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*Carolyn Mancini*

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*we are  
your foundation*

2010 FOUNDATION  
ANNUAL REPORT



*Our mission is to  
support innovation,  
service and quality at  
UHS by educating the  
community, attracting  
donors and managing  
gifts wisely.*



# *we are true to our mission*

*a message from Betsy Pietriyk, Executive Director*

*Tricia Alamo of Volunteer Services with visiting baseball legend Vida Blue*



*Betsy Pietriyk*

At UHS, rapid advances in medical technology and exciting developments in the way people receive care keep life very exciting. At the UHS Foundation, we're proud to have a role in making it happen, and proud that our donors feel a sense of ownership in our progress. That progress was stellar in 2010. Total revenue exceeded \$1.5 million. Total assets grew to \$16 million. At the same time, we worked diligently to give money to the worthy causes of the UHS health care system.

Over the past decade or so, our donors have seen that, as part of our mission, we place tremendous emphasis on *managing gifts wisely*. For many, that has become a key factor in their decision to support us. They know that their hard-earned dollars will be used wisely, in the places where they can do the most good. In this report, you'll read several examples depicting the breadth and depth of that heartfelt giving.

So when we say that we are *your* Foundation, you'll see that it's 100 percent true. And all who benefit from your support are deeply grateful.

**On the cover:** Philanthropy to the UHS Foundation can take many forms, for many reasons. Joshua and Sara Ilnicki of Sayre, Pa., made a donation especially for the Neonatal Intensive Care Unit at UHS Wilson Medical Center. Their contribution honors Sara's cousin, Mya Smith, who was cared for in the NICU after she was born in 2009. From left: Joshua, Sara, Mya and Mya's mom, Brandy Smith. See the full story on Page 2. (Smith Photography)

# *we are supported by generosity*

**W**hen Mya Smith arrived prematurely in July 2009, weighing only 4 pounds, 7 ounces, she spent a week in the region's only newborn intensive care unit, at UHS Wilson Medical Center. There she received the specialized medical attention she needed. In September 2010, Mya, now a healthy toddler, proudly served as flower girl at the wedding of her mother's cousin. In Mya's honor, the bride and groom, Sara and Joshua Innicki of Sayre, Pa., donated \$300 to the UHS Foundation, designated for use by the Neonatal Intensive Care Unit. "Instead of giving out wedding favors at our reception, we took the money we would have spent on them and gave it to the NICU," Mrs. Innicki said. "We wanted to do something good for the place that had helped Mya." She said that those attending the wedding were surprised and pleased when they learned of the gesture. "There was a lot of emotion," she said. Mya's mom, Brandy Smith, cried because she was so touched by the idea and so grateful for the care the child had received at UHS.

**Pocket change:** At the UHS Foundation, we know that even small contributions can make a big difference – if given routinely and invested wisely. That was borne out in 2010 when we again placed our "Positive Change" canisters next to the UHS Hospitals cafeteria cash registers. Each day, employees, medical staff and visitors who use the cafeterias drop spare coins or change from their purchases into the cans in support of the Foundation's mission. By the end of 2010, donations amounted to \$3,666.40. One employee said he buys a breakfast sandwich every morning and faithfully tosses in the 11 cents he gets back in change – a \$23 donation for the year.



*Mya Smith with her aunt, Sherry Boor*

Smith Photography

# *we are all about caring*

Caring for patients begins with ensuring the correct diagnosis for illness and determining the right course of treatment. Part of your Foundation's mission is to help UHS keep pace with the latest in diagnostic tools and equipment. In 2010, the Foundation made a grant of \$300,000 toward the creation of a new Interventional Radiology Room at UHS Binghamton General Hospital. The multipurpose room is equipped with a NuBoom-brand system that can be used for the minimally invasive diagnosis and treatment of many conditions. At the hospital, the system will be primarily devoted to vascular, orthopedic and gastroenterological procedures. The NuBoom, distributed by GE Healthcare, features a pedestal-mounted, ergonomically flexible boom that houses medical, audio and visual equipment. The Foundation's grant, which covered half the cost of the new equipment, is just one example of the thousands of dollars provided to UHS Binghamton General, UHS Wilson Medical Center and other areas of UHS. These grants afford that extra level of support that can mean the difference between a clinical department keeping up with the latest tools or not. They help assure UHS' status as the resource the community turns to for amazing technology and extraordinary care.

