

Foundations for the Future

FOR FRIENDS AND SUPPORTERS OF THE CROUSE HEALTH FOUNDATION

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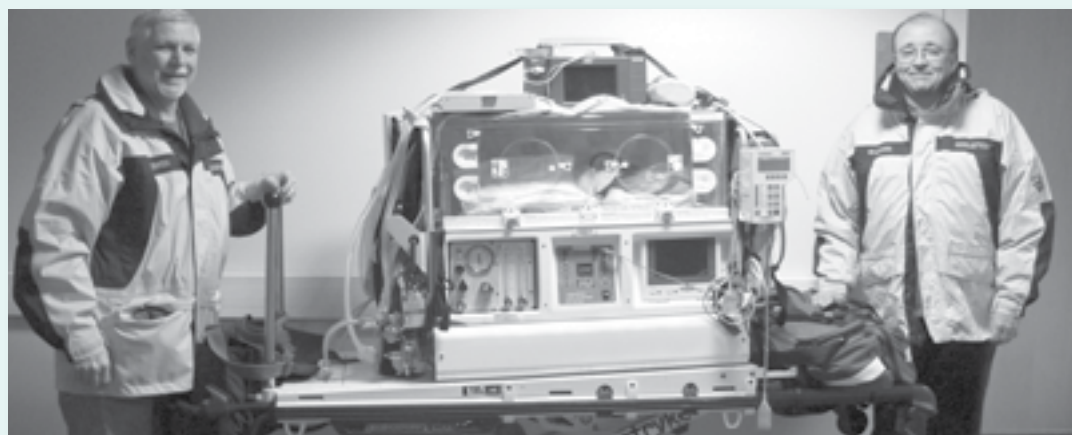
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Van Pelt Memorial Fund Benefits NICU



Thanks to the family and friends of Gianna Rose Van Pelt, a Stryker hydraulic stretcher is now here at Crouse, fully loaded with a transport isolette and the other equipment needed for safely moving premature and critically-ill infants. Pictured with the equipment are two members of Crouse's multi-disciplinary Regional Neonatal Transport Team: Neonatal Respiratory Therapists Lenny Richer (left) and Bill Shanley.

In 2002, serious complications during the birth of Gianna Rose Van Pelt required she be transported from a hospital in a neighboring county to the Baker Regional Neonatal Intensive Care Unit (NICU) at Crouse Hospital. The New York State-designated Regional NICU and its Neonatal Transport Team, based only at Crouse, responded to the call and brought Gianna to the Baker NICU. Unfortunately, after six precious days with her family, she lost her valiant battle to live.

“Crouse’s NICU staff helped us do our best to pack a lifetime of love into those few days,” said Grandfather John Giacobelli, “Tragic events most unexpectedly took Gianna from our family, and losing her crushed us. The staff of the Crouse’s NICU was a gift from God to us at the lowest point in our lives.”

Dealing with their immense grief, Gianna’s parents and grandparents sought to express their gratitude to Crouse’s NICU staff. Through

the Crouse Health Foundation, they established the Gianna Rose Van Pelt Memorial Fund to benefit the Baker Regional NICU. The goal was to buy something for the department that would be meaningful for the NICU staff and the families they serve.

Family, friends, and friends of friends have also contributed to express their sympathy and support the family. Donations have continued to come in over the years to celebrate Gianna’s special legacy and play a role in the services that Crouse offers to premature and other critically-ill infants.

This year, Gianna’s parents and grandparents conferred with Crouse Neonatologist Dr. Thomas Curran, Jr. about a use for some of the fund’s monies. Due to the circumstances of Gianna’s birth, and the need to transport her when she was just hours old, they chose to purchase a Stryker Hydraulic Stretcher for Crouse’s Neonatal Transport Team. *(Continued on page 3.)*

“Crouse’s NICU staff helped us do our best to pack a lifetime of love into those few days.”

