350; and a handheld vascular Doppler, $770.

Wishes for Samaritan Hospital
School of Nursing

Establishment of a Scholarship Endowment - to provide annual support to students: $30,000

Classroom Renovation - outfitting with educational AV technology: $80,000

High-tech Classroom AV Equipment - instrumental in keeping pace in today’s healthcare settings: $25,000

Electronic Testbank and Grading System (Scantron) - allows faculty to focus on students: $22,000

Simulation Mannequin - provides virtual patients: $7,500

Library Furniture & School of Nursing

Vestibule Renovation - $10,000 each.

There are various levels of support needed. Please contact us at the Foundation at 274-0190. With your help, these wishes can be granted.

Affiliates were divided into teams and a captain was recruited for each. More than 150 team captains solicited employees within their respective departments for their participation and provided a sense of team and support of their area. 2007 team captains are identified in the list below with an *.

At Sunnyview Foundation, the Employee Giving Committee works on all areas of its campaign, from reaching out to each employee for participation and area community businesses for giveaways, to holding special in-house events under this year’s theme Mardi Gras.


Together, we made a difference!

Continued on page 4

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Employees Made a Difference … Again! (Continued from page 3)
Employees Made a Difference … Again!

Northeast Health Foundation 2007 Donors

Karen S. Vanvleck
Jessica Vann
Mary Valerio
Ronette Uhl
Joe P. Twiss
Catherine Twachtman
Lynette G. Turo
Mary Turino
Donna Traver
Andy Tran
Susan A.D. Trainor
Harry Townsend
Lois Taylor
Tina Taylor
Karen A. Tassey
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Tina Walsh
Zahora Wahid*
Martina Von Fricken
Karen A. Volks
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Catherine W. Wood
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Mary V. Wooten
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Carolyn Helljans
Judy Henry
Kathy Hernandez
Martha I. Haidstrom
Melody A. Hess, MD
Mary Beth Hoefls
Joan Hogan
Hannah Holand
Denise Hyde
Linda Jord
Ronald K. Kuiper
Thomas Kowal
Nancy Kom</p>
Northeast Health Foundation

Foundations

Northeast Health Foundation, Inc.
2224 Burdett Avenue
Troy, NY 12180

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Karol Coté, Vice President
Laurence Barnet, Director of Philanthropy
Alyson Buff, Director of Stewardship and Events
James Calhoun, Foundation Associate
Silvia Edmonds, Director of Development
Brigitte Kozioł, Director of Grant Support
Lisa Leary, Database Manager
Cheryl Rankey, Director of Annual Fund and Special Constituencies
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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 neh_foundation@nehealth.com.

Gala 2008

More than 450 individuals enjoyed “Jewels in the Night”, the patient care division’s annual gala held on January 13 at the Albany Marriott. The highlight of the evening was the presentation of the annual Founders’ Award, presented each year to those individuals who exemplify the spirit and energy of the founding members of Albany Memorial and Samaritan hospitals. Congratulations to this year’s honorees: Mayor Gerald D. Jennings, Joseph J. Fay, MD, Sibyl G. Ross and Arthur L. Sunkin, MD.

The event raised more than $132,000 which will be shared equally by the two hospitals: Samaritan has earmarked the funds for its new cancer center, and Albany Memorial will use the funds toward the renovations of the emergency department. Special thanks to our lead sponsors: AOW Associates; Emergency Medicine Physicians of Albany County and Samaritan Hospital, and the Times Union.


2008 honorees: Dr. Arthur L. Sunkin, Sibyl G. Ross and Dr. Joseph J. Fay with Norman Daucher, CEO, patient care.

From left, Chet Opalka, Risa Reed, Dr. Jim Reed, CEO, and Karen Opalka.