*Nuclear medicine technologist Richard Testani*



***Rewarding experience:*** During the year the Foundation continued to encourage the public to consider the Charitable Gift Annuity program. With an annuity program of this kind, the Foundation accepts a gift of cash and then pays the donor a fixed amount for the remainder of his or her life. We offer single-life annuity opportunities for as little as \$25,000 to donors who are at least 50 years of age. Those who take advantage of the program receive an immediate charitable deduction and are free from worrying about interest rates and market fluctuations.

# *we are grateful to you*

*Golfers at the 2010 Women Fore Women tournament*



The sun broke through for the afternoon tee times at the 14th annual Women Fore Women Golf Classic at the Links at Hiawatha Landing in September. The hard work of the volunteer committee resulted in a net profit of \$43,000 to fund education, prevention, early detection and treatment programs in the battle against breast cancer and related women's health issues. Our major sponsors included Andrew R. Mancini Associates and Weis Markets. At the tournament, Robin Mead, distinguished golfer and Foundation board member, received the 2010 Women's Health Leadership Award. Ms. Mead was also the founding chairperson of the golf tournament, and has been instrumental in establishing it as a prestigious event for women golfers throughout the region. Her team won the tournament in the Scratch Division with a score of 59; in addition to Ms. Mead, the team was made up of Marianne King, Mary Serafini and Judy Vetrano.

***Devoted friends:*** The UHS Foundation depends profoundly on the hard work and dedication of the auxiliaries and volunteers who give of their time and talents to the hospitals without pay. In 2010, the Auxiliaries contributed \$90,402 in support of patient care and service at UHS Wilson Medical Center and UHS Binghamton General Hospital. The groups generate funds through sales and bazaars held throughout the year. The UHS Binghamton General auxiliaries raised \$52,897 for clinical needs and renovations. The UHS Wilson Medical Center group raised \$44,375, which purchased a new warmer for the Birthing Center and a microtome specimen device for the Laboratory.

# *we are looking to the future*

*UHS Wilson Medical Center, where the ICU will be expanded*

As the area's only Level II Trauma Center and the region's leading source for cardiac services and neurosurgery, UHS Wilson Medical Center provides care for many seriously ill and injured patients. Those patients often require a stay in the Intensive Care Unit following surgery or treatment. In 2010, the UHS Foundation began a two-year, \$2 million campaign to support the \$5 million relocation and expansion of the ICU. The new unit, to be located on South Tower 2, will accommodate 14 patients at a time in an efficiently designed 10,000-square-foot structure equipped with state-of-the-art technology. The rooms will be suitably spacious to accommodate large medical equipment and allow 360-degree patient access with ceiling-mounted equipment booms. By year end generous donors had given \$465,000 toward the goal. Said Peter Newman, administrative vice president at M&T Bank and chairperson of the drive: "We are thrilled about our results in 2010 because we not only had continued support from our core group of contributors, we also attracted some new donors."

***Class act:*** The first donation for the new ICU came from an unexpected source: a 14-year-old boy. Kyle Darling, who had just finished eighth grade at South Seneca Middle School in Ovid, N.Y., gave \$132 to the Foundation to launch the ICU campaign. He raised the money by collecting and redeeming bottles and cans. While it was part of a class project, Kyle had another reason for wanting to help fund the ICU. "My late grandfather was cared for in the ICU while he was battling a brain tumor in 2008," he said. "I think it would be nice if the ICU were expanded to care for other cancer patients and anyone else in need."