— JOHN GIACOVELLI



Tim Atseff

Dear Friends:

A child falls off the monkey bars and breaks an arm. A construction worker needs sutures to close a wound from a circular saw. A new baby comes into this world at full volume. A premature baby comes into this world hanging on by a thread. A patient is told good news about his disease. Another is told bad news about how much time she may have left and it is time to put her affairs in order. A college student has been binge drinking and her vitals are diminishing. An infection puts an elderly woman into septic shock. A homeless person has gangrene. A CEO of a major company is in cardiac arrest. Everyday people come through the doors at Crouse looking for help. Everyday they find the best in medical care and compassion. Everyday Crouse makes a difference.

Crouse is a special kind of hospital and the Crouse Health Foundation is here to give it support when possible. That is our mission. That is our passion.

As we move into 2010, we have seen the worse of the economic downturn pass as a not too distant memory. The Crouse Health Foundation endowment balance has been scratching and clawing its way back to close to normalcy at almost \$19 million as of December 31, 2009. The future looks bright for Crouse Hospital under the stewardship of President and CEO Paul Kronenberg, MD and the Crouse family.

The stated mission of the Foundation is “to promote, solicit, accept and provide stewardship for all voluntary dollars given in support of the Crouse Health initiatives benefiting the health and welfare of the community.” Raising money in partnership with the foundation and hospital staffs and the community at large is what we do.

To that end, the Foundation board and staff are hard at work planning events for 2010. Here is a roundup of what is on the calendar.

■ SADA: Crouse Health Foundation has been selected to once again be a beneficiary of the 12th annual SADA Charity Preview held on February 10th in conjunction with the Syracuse Auto Dealers Association’s auto show. Over \$1.5 million has been raised for local charities during the past eleven SADA Charity Previews. This year’s Crouse ticket sales will be used to purchase an ECLS Fluid Warmer for use in Crouse Hospital’s Kienzle Family Maternity Center.

■ Golf tournament: The ninth annual Crouse Classic Golf Tournament will be held on Monday, July 19, 2010 at the

“Crouse is a special kind of hospital and the Crouse Health Foundation is here to give it support when possible.”

— TIM ATSEFF

Bellevue Country Club. Event proceeds support children’s services at Crouse Hospital. Tournament proceeds have purchased much-needed equipment for the hospital’s Kienzle Family Maternity Center, including the Baker Neonatal Intensive Care Unit, a New York State regional referral center for premature and critically-ill infants for the fourteen-county region it serves. Put your foursome together and putt for Crouse.

■ Tribute Evening: The Physicians of Neonatal Associates of CNY were chosen as Crouse Health Foundation’s Tribute Evening 2010 honorees. Drs. Gross, Bifano, Curran, Marr, Bode, Roy, and BouAram play an integral role in the achievements of Crouse Hospital. We are excited to share their success story at Tribute Evening 2010 on Friday, October 29 at the Nicholas J. Pirro Convention Center, Oncenter.

I want to especially thank the committee chairs and members for their hard work in setting a course this year with a steady hand. The Capital Campaign, Special Events, Finance, Nominating, Annual Giving and other committees all are responsible for making the foundation what it is today with the strong support of the Foundation’s president Carrie Berse and her team.

A note about the Crouse Health Foundation Endowment Fund. Established in 1983 through a \$5 million community fund drive, the Foundation has given Crouse Hospital and the Crouse health system more than \$15.2 million through the disbursement of investment income. The money has funded the “Margins of Excellence” for special equipment, new programs and services that help turn basic healthcare into the best care for Central New Yorkers.

The board is always looking for ways to ensure the best stewardship of those charitable dollars in an efficient and effective manner.

2010 will present Crouse Hospital and the Crouse Health Foundation with its share of challenges, but also new opportunities. Opportunities to better serve the health needs of the community by touching friends, neighbors, co-workers and families.

Those opportunities will be realized tomorrow by your generosity today. I encourage you to support the Foundation’s events or contact the Foundation office with a gift. For that spirit of giving, the Foundation is grateful.

