



Making  
healthcare better  
through  
**Giving**

UHS FOUNDATION 2011 ANNUAL REPORT

# Making healthcare better by working together



**Betsy Pietriyk**  
Executive Director, UHS Foundation

The people who partnered with the UHS Foundation in 2011 made it our best year ever for giving and granting. If you gave to the Foundation during the year ... that means you! You did your part to help us achieve our goal of making healthcare better.

Here at the Foundation, we celebrate heartfelt partnerships every day, because people joining together and working in concert can always accomplish more than any one individual acting alone.

Our faithful partners include UHS employees, volunteers, board members, medical staff and residents of our community. And they very often include patients and patients' family members who have been touched in some way by a positive caregiving experience.

These partnerships create the strength that builds our organization and benefits those whom we serve.

In 2011 our partners mobilized to help us accomplish something wonderful for our community.

Responding to our region's worst-ever flooding, employees and other donors stepped up, enabling the Foundation to give more than \$300,000 to the UHS Employee Crisis Fund. This money helped many members of the UHS workforce recover from the Flood of 2011.

Likewise, our "Warm Hands, Warm Hearts" relationship with the Oakdale Mall netted an unbelievable total of 10,000 mittens, gloves, hats and scarves for community residents affected by the flood. At holiday time, generous folks stopped by the mall and other sites to drop off the knitted goods, bringing smiles and a warm glow to the hearts of many kids and adults who had suffered clothing losses as winter approached.

And through the philanthropy of several of our key partners, we were able to reach the halfway point in our UHS Intensive Care Unit campaign at year end, with over \$1 million in donations. That puts us more than halfway toward our goal for contributions to the project, which will create a state-of-the-art ICU at UHS Wilson Medical Center.

With major funding from five leading foundations, a substantial community contribution and generosity demonstrated by UHS' own employees and providers, the Foundation was blessed in 2011 with the kind of tangible results that are produced by solid partnerships.

To you who stand with us as partners, thank you for sharing our commitment to a healing experience that is truly better.

A handwritten signature in cursive script that reads "Betsy Pietriyk".

# Partners

## *The Picture of Partnership*

### A financial snapshot of 2011 giving:

- Revenue - \$1,891,240
- Grants Paid - \$1,529,972
- Year-End Net Assets - \$15,877,739





# Partnership

It takes a partnership to provide quality care at UHS — doctors, nurses and allied health professionals all working together with patients and their families toward one goal: the optimal healthcare experience.



# 10,000 heartwarming donations

It started as a little stream, but soon became an outpouring of support. It began as a table of knitted goods, and overnight became a mountain of mittens.

As the 2011 holidays approached and Greater Binghamton began preparing for winter temperatures, Oakdale Mall management and the leaders of the UHS Foundation started talking ... warm hands. With many in the community still reeling from the effects of the Flood of 2011, the need for clothing donations was very apparent. The mall and Foundation teams decided to

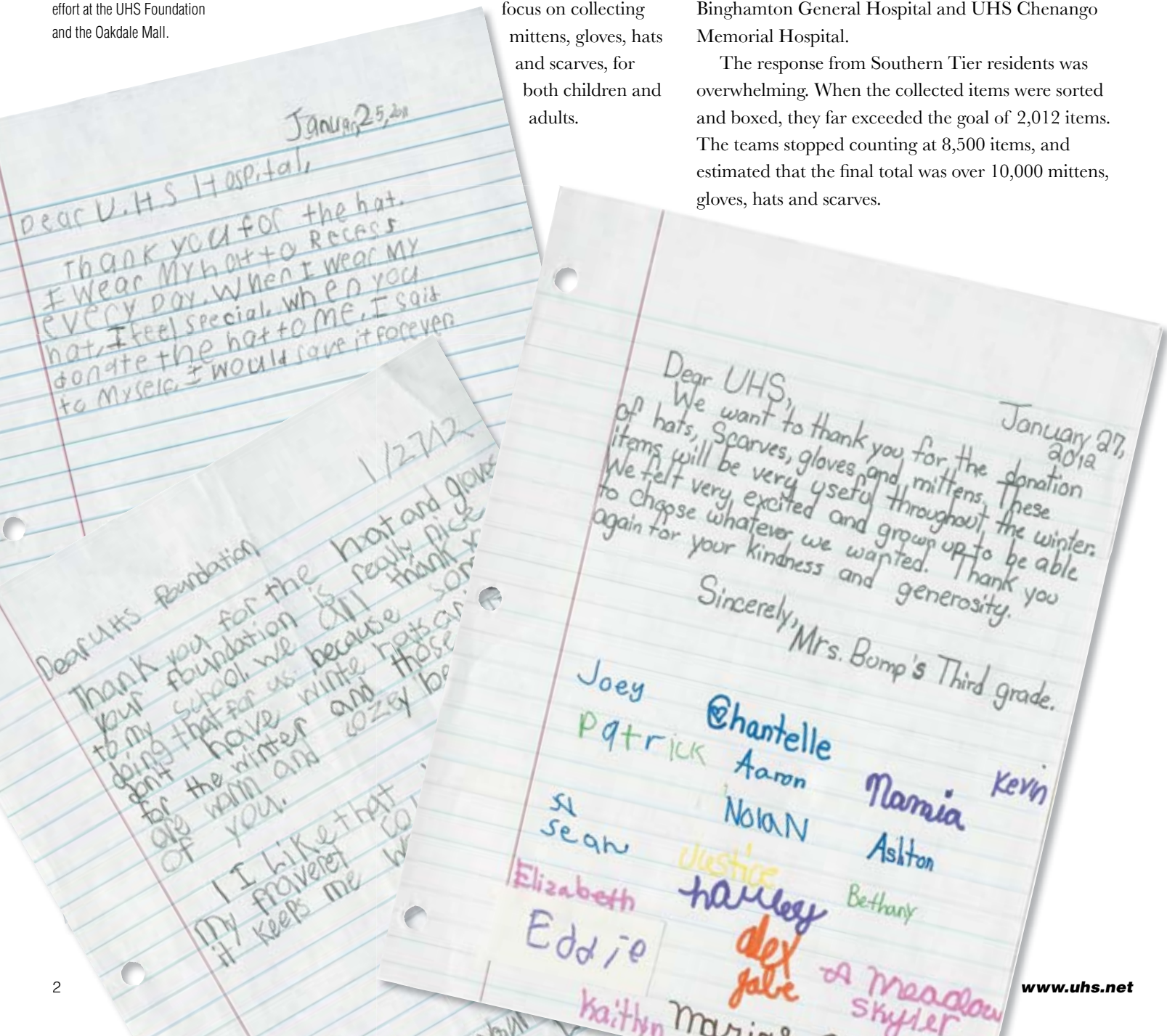
focus on collecting mittens, gloves, hats and scarves, for both children and adults.

