

UHS Foundation 2012 Annual Report

A new age of GIVING



Welcome to a New Age



Betsy Pietryk

Healthcare as we know it is changing at an increasingly accelerated speed. It's not just about healthcare reform or technology or shifting demographics. People's expectations are changing, too. Today there are more tools and methods than ever for diagnosis and treatment, more ways to cope with disease, more options, more hope.

And no matter what the future brings, there will always be a need for philanthropy, always a role for people with thoughtful minds and giving hearts to step forward and contribute to the financial support of care and service. In fact, even with new medical science and better access to care throughout our country and region, the need for charitable giving in support of not-for-profit healthcare institutions is expected to increase.

As we enter the new age of caring, we also begin a new age of giving. That's where the UHS Foundation and its many generous donors come in. All of you who give support the mission of UHS, which is to improve

the health of those served by the organization through a commitment to excellence in all that we do. Your willingness to share this mission is greatly valued.

As stewards of donors' gifts, we at the Foundation work to fund high-value, high-impact needs from the organization's strategic plan, which means your gift of today is an investment in our community's healthcare tomorrow. We know that, as a supporter and investor, you want to see tangible results from the contributions you make. Through such developments as the new intensive care unit, the expansion of services and the acquisition of the latest equipment for better clinical outcomes, there is solid evidence that your dollars are doing very specific and valuable work.

On behalf of all of the patients you have helped with your generosity, thank you. We hope you will continue to join us in making the new age of healthcare the brightest one yet in the life of our community.

A handwritten signature in black ink that reads "Betsy Pietryk". The signature is fluid and cursive.

Betsy Pietryk
Executive Director

Partnerships for a New Age

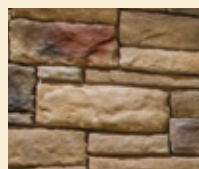
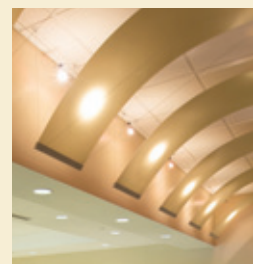
UHS Foundation financial snapshot for 2012:

- Revenue - \$2,212,405
- Grants Paid - \$872,790
- Year-End Net Assets - \$18,083,782

A New Age of Clinical Advances

UHS Foundation allocations to healthcare organizations for 2012:

- UHS Hospitals - \$862,680
- UHS Senior Living at Ideal - \$8,202
- UHS Home Care: Twin Tier Home Health - \$1,908



A Generous Bequest that Will Live for Years



Dr. and Mrs. Nielsen

When retired gastroenterologist Orville F. Nielsen, MD, passed away in April 2012 at the age of 96, the UHS Foundation lost a dear friend and loyal supporter. Two months later, the Foundation received a \$625,000 bequest from the estate of Dr. Nielsen and his late wife, Emily. “I first met Dr. Nielsen about 25 years ago,” Ms. Pietriyk said. “He was a very community-minded person and he and Emily supported a number of charitable organizations, with

UHS and Binghamton University being at the top of their list. In recent years, he told me that he had finalized his estate and that UHS would be a beneficiary, but he never shared the details. We are honored to receive such a fabulous gift.”

Dr. Nielsen’s longtime colleague, Elmer Zinner, MD, also a retired gastroenterologist and former director of Medical Education at UHS, said he is not surprised by Dr. Nielsen’s generous donation. He remembers his friend as a kind-hearted physician who enjoyed helping others. “Orville was a wonderful addition to our Medical Staff,” Dr. Zinner said. “He was very knowledgeable and well-liked by patients and physicians. He participated in our medical education program and presented many helpful lectures for the medical residents and interns. I know that patients especially admired him for his soft-spoken style.”

Born in 1916 in Huntsville, Utah, Dr. Nielsen entered medical school in September 1941 at the University of Utah. After the attack on Pearl Harbor that December, Dr. Nielsen joined the U.S. Navy

during World War II and finished medical school as a cadet. On graduation, he served in the Navy medical corps attached to the U.S. Marines and received orders to report to occupied Japan on a mission to find and destroy weapons of warfare.

When he was discharged from active duty, he completed training in internal medicine and opened a private medical practice in Provo, Utah. In 1952 he was recalled to active duty at the Naval Hospital in Camp Pendleton in southern California, and was later sent to the Graduate Hospital in Philadelphia for training in gastroenterology. He became the first board-certified gastroenterologist in the Navy and started the first Navy training program for gastroenterology.

During the 1960s, Dr. Nielsen held several positions in the Navy, including executive officer and chief of medicine on the USS *Sanctuary*, a medical ship deployed in the Vietnam War. He retired from the Navy in 1972 and chose to move to Greater Binghamton because Emily had roots here. He practiced gastroenterology and taught in the local Medical Residency program at UHS Wilson Medical Center until his retirement in 1975.

The Niensens devoted their retirement years to civic causes in the Southern Tier, serving on local boards, promoting the arts and helping to support charities. Emily passed away in January 2012.

Over the years, Dr. Nielsen often expressed an interest in helping to fund projects that arose after annual budget allocations had been disbursed. “As a tribute to his interest in this particular area of need, we will take 5 percent of his gift every year for 20 consecutive years and use it for medical needs identified outside of the annual allocation process,” Ms. Pietriyk said. “I know he would be very happy with this method. It will make a long-lasting impact on many areas of medicine in our community. I remember conversations with Dr. Nielsen about the need to optimize the impact of charitable gifts. The plan for using his very generous bequest will check all the boxes he talked about with respect to optimizing impact.”





Learning by Giving

Studying philanthropy by making it happen

"The most amazing phone call I've ever made."