On behalf of the Crouse Health Foundation and its Board, thank you for all you do in support of the hospital.

Best,

Tim Atseff
Chair, Board of Trustees
Crouse Health Foundation, Inc.

VAN PELT MEMORIAL

(Continued from page 1.)

The Baker Regional NICU serves 19 affiliated birthing hospitals in Onondaga and 14 surrounding counties. When a baby delivered at any birthing affiliate needs to be moved, Crouse's Neonatal Regional Transport Team handles the task, any hour of the day or night, regardless of weather. Consisting of a specially-trained NICU RN or Neonatal Nurse Practitioner, Neonatal Respiratory Therapist, and EMT's from Rural/Metro Medical Services, the team is immediately dispatched within 30 minutes of receiving a call for a baby in need of transport. These dedicated professionals are charged with moving our region's youngest and most fragile patients to Crouse's Baker Regional NICU (providing the highest level of NICU care in the region) or to one of five lower level NICU's in the region, when appropriate.

A specially-equipped ambulance or a helicopter is used to move the baby. And the new hydraulic stretcher will greatly facilitate the loading and unloading of the more than 300 infants transported each year.

"The hydraulic stretcher will make a dramatic difference in the ease and stability of moving premature and critically-ill babies between hospitals," said Dr. Curran. "It will also make it physically less demanding for staff, and safer for the babies, as they bring isolettes in or out of a facility or place them in medical transports. We are deeply grateful to Gianna's family for funding this much-needed equipment, and for remembering her in such a meaningful way."

And Gianna's family is appreciative as well. "We will forever be grateful for the NICU staff's generosity and kindness," said John Giacobelli. "They did their very best to try to allow a miracle to happen, and they gave Gianna time to make an indelible impression in our minds, in our hearts, and in our souls. How do you say 'Thank You' for that?"

PATIL FAMILY EDUCATIONAL AWARD



In 2005, Drs. Umesh and Vijay Patil established the Patil Family Foundation Fund within the Crouse Health Foundation's Endowment Fund. The mission of this endowment fund is to underwrite an annual cash award of up to \$3,500 for a technician, LPN or RN working in the area of Surgical Services. The monies are to be used for continuing education, professional development or training in surgical services. Winners are asked to share information with their co-workers to extend the benefits of the award to other staff.

Pictured above presenting the 5th annual Umeshchandra Patil Family Educational Award to Shannon June (center), RN, BSN, a staff nurse in Crouse Hospital's Main OR, are Crouse Hospital CEO & President Dr. Paul Kronenberg (left) and Drs. Patil's daughter, Padma Patil (right). Padma and her sister, Neena, are co-trustees of the Patil Family Charitable Trust. Padma is also a Trustee of the Crouse Health Foundation.

Shannon will attend a national Association of PeriOperative Registered Nurses Conference to learn more about nursing informatics this spring. After the conference, she will share what's she's learned with the Patil family and colleagues in surgical services.

Crouse Sends Holiday Wishes

Who better to send holiday wishes of peace, joy and love than one of the 4,197 babies born at Crouse Hospital in 2009? Just 21 hours old, Baby Anna — with the permission of her parents — cooperated during the photo shoot with the patience and ease of a pro. Anna's photo graced the cover of Crouse Hospital's annual holiday card, with the inside message, "A little reminder of what your support means to Crouse and our community."

Crouse is Central New York's leading provider of maternity care services in both the Kienzle Family Maternity Center and the Walter R.G. Baker Regional Neonatal Intensive Care Unit, designated by New York State as the area's only level four regional referral center for neonatal and perinatal care.

The support of our donors for these two important community resources makes babies like Anna feel warm and snuggly and parents thankful for the exceptional care their newborns receive at Crouse. Luanne Parker, RN, of our Newborn Nursery, and long-time volunteer Shirley Coughlin team up each year to make Baby's First Christmas even more special with handmade hats and holiday stockings. Now that's the true spirit of the season — and each day at Crouse.