With an original goal of collecting 2,012 pairs of mittens by the start of the year 2012, the teams launched "Warm Hands, Warm Hearts," placing "mitten trees" at UHS Stay Healthy and at Center Court in the mall.

The idea quickly caught on, and additional collection points sprouted at the Discovery Center in Binghamton, the Greene Town Hall in Chenango County and Tioga Gardens in Tioga County. Points were also set up at the Volunteer Offices at UHS Wilson Medical Center, UHS Binghamton General Hospital and UHS Chenango Memorial Hospital.

The response from Southern Tier residents was overwhelming. When the collected items were sorted and boxed, they far exceeded the goal of 2,012 items. The teams stopped counting at 8,500 items, and estimated that the final total was over 10,000 mittens, gloves, hats and scarves.

Schoolchildren who received mittens, gloves, hats or scarves from generous donors to the "Warm Hands, Warm Hearts" campaign wrote precious thank you letters to organizers of the effort at the UHS Foundation and the Oakdale Mall.



# Support

Foundation staff helped distribute the items to many local charitable organizations, such as churches, schools, Kindercare Daycare Center, Mom's House, Catholic Charities, the Boys and Girls Clubs, and the Salvation Army.

A large collection of children's items was brought to Charles F. Johnson, Jr. Elementary School in Endicott, where many students had been severely affected by flooding at their homes. In the end, every one of the 420

youngsters received their choice of mittens and hats.

Pamela Riddleberger, the school's principal, summed up the project this way: "CFJ School is grateful for the generosity of the Warm Hands, Warm Hearts project. Those who donated made so many students happy by allowing them to choose an item to wear during the winter months. This gesture reinforces and exemplifies our school's rule to 'Be Caring.'"

## *In a Time of Need*

When massive flooding hit the Southern Tier in September 2011, a large number of community residents – including many members of the UHS team – were seriously affected. Scores of employees experienced damage to their homes, vehicles or personal possessions, and 55 individuals declared that they had lost everything.

As floodwaters receded, the UHS Foundation joined with the Office of the President of UHS to re-energize the UHS Employee Crisis Fund. Beginning with \$50,000 in seed money from the Foundation, the crisis fund began collecting donations, large and small, from UHS employees, medical staff, board members and business partners who wanted to help UHS colleagues who were struggling with flood losses.

In a matter of days, the crisis fund had received \$456,721 in donations and had disbursed \$454,350 of that amount to 375 employees in need.

"Through corporate and individual donations raised for the crisis fund, we were grateful to be able to assist



The Foundation provided a portion of the dollars raised to help UHS employees recover from flood damage to their homes.

many among our own staff who were adversely affected by the Flood of 2011," said Matthew J. Salanger, president and chief executive officer of UHS.

He noted: "This was a tremendous outpouring of support at a time of critical need. In the intervening weeks, my office was inundated with scores of notes, cards, e-mails and letters of appreciation from those who received flood assistance."

The ordeal of 2011, and our team's response to it, prove that, while a flood is a formidable adversary, it is no match for the spirit and kindness of the people of UHS.



# Looking to the future in intensive care

Outstanding clinical care is provided year in and year out at UHS' Intensive Care Unit at UHS Wilson Medical Center. More than 1,000 patients are cared for on the unit in a year's time. Yet the physical facility currently housing the ICU hasn't been upgraded since the 1970s.