That's how Binghamton University junior Lauren Colantonio described her conversation in 2012 with Betsy Pietriyk, executive director of the UHS Foundation. Ms. Colantonio had called to inform Ms. Pietriyk that UHS' school-based health centers had

Foundation, the course teaches students about philanthropy and the role nonprofit organizations like UHS play in civic life. The class is given \$10,000 to distribute to local organizations.

Determining which nonprofits to fund is a semester-long process. Dr. Campbell breaks the course into three parts. The first engages students' emotions, the second and third their intellects.

After reflecting on which societal issues mattered most to them, the 20 students in the 2012 class conducted a community needs assessment. Then they reviewed 61 letters of interest that had been submitted by local nonprofits and chose five finalists. In addition to the grant to UHS, a \$1,000 grant went to the Oasis Afterschool Program and a \$5,000 contribution to the Boys and Girls Club of Binghamton.

The UHS grant was earmarked for the school-based centers at Benjamin Franklin and Theodore Roosevelt elementary schools, where students get access to a doctor, dentist and social worker, and the youngsters and their parents can learn about nutrition and healthful living. Social workers Janelle Smith heads up Ben's Healthcare Center at Franklin, while social worker Carolyn Wheeler leads the Teddy Bear Health Clinic at Roosevelt, and registered dietitian Sherri Reed provides nutrition counseling at both sites.

"The grant from BU will allow us to expand our program," Ms. Wheeler commented. "We'll be able to buy plants and supplies for our vegetable garden, equipment and food for cooking demonstrations and cooperative games that encourage parents and kids to play together." Ms. Pietriyk noted: "The impact of the grant will be tremendous. We will continue to help children at these two very needy schools and at the same time provide parents with valuable knowledge and a tremendous opportunity to interact with their children."

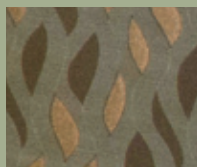
Ms. Colantonio is pleased that the grant will help change students' lives for the better. Little did she know going into the course that the experience would change her life too. "The class opened my eyes to a lot of things," she said. "As a political science major, I thought I'd become a lawyer or work for the State Department. But now I would like to pursue a master's of public administration degree and work in the nonprofit sector. I like helping people. It's a wonderful thing."



REAL-WORLD CONTRIBUTION: *The UHS Foundation in 2012 received a \$4,000 grant from a Binghamton University philanthropy class, with the money earmarked to benefit the School-Based Clinics of UHS Hospitals. Students in Dr. David Campbell's "Philanthropy and Civil Society" course learn the importance of giving to good causes by distributing a sum of money among several nonprofits in the community. Front row, from left: Binghamton University student Rachel Engle, BU student Alexandria Hall, UHS clinical social worker Carolyn Wheeler, BU student Jenn Solomon and BU student Lauren Colantonio. Back row, from left, Dr. Campbell, the course's founder and professor, and BU student Tim Tschurjumov.*

been selected to receive a \$4,000 grant as part of a philanthropy course at the university. "I'm so happy that we're going to change people's lives," said the junior from Stony Point, N.Y. "Now I know why Dr. Campbell does this."

David Campbell, PhD, associate professor and chair of the department of public administration in BU's College of Community and Public Affairs, created the "Philanthropy and Civil Society" course several years ago. Funded by the Learning By Giving



Donors for a New Age

Taking on cancer like a team of Hornets

For the past four years, young basketball players from a Southern Tier high school have made fighting cancer their cause during a key game near the end of their season. And in 2012 the Harpursville Lady Hornets turned their holiday and senior night tournaments into “Coaches vs. Cancer” events, raising \$1,200 for the UHS Foundation, to benefit the UHS Breast Center. At the games, the Harpursville players wore pink uniforms and hair ribbons, and handed out flyers about cancer prevention.

“These exceptional young ladies are very passionate about this cause,” said Kurt Ehrensbeck, varsity girls’ basketball head coach at the school. “We hope to continue this tradition for many years to come.” Betsy Pietriyk, executive director of the UHS Foundation, wrote to Mr. Ehrensbeck: “Over the years, the generosity of the Lady Hornets has touched the lives of thousands of women. This year, the team shattered prior giving records. Your team is learning about philanthropy and service to others, along with all that is involved in playing basketball.”



GENEROUS LADIES: *The Lady Hornets of 2012 are, front row, from left, Kayleigh Livermore, Amanda Frayer and Emily McElwain; and back row, from left, Esperanza Gutierrez, Miranda Drummond, Shelby Medovich, Tatiana Sosnowsky, Marci Ritter and Savannah Murray.*

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Participants in the 2012 Women Fore Women Golf Classic, such as the foursome of, from left, Donna Stack, Paula Benware, Carolyn Mancini and Sue Jones, enabled the Foundation to raise important dollars in the fight against breast cancer and related women's health issues.

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The Foundation's leading fundraising endeavors during the year include such activities as the 2012 Special Event, attended by many key supporters, including, from left, Peter and Jacquelyn Newman, John and Sue Burtis, Jacqueline and Carl Speicher, and Scott and Catherine Weissmann.



CARING WITH A SMILE: Patient care at UHS' hospitals is enhanced by the work of all-volunteer auxiliaries. Dedicated auxiliaries, such as, from left, Arlene Engle, Sandra Shaw and Norma Starner, give of their time, talent and energy to help ensure a quality experience for every patient and visitor.



The UHS Foundation supports innovation, service and quality at UHS by educating the community, attracting donors and managing gifts wisely. Consider being part of a new age of giving by contacting the UHS Foundation, 10-42 Mitchell Ave., Binghamton, NY, 13903; 607-762-2171.

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