MILESTONES & MEMORIES – SAYING THANK YOU FOR LIFE’S MANY GIFTS

The Milestones & Memories special occasions giving program of the Crouse Health Foundation provides an avenue for donors to mark an important milestone in their life or honor the memory of someone dear. Gifts may be given to celebrate the birth of a child, to express thanks for a successful surgery, or to observe a special birthday or anniversary. Gifts also may be given in memory of a dear friend or family member. In each edition of Foundations for the Future, you will find a listing of recent contributions

IN HONOR

In honor of Derek Bartlett
Mr. and Mrs. W. Geoffrey Bartlett

In honor of William P. Berkery, M.D.
Leona Hardy
Jean Breed

In honor of Carrie Berse
David and Ellen Bacon

In honor of Kathleen Murphy Brown
John and Suzanne Dalton

In celebration of Dr. and Mrs. Daniel Burdick's 60th Wedding Anniversary
Dene Sarason

In honor of Gretchen, Theo and Olena Conrad
Andrew Herbowy
Colin Herbowy
Luc Herbowy
Maksym Herbowy
Gary Roback, II
Stephanie Roback
Alex Wilkinson
Justyna Wilkinson

In honor of the nurses of the Crouse Hospital Hematology/Oncology Unit
Janet and Larry Wolf

In honor of Andrew de Laubell
Russell and Lois de Laubell

In honor of Sally Weber Domres, RN SMH Class of 1945
Patricia A. Kapur

In celebration of the wedding of Susan Guthrie and David Duncan
Doug, Martha and Matthew Ehlinger

In honor of Wayne A. Eckhardt, M.D.
Catherine Huss-Johnson and Brian W. Johnson

In honor of Louis M. Green, M.D.
Edith Martin

In honor of Eileen Hall
Anthony C. Hall

In honor of Sarah and Sophia Mekhiche
Mike and Dori Mekhiche

In honor of Maya Pickup
Ben, Dana, Honey and Manny Pickup

In honor of Subas V. Pradhan, M.D.
Joanne Wilson

In honor of Payne and Cael Speicher
Jennifer Speicher

In celebration of Noah Spina
Vincent and Michele Spina

In honor of Rachael Wilson
Michael and Patricia St. Leger

IN MEMORY

In memory of Jean Abbott
Henry J. Abbott, Sr.

In memory of Jameson Leigh Adams
John and Penny Adams
Robin and Douglas Downey
Ann Olmstead

In memory of Melissa Carlie and Jameson Leigh Adams
John and Penny Adams
Robert Collins
Ann Olmstead

In memory of Melissa Carlie and Jameson Leigh Adams and Howard K. Olmstead
John and Penny Adams
Kate Allman
Kathy and Joe Andre
Kristal Clement
Anthony and Helene Combopiano
Patricia Kechak
Tim Kirchmeier
Kaycee McHenry
Jessica Monahan
Julie Perlick
Randy and Diane Roeber
The Technical Services Department at NYSEG

In memory of Richard Allen, Sr.
Mr. and Mrs. Richard Allen, Jr.

In memory of Mary Angelillo
John and Josephine Giacovelli

made to our Milestones & Memories giving program. We're pleased to recognize these special gifts and are sincerely grateful these donors have chosen to commemorate a milestone or memory in this meaningful way.

To learn more about the Milestones & Memories program or the other giving programs Crouse Health Foundation has to offer, please contact the Foundation Office at (315) 470-7702 or crousefoundation@crouse.org.

