



Sterling Society Aims for 50 New Members in 2011

The South Jersey Healthcare (SJH) Foundation **Sterling Society** is our new special donor recognition program for those who make consistent gifts to the SJH Foundation. As a special contributor, you can help ensure the future of SJH for you, your family, and generations to come. In 2011, SJH Foundation has set a goal to add 50 new members to the Sterling Society. For as little as a \$1,000 a year commitment, Sterling Society members receive special recognition and benefits, as well as the satisfaction of proactively supporting direct patient care with their financial donation. Already, the membership has doubled since 2010 and looks forward to greeting new members.

Sterling Society member levels are:

Founder	\$20,000	Annually
Cornerstone	\$10,000	Annually
Pioneer	\$5,000	Annually
Pillar	\$2,500	Annually
Humanitarian	\$1,500	Annually
Benefactor	\$1,000	Annually

Our mission and vision are only limited by our ability to fund new programs and services. With the help of the Sterling Society, we can plan today for an exciting future of quality, compassionate health care for our communities. SJH, the SJH Foundation, and the patients and families we serve in Cumberland, Salem, Gloucester and Atlantic counties are grateful for your support. For more information call Duke Doblack, Major Gifts Director, at 856-641-8290, or e-mail doblackn@sjhs.com.

Director's Corner

Carolyn Heckman,
Executive Director

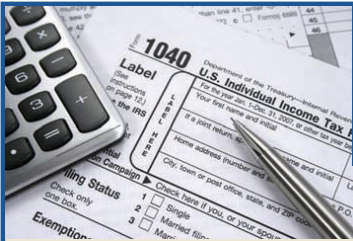


The new year brings with it new hope for a better tomorrow. The early signs of economic recovery are beginning to sprout and we join together in hoping for it to continue. South Jersey Healthcare (SJH) is especially appreciative of all the support and generosity that has come our way during these difficult times. Your gift is an investment in the future of quality health care in the communities we serve.

SJH relies on contributions from grateful patients, philanthropists, employees, local businesses, private foundations and corporations to enhance and expand vital projects, programs and services. Each gift helps our physicians, nurses and staff to provide excellent health care using advanced technology and treatment methods.

Gifts by cash, check or credit card are the easiest and most direct way to benefit the SJH Foundation and are tax deductible to the full extent allowed by law. To make an online gift, please visit our website, www.sjhfdn.org and click on **Donate Online**.

Your unrestricted gift to the SJH Foundation is used where the need is greatest at any of our SJH facilities. When you make a gift in memory of someone you love, you can specify what area of care you would like to support. This is what we call a tribute memorial, a way to allow the memory of your loved one to live on.



SJH Foundation Can Save You \$MONEY\$

Consider a gift to the SJH Foundation from your IRA. New legislation extended the IRA charitable rollover permitting individuals age 70½ and older to make tax-free distributions of up to \$100,000 from an IRA directly to charity. Consider an IRA charitable rollover if: you do not need the additional income generated by the required minimum distribution; you do not itemize deductions; or you want to use unneeded assets to secure a lasting legacy to support quality health care at SJH. **You can do it!** To make a gift from your IRA, call Duke Doblick, Major Gifts Director, at 856-641-8290, or e-mail doblickn@sjhs.com.

Director's Corner

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We would like to ask you to consider participating in one of our many giving programs. We inaugurated two new programs this year. One program is our new SJH Colors of Hope, which is a healing arts program. [See article on Page 6] The other is our Sterling Society, an annual giving group that makes a commitment to a specific financial level. Our mission and vision is only limited by our ability to fund new programs and services. With your generosity, we will be able to continue to provide quality health care for you, your family and all the residents of our region.

South Jersey Healthcare Opens Lactation Centers

The SJH Foundation is pleased to announce the opening of two Lactation Centers, funded by the Deborah F. Sager Memorial Fund. With locations at SJH Regional Medical Center and SJH Elmer Hospital, the Lactation Centers offer monthly breast pump rentals and breast feeding education. The Lactation Centers are designed to serve families who are unable to afford breastfeeding equipment in tough economic times and to educate parents that breastfeeding is less expensive than using baby formula. The Lactation Centers are available to all women, whether they delivered at an SJH facility or other location.

"We believe in the overwhelming benefits of breastfeeding," said Elizabeth Sheridan, Chief Operating Officer & Corporate Chief Nursing Executive of SJH Regional Medical Center. "The new Lactation Centers are a great complement to the spectrum of OB/GYN services already available at SJH, and they provide an essential part of the learning process for new mothers."

In addition to monthly rentals, the SJH Lactation Centers offer Medela breast pumps and associated breast feeding supplies for purchase. International Board Certified Lactation Consultants (IBCLC), who are also registered nurses, are on staff to assist breastfeeding mothers and babies.