In 2010 UHS unveiled a plan to address the situation: renovation of South Tower 2 at the medical center to accommodate a new, 10,000-square-foot ICU that will be state-of-the-art in every way. And, to make it happen, enter a host of generous donors to the UHS Foundation.

The ambitious, two-year campaign to help fund the ICU project is expected to conclude at the end of 2012. As 2011 came to an end, more than \$1 million had been raised.

"We've had a tremendous response from the community,

as well as from the employees of UHS," said Peter Newman, regional president of M&T Bank and chair of the UHS Foundation's Annual Fund. "The entire community is helping us build a new ICU that will feature high-quality equipment and expert care. It's very encouraging to see how many people are supporting UHS and this very important project."

Following a \$100,000 kickoff gift from the M&T Bank Charitable Foundation, the ICU effort accepted major grants from a number of area foundations, as well as \$100,000 from UHS employees and an additional \$250,000 from the Greater Binghamton community at large.

When completed, the new, \$5 million unit will be

able to accommodate up to 14 patients at a time with efficient use of space, the latest in technology and the best in nursing care. The rooms will be suitably spacious to accommodate medical equipment and allow for 360-degree access to the patient using ceiling-mounted equipment booms.

To create the most healing atmosphere possible,

## *Investing in Patient-Centered Care*

### Major gifts and grants to the UHS Foundation's ICU campaign during 2011:

- Decker Foundation - \$250,000
- Hoyt Foundation - \$125,000
- M&T Bank Charitable Foundation - \$100,000
- Mee Foundation - \$100,000
- UHS employee giving - \$100,000
- Community giving - \$250,000



the unit will be designed to make the most of noise-reduction technology and natural light from large windows in each room.

“At UHS, we’re very fortunate that we have the region’s only Level II trauma center and stroke center,” said Betsy Pietriyk, executive director of the Foundation. “Those services require the support of

a top-notch ICU environment. The money that has been donated for this renovation is an investment in the future of patient-centered care.”

As work begins on the ICU project, patients and their families can rest assured that the final product — the most advanced intensive care available today — will soon be a reality for the Southern Tier.

Physicians and staff care for 1,000 patients a year in the ICU at UHS Wilson. The Foundation has raised over \$1 million toward creation of a new ICU at the medical center.



# investment

Every person who donates to the UHS Foundation is a philanthropist,  
a supporter of better healthcare for today and for the years to come.

The Foundation salutes these, its generous 2011 contributors.

# Philant

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### \$250-\$1,999

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# Propy

## *A Classic Event*



“Plan B” turned out to be a classic of its kind, too. When the Women Fore Women Golf Classic was forced into cancellation by the rising floodwaters of September 2011, the women behind the always-successful annual tournament put their heads together. They quickly came up with a “Plan B.” Instead of the usual 18 holes at the Links at

Hiawatha Landing, the UHS Foundation and its tournament volunteers hosted a “Plan B Girls’ Night Out Banquet” at the Binghamton Country Club for the golfers and sponsors, said Carolyn Mancini, chair of the Foundation board.

“A canned food donation for flood relief was asked of each attendee,” she said.

“The title sponsor, Weis Markets, led the effort. In total, the donations filled two station wagons to the brim, with the contributions provided to local food banks.” In addition, \$30,000 was raised toward the purchase of breast care equipment. Even without one drive off the tee or one putt on the green, Women Fore Women was a huge success in 2011.

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## *Honoring a Leader*

A hospital leader at UHS was honored during the year for her contributions to quality healthcare for women in the community. Kay Boland, RN, second from right, is joined by members of her family as she is honored by the UHS Foundation. Kay, who serves as vice president for Patient Care Services at UHS Hospitals, received the Foundation's annual Women Fore Women Health Leadership Award, presented to her at the "Plan B" banquet held at the Binghamton Country Club.



## Starry Night

The Neonatal Intensive Care Unit at UHS Hospitals provides lifesaving care to the community's tiniest and most vulnerable infants. During 2011, those attending "Starry Night," the UHS Foundation's annual special fundraising event held at the Binghamton Club, raised more than \$70,000 to benefit the NICU at UHS Wilson Medical Center. There was something for everyone, from getaways to gift cards, from rare jewels to handmade Adirondack chairs.



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The Community Foundation for South Central NY  
From: Harriet Ford Dickenson Fund

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# Today's gifts . . . Tomorrow's healthcare.

## **Our Mission**

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

## **Be part of our effort to keep making healthcare better.**

Consider helping the UHS Foundation make healthcare better for the entire Southern Tier community. Contact: UHS Foundation, 10-42 Mitchell Ave., Binghamton, NY, 13903.

Call 607-762-2171 or visit us on the web at:

**[www.uhs.net/foundation](http://www.uhs.net/foundation)**



Making Healthcare Better.  
*Right Now.*

**On the front cover:** Alyssa McDonald couldn't be happier with her new mittens. They were among thousands of pairs of mittens, gloves, hats and scarves donated to schoolchildren around the Southern Tier. It was all part of the joint UHS Foundation-Oakdale Mall "Warm Hands, Warm Hearts" campaign to help the community following the Flood of 2011.

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