In memory of Marie A. Arcuri
Nicholas Arcuri

In memory of Blodwyn A. Bent
Norman E. Laube

In memory of Jack and Lenora Berse
Carrie Berse, Chris Skeval and Family
Mr. and Mrs. Russell Berse

In memory of Robert H. Besdin
Ivy Besdin and Helaine Sherman

In memory of Clifton Breed
Jean Breed

In memory of Florence Carruthers
Dorothy Carruthers

In memory of Ramez Durham
Samia Dwyer

In memory of Catherine AnnMarie Ellison
John and Deborah Ellison

In memory of Matthew Fox
Marcia Mathews

In memory of James Tolley Fritz
Arthur Fritz

In memory of Ronald Goddard
Mary Goddard

In memory of Mary Jane Grimshaw
Alex J. Grimshaw, Sr.

In memory of Ed and Mary Hartnett
Elizabeth Hartnett and Fred Honnold

In memory of Keith Haugan, R.N.
Anonymous

In memory of William A. Hiller, Sr.
Joan Hiller

In memory of Virginia Hoke
Martha Kuzio

In memory of Ann Mawhinney Hodgkins
Joyce Mawhinney and Craig T. MacKnight

In memory of Jason Daniel Hudson
Ed and Holli Bacon
Dan and Beth Hudson

In memory of Datus W. Johnston, Jr.
Dawn Johnston and Family

In memory of Phyllis Jean Krafft
Kenneth E. Krafft, Sr.

In memory of Brandon Lambert
Mr. and Mrs. Richard Allen, Jr.

In memory of Helen Grayce Quiri Lange
Linda C. Lange Carman

In memory of Robert Lutz
Alfred S. Justice

In memory of Ryan D. MacCaull
Scott and Amy MacCaull

In memory of Scott T. MacKnight
Joyce Mawhinney and Craig A. MacKnight

In memory of James and Kathy Maher
Therese Maher

In memory of Daniel Mathews, Jr.
Marcia Mathews

In memory of Patricia (Rusty) McGrath
Harold H. McGrath, Jr.

In memory of Janet F. McIntyre
Crouse Hospital Volunteer Services Department

In memory of Aidan R. and Allyson C. McKenna
Edythe W. Holleman

In memory of Elizabeth Mroziewicz-Janik, M.D.
Kendrick and Gracia Sears

In memory of Leland Nash
Outpatient Surgical Services Leadership Team

In memory of Meggan A. Nowalk
Shirley and H. James Halstrom
Sandra and Gene Nowalk

In memory of Ashling Lillian O'Brien
Tom and Lauren Goettel
Richard and Kimberly O'Brien

In memory of Stephen J. Planeta
Richard and Barbara Crowley
The Hafner Family
Diana McDonough
David and Terry Mosher
David and Kathleen Oliver

In memory of Jean Douglas Reeder
Mary Heagle

In memory of Joseph Titus Romano
Bonnie Romano

In memory of Clarence Rounsville
The Faculty and Staff of Crouse
Hospital School of Nursing

In memory of Donald J. Russo
Barbara J. Russo

In memory of Dr. Maria N. Sarno
Marie Sarno and Chris DeVoe

In memory of Mary Jane Shea
Charles F. Shea

In memory of Helen Shott
John Shott

In memory of Catherine Snyder
Thomas E. Snyder, M.D.

In memory of Sarah Sonneborn
Carol and Dirk Sonneborn

In memory of Silverio J. Spaziani
Estate of Anne M. Spaziani,
Pamela Spaziani Helms, Executrix

In memory of Jacob Paul Spinelli
Marty and Lacey Spinelli

*In memory of the deceased members
of the Dyonizy Stankivitz Family*
Charles J. Stankivitz

In memory of Alisha Faith Swartz
Edward and Sharon Swartz

In memory of Judith Sweeney
Sunny (Fran Bishop)