Complement Your Heart with *Wine & Chocolate*



Friday, February 18, 2011, 7:30 p.m.

Merighi's Savoy Inn
4940 E. Landis Avenue, Vineland

An evening of cardiac health education and entertainment featuring local wineries and chocolatiers, music, fun and fellowship. Hors d'oeuvres included. Cash bar available for additional beverages.

For tickets call the SJH Foundation, 856-641-8290, or visit our website: www.sjhfdn.org



**Price per person:
\$30**

you have the
POWER
to SAVE a **Life.**

Call 856-641-8290 today!

Support direct patient care at South Jersey Healthcare with a gift of cash, a planned giving option, or a bequest in your will.



20 Stars for 2011



The Deborah F. Sager Memorial Fund, an asset of the SJH Foundation, is celebrating the births of the first 20 babies born in 2011 by donating free newborn stars to each of the 20 families. These commemorative pink and blue stars will be placed on our *Star Light, Star Bright Memories Wall* at the SJH Regional Medical Center. This is being offered as a token of the hospital's appreciation to the families for trusting South Jersey Healthcare to provide quality medical care for the mothers and newborns. Look for photos and details of the new stars in a future newsletter and on the web at www.sjhfdn.org.

DID YOU KNOW...

that a gift can be made to SJH that provides you with guaranteed fixed payments for life? A variety of charitable gift annuities are available through the SJH Foundation that can reduce your tax liability and/or capital gains tax. Choosing an annuity can empower you to save lives. Call the SJH Foundation at 856-641-8290 for more details.

SJH Foundation does not provide legal or financial advice. Consult your attorney or financial planner for pertinent information and tax questions.

Our Mission

The mission of the South Jersey Healthcare Foundation is to establish renewable financial resources which enable South Jersey Healthcare to provide high-quality health care services that improve the lives of all we serve.

www.sjhfdn.org

help²giveback

WE'RE PROUD TO SALUTE THE SOUTH JERSEY HEALTHCARE FOUNDATION

Now, more than ever, it's important to support the causes you care about. Thank you for your dedication.



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GREEN

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Thank you to the donors who have generously contributed to the South Jersey Healthcare Foundation from September 1, 2010 through December 31, 2010

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Ways to Give

There are many options for you to be generous to the South Jersey Healthcare (SJH) Foundation. These choices allow you to be both philanthropic and realize the maximum tax benefits permitted by law. Call us today at 856-641-8290 to discuss the right option for you.

GIFTS OF CASH

An outright gift of cash for which you receive an income tax deduction. Pledging your gift over a three- to five-year period may allow you to make a more substantial gift and to adjust the timing and amount of each payment to achieve the most beneficial tax treatment.

BEQUEST/LIVING TRUST

A gift of cash, securities, or real property, made upon your death, through provisions in your will or living trust. The gift is not included in the estate and is exempt from estate taxes.

GIFTS OF APPRECIATED PUBLICLY TRADED SECURITIES

A gift of stocks or bonds, which are (or will be) readily marketable. The deduction for outright gifts of appreciated long-term securities (held more than 12 months) is equal to the fair market value of the securities on the date the donor relinquishes control of the assets, and none of the appreciation is taxable for capital gains purposes.

GIFTS OF CLOSELY HELD STOCK

A gift of stock of a private corporation naming the SJH Foundation as the ultimate beneficiary. You may avoid capital gains on appreciation of closely held stock, while attaining an immediate tax deduction based on the stock's fair market value. You also receive a set annual income or percentage based on the trust's value each year. You have the option to add to the principal of a Charitable Remainder Trust in future years.

CHARITABLE GIFT ANNUITY

An irrevocable gift placed in trust in exchange for guaranteed fixed income for life, which is calculated to take into account the size of the gift and your age at the time of the gift. At the time of death, the assets of the trust are passed to the SJH Foundation. A current charitable deduction is available based on the IRS annuity tables.

Welcome New Sterling Society Members

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New Colors of Hope Program Merges Art and Healing at SJH

South Jersey Healthcare (SJH) is introducing a new healing arts program at the Frank & Edith Scarpa Regional Cancer Pavilion in Vineland in 2011. The SJH Colors of Hope will enable us to add 20 meaningful paintings by respected local artists to be enjoyed by our cancer patients, their caregivers and our dedicated cancer services staff. This joint venture between SJH, the Cumberland County Cultural & Heritage Commission and The Noyes Museum of Art at Stockton College will provide art that can have a positive impact on patient health outcomes. For more information, or to inquire about sponsorships, call the Foundation Office at 856-641-8290.



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