In memory of Joseph A. Todisco, Sr.
Mary S. Todisco

In memory of Colin Reese Valentine
Rocco Valentine

In memory of Eileen Vallee
Haden Patten

In memory of Gianna Rose Van Pelt
Donna Vitagliano
Jo and John Giacobelli

In memory of Marion C. VanSkiver
Dorothy Davis

Mary Heagle
Freda A. Kirkley, SMH '42

Susan Klenk
Jane Racculia

In memory of Frances Van Wie
Bernard E. and Elizabeth K. Schader

In memory of Oliver Whelehan
Peggy and Jim Carrick

In memory of Warren Wilkins
Roslyn Wilkins

In memory of Frederick Ian Wolf
Janet and Larry Wolf

Crouse Hospital Receives Silver-Plus Award

AWARD DEMONSTRATES COMMITMENT TO QUALITY CARE FOR STROKE PATIENTS

Crouse Hospital has received the American Heart Association/American Stroke Association's Get With The Guidelines Stroke Silver-Plus Performance Achievement Award. The award recognizes the hospital's commitment and success in implementing a higher standard of stroke care by ensuring that stroke patients receive treatment according to nationally accepted standards and recommendations.



To receive the Get With The Guidelines Stroke Silver Plus Performance Achievement Award, Crouse achieved at least 12 consecutive months of 85 percent or higher adherence to all Get With The Guidelines Stroke Performance indicators and achieved at least 75 percent or higher compliance with six of 10 Get With The Guidelines Stroke Quality Measures during that same period of time, which are reporting initiatives to measure quality of care. As a New York State-designated stroke center, Crouse is the only area hospital to achieve Silver-Plus designation for its stroke program.

These measures include aggressive use of medications, such as tPA, antithrombotics, anticoagulation therapy, DVT prophylaxis, cholesterol reducing drugs and smoking cessation, all aimed at reducing death and disability and improving the lives of stroke patients.

“With a stroke, time lost is brain lost, and the Stroke Silver Plus Performance Achievement Award demonstrates that our staff is committed to providing care that has been shown to quickly and efficiently treat stroke patients with evidence-based protocols,” says Sami Abdul-Malak, MD, medical director of Crouse's stroke program.

“Crouse Hospital is to be commended for its commitment to implementing standards of care and protocols for treating stroke patients,” said Lee Schwamm, MD, chair of the Get With The Guidelines National Steering Committee and director of the TeleStroke and Acute Stroke Services at Massachusetts General Hospital in Boston. “The full implementation of acute care and secondary prevention recommendations and guidelines is a critical step in saving the lives and improving outcomes of stroke patients.”

For more information on Get With The Guidelines, visit www.americanheart.org/getwiththeguidelines.



Have You Included Us in Your Will?

If you have, please let us know. We'd like the opportunity to say “thank you.”

For more information on how to make a charitable bequest, save on estate taxes, or set up a life income plan for a spouse, child or loved one, please contact Carrie Berse, President, at (315) 470-7004 or carrieberse@crouse.org.

All responses are kept confidential and information is provided without obligation.

Auxiliary Recognizes “Visit to Hospital-Land”

Crouse Hospital’s Visit to Hospital-Land program was the recipient of the Crouse Hospital Auxiliary’s 2010 Distinguished Service Award. Visit to Hospital-Land (VTHL) is the hospital’s first and longest running community service program.

Thirty-four years ago, the Community Service Committee of the Crouse Health Foundation recognized and appreciated the value to the community of a program that would help youngsters be less fearful if they, or a loved one, or a friend, should be admitted to the hospital, especially in an emergent situation. Known at that time as the Pediatric Orientation Program, it began in March 1976 and was a success immediately with 550 children visiting VTHL its first year.

From these humble beginnings, Visit to Hospital-Land has now grown to serve thousands each year. As of the end of December 2009, 7,532 classes have been held and 168,900 first-graders have attended Visit to Hospital-Land. VTHL has been recognized by both the American Hospital Association and the Hospital Association of NYS as an example of a valuable hospital community service program.



Accepting the Distinguished Service Award are the three staff members for the program: (left to right) Toni Feehan, Coordinator and Instructor, Jo Sykes-Smith, RN, and Kathy Adams, RN. Joining them is former VTHL instructor Donna Parks, RN (far right).

Since 1993, Crouse Hospital Auxiliary has generously funded the entire cost of Visit to Hospital-Land. Auxiliary financial and volunteer support has allowed the VTHL program to continue and grow, staffing classes five days/week.

Physicians of Neonatal Associates of CNY Honorees

The Physicians of Neonatal Associates of CNY will be recognized as Crouse Health Foundation’s Tribute Evening 2010 honorees. Drs. Steven Gross, Ellen Bifano, Thomas Curran, Bonnie Marr, Michelle Bode, Beverly Roy, and Boura’a BouAram play an integral role in the achievements of Crouse Hospital and their success story will be shared at Tribute Evening 2010 on Friday, October 29 at the Nicholas J. Pirro Convention Center, Oncenter.

Crouse Hospital (and its predecessors) has been taking care of premature infants since 1944. Dr. Margaret Williams pioneered neonatal care as we know it today by serving as the director of the Neonatal Intensive Care Unit (22 bassinets) created in 1974 in the Memorial Unit. Under her leadership, Crouse became one of the nation’s first Regional Perinatal Centers (NYS Level III) in 1975 through a \$2.2 million Robert Wood Johnson Foundation grant secured by Dr. Williams. By 1980, the regional infant mortality rate had dropped 40%. Dr. Steven Gross became the Director of the NICU in 1985.

In 1994, Neonatal Associates was formed becoming the exclusive provider of Neonatal Services at Crouse Hospital. With the opening of the Kienzle Family Maternity Center in 1999, an expanded NICU (51 bassinets) was moved to the 9th floor of the Irving Unit and the name was changed to the Walter R. G.

Baker Neonatal Intensive Care Unit. The nurseries were named for Dr. Margaret Williams. In 2003, Crouse Hospital’s NICU was upgraded to a NYS Level IV facility.

Currently, Crouse Hospital is licensed at 57 bassinets and cares for babies born as young as 23 weeks gestation and weighing just 500 grams. The neonatologists provide coverage 24/7, 365 days per year caring for 800 — 1,000 infants annually. Since 1985, over 21,000 babies have been patients in Crouse’s NICU. As the Regional Perinatal Center, Crouse serves 19 birthing affiliates in 15 counties providing transport services to our NICU. The Physicians of Neonatal Associates have teaching appointments in Pediatrics at SUNY Upstate Medical University and are national research leaders. They are actively involved with the Ronald McDonald House, March of Dimes, and other related organizations.

Tribute Evening 2010 will feature an extended reception, gourmet dinner, tribute presentation, and entertainment. General tickets and patron opportunities are available by contacting the Foundation. Tables of ten and individual attendees are welcome. Souvenir program ads are available at various prices. For more information, please contact Phyllis Devlin at the Foundation office at (315) 470-7008 or phyllisdevlin@crouse.org.

New Year = 11 New Operating Rooms In Witting Surgical Center

In 2010, we are a few steps closer to completion of the Chris J. and Marshia K. Witting Surgical Center. Currently, more than half of the concrete floor has been poured for the inpatient operating rooms. Walls and columns are being erected for the second floor level, the site of the future Emergency Department. Electrical shutdowns and transfers are underway as the new generator plants are made operational within the next few months.

Later this year, eleven new operating rooms will be completed and opened. In June 2011, three additional operating rooms will be opened, completing the new facility.

LEAVE YOUR MARK ON CROUSE HOSPITAL

A Rooftop Garden will be constructed as part of the Witting Surgical Center at Crouse Hospital. To be located adjacent to the ICU Waiting Area on 3 Irving, the Rooftop Garden will be a soothing oasis for patients, visitors and employees.

Commemorative bricks, which include a personalized inscription, may be purchased for \$100 each and will be placed around the perimeter of the garden. This is a great opportunity to support the project and pay lasting tribute to someone special with a brick in his/her honor or memory.

Betty O'Connor, Director of Medical/Surgical Nursing & Dialysis Services, purchased a brick in honor of her eldest son, Matt, to commemorate his commissioning as an Ensign in the Navy and graduation from RIT. Betty explained, "The entire family is so proud that he has decided to begin his career in service to his country and is not afraid to stand up for those who cannot fight for freedom themselves. Matt is attending Naval Flight School in Corpus Christi, Texas and can't think of anything else he would rather be doing."

Also, Crouse Hospital Labor & Delivery staff purchased a brick to support the Witting Surgical Center project and to "acknowledge all the mothers who allow us (the L&D staff) to witness their miracle."

All proceeds from brick sales will be applied to the *Operation: Innovation* Volunteer Campaign. Special thanks to Co-Chairs Carol Bullard, Gail Perrin and Norma Schlesinger, and other Crouse volunteers, as over \$20,000 has been raised through their efforts.

If you would like a commemorative brick form or need more information, contact Jodi Butterfield at (315) 470-7054 or jodibutterfield@crouse.org.



TOP TEN REASONS TO PURCHASE A COMMEMORATIVE BRICK:

10. To cherish the memory of a beloved pet
9. To recognize years of service at Crouse Hospital
8. To honor a physician, nurse or healthcare provider
7. To show your appreciation for a boss or colleague
6. To celebrate an accomplishment
5. To acknowledge the selfless service of our armed forces
4. To commemorate the birth of a baby
3. To demonstrate your love for your grandchildren
2. To pay tribute to your loving parents
1. To leave your mark on Crouse Hospital and our community

GoodSearch

YOU TOO CAN GOODSEARCH TO BENEFIT CROUSE

If you set your Internet search engine at home or office to GoodSearch.com and select the Crouse Health Foundation as your charity of choice, the Foundation will get at least 1 cent for every search you do. Although that may not seem like very much, those pennies do add up, and some non-profit organizations are receiving several hundred to several thousand dollars a year from GoodSearch. For searches done from October 2008 to September 2009, the Crouse Health Foundation received a check for \$315.48 and, over the three years we've been a beneficiary, we've received a total of \$930 in proceeds.

If you need instructions on how to change your search engine, simply contact the Foundation Office. Thanks for GoodSearching to benefit Crouse!



CROUSE HEALTH FOUNDATION

736 Irving Avenue
Syracuse, New York 13210

Address service requested

INFORMATION IS ONLY A PHONE CALL OR E-MAIL AWAY

To learn more about the Crouse Health Foundation's activities and giving opportunities, please call the Foundation office at (315) 470-7702, or e-mail us at crousefoundation@crouse.org

KEY FOUNDATION STAFF

Carrie Berse, FAHP **President**
Phyllis Devlin **Director of Development**

SAVE THE DATE

TRIBUTE EVENING

Friday, October 29, 2010

Tribute Evening Gala

Honoring the Physicians of
Neonatal Associates of CNY

Nicholas J. Pirro Convention Center
Oncenter Complex, Syracuse

Over \$262,000 in net proceeds was raised in 2009 to benefit Crouse Health Foundation. Tribute Evening 2010 will feature an extended reception, gourmet dinner, tribute presentation and entertainment. General tickets and patron opportunities are available. Tables of ten and individual attendees are welcome. Souvenir program ads are available at various prices.

Inquiries concerning sponsorship opportunities, reservations or for more information, please contact Phyllis Devlin, Director of Development at (315) 470-7008 or phyllisdevlin@crouse.org.



Monday, July 19, 2010

Crouse Classic Golf Tournament

Bellevue Country Club
Syracuse

Over \$84,000 in net proceeds was raised in 2009 to benefit the Kienzle Family Maternity Center of Crouse Hospital.

Golfers can choose between a morning or afternoon flight playing the captain and crew format. Foursomes and individual golfers are welcome. Registration fee includes 18 holes greens fee, cart, breakfast buffet, barbecue luncheon, on-course snacks and beverages, reception, buffet dinner, golfer gift, golf contests and awards.