

Talented Turnout at the 9th Annual Model Search



Amanda Thompson of Millville demonstrates the proper walk to the participants of the annual SJH Foundation Model Search.

The 9th Annual Model Search was a great success, and the South Jersey Healthcare (SJH) Foundation found plenty of talent for its upcoming Fashion Show at Centerton Country Club. Candidates ages 17 and older arrived at Cumberland County College on September 11th ready to present their best strides. Judges selected the finalists who you will see at our Fashion Show on October 27th.

“One thing that makes our annual fashion show unique is the presence of only local participants on the runway each year. The models always show their swagger and the crowd loves it,” said Carolyn Heckman, Executive Director of the SJH Foundation. “The show continues to create a strong sense of community and raises funds to help ensure high-quality health care services in our region for years to come.”

Proceeds from the show benefit the SJH Foundation. Only advance tickets are available, and new this year, a limited number of VIP seats are available. Visit www.sjhfdn.org or call the SJH Foundation at (856) 641-8290 today to reserve your seats.

Director's Corner

Carolyn Heckman,
Executive Director



Inside this issue we are celebrating the announcement of two large donations to our hospital system foundation. As the Executive Director, I want to personally give my thanks and appreciation to the physicians and staff of Regional Diagnostic Imaging, LLC for their \$100,000 pledge and South Jersey Healthcare (SJH) Auxiliary for its \$25,000 pledge. These pledges make an impact on what the Foundation can do for SJH. Our mission is to establish renewable financial resources that enable SJH to provide high-quality health care services that improve the lives of all we serve. Both pledges will be recognized with plaques placed in the newly expanded Frank and Edith Scarpa Regional Cancer Pavilion.

There is another cash donation I would like to recognize. The total gift was \$7.20 and was given by a 6-year-old boy who was very concerned about helping all of the sick children at SJH. His name is Giovanni Daywalt. He was featured in a recent article published in various local newspapers. Thanks so much, Giovanni.

Whether it is a gift of \$7.20 or \$100,000, the Foundation is grateful to all donors who give to help us in our mission to provide quality health care to all we serve. Every gift, and each and every donor, is important.

Health care and its ultimate cost are on everyone's minds these days. As fall begins, we will celebrate the harvest and give thanks for all that we have. The Foundation gives thanks to you who are donors and to those who have not yet become a contributor. Please consider giving a “gift for a healthier community.” Surely, you can consider something between \$7.20 and \$100,000.

SJH Receives Major Pledge for Scarpa Cancer Pavilion



South Jersey Healthcare (SJH) Foundation is pleased to announce a \$100,000 pledge donation from Regional Diagnostic Imaging (RDI), LLC. RDI chose to name the first floor main lobby in the Scarpa Cancer Pavilion at the Regional Medical Center in Vineland. This generous gift benefits the Cancer Services initiative at SJH. Pictured are, from left: Carolyn Heckman, Executive Director, SJH Foundation; Chet Kaletkowski, President & CEO, SJH; and Lawrence M. Neustadter, D.O., RDI President and Chairman of Radiology, SJH.



What is the best way to financially support the SJH Foundation to help sustain our mission? The new **Sterling Society** honors your spirit of philanthropy. When you commit to a gift of \$1,000 or more each year, you receive exclusive recognition and benefits while helping SJH to maintain the highest levels of direct patient care.

Call the SJH Foundation at
856-641-8290

for more information
on the Sterling Society.



DID YOU KNOW...

You can designate SJH to have a shared interest in your home? If you stay in your home until you die, your community hospital realizes the proceeds from the sale of the house. Also, if you sell your house, SJH realizes the cash from its portion of the sale. Sharing your home empowers 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.

“Thanks for my special care”

www.sjhfdn.org

How can you say “Thank You” for the compassionate, quality care you received at South Jersey Healthcare?

A donation to the SJH Foundation is a heartfelt way to enable SJH to provide outstanding health care for your family and for generations to come. You have the opportunity to give “A Gift for a Healthier Community” and **help save lives**.

Express your appreciation for our excellent staff. Make a donation using our grateful patient brochure, available by phone: 856-641-8290, e-mail: doblickn@sjhs.com, or online: www.sjhfdn.org and click on “Grateful Patient Thank You.”



Star Light, Star Bright Memories Wall ★★☆☆★★★☆☆★★★☆☆

For just \$50, you can commemorate your baby’s birth on the *Star Light, Star Bright Memories Wall* at the entrance to the Women’s & Children’s Care Center at the SJH Regional Medical Center. Net proceeds from your purchase benefit the Women’s and Children’s Care Center.

A Star on the *Star Light, Star Bright Memories Wall* is a great gift from family and friends. Gift certificates for a Newborn Star are also available for baby showers and congratulatory gifts.

For more information on the *Star Light, Star Bright Memories Wall* or to purchase a Star, call the SJH Foundation office at 856-641-8290 or visit us online at www.sjhfdn.org.

DID YOU KNOW...

For only 5¢, a 50-year-old male can purchase one dollar's worth of term life insurance, name South Jersey Healthcare as the beneficiary, and leave a legacy of \$250,000 to SJH?* This illustration demonstrates how an ultimate gift can be made to your community hospital for a mere fraction of the cost. Putting your pennies to work empowers you to save lives. Call the SJH Foundation at 856-641-8290 for more details.

**Based on a sample \$250,000, 20-year term life policy for a healthy, non-smoking, 50-year-old male. Your cost may vary. SJH Foundation does not provide insurance advice. Consult a certified life insurance underwriter for pertinent information and tax questions.*

Our Mission

The mission of the South Jersey Healthcare (SJH) Foundation is to establish renewable financial resources that will provide quality patient care at SJH, keep pace with medical advancements and technologies and continue to meet the need for new and specialized health services to benefit the families living in our community.

www.sjhfdn.org

My Story: Dominick Baruffi, II



We would like to share the personal story of Dominick Baruffi, II, who resides in Vineland and is the CEO of Jersey Panel Corporation. Dominick sits on the all-volunteer SJH Foundation Board of Directors and holds the office of Secretary.

Two years ago, Dominick needed a medical procedure and was recommended to a health care facility in Philadelphia. At the time, this procedure wasn't available locally. "I was told that this facility (in Philadelphia) was the best in the region for the procedure," Dominick said, "and that the region was recognized as the best in the world for what it does. I concluded that I was given world-class treatment." Earlier this year, Dominick was faced with another procedure, and the choices were the same facility in Philadelphia or the SJH Regional Medical Center (RMC) in Vineland. Dominick decided on the RMC as his "hospital of choice." What followed was an incredibly eye-opening experience.

"From the moment I walked into the main lobby of the RMC at 6 a.m. on the day of my procedure to that afternoon when I was discharged, my health care

Continued on Page 6

help²giveback

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- 1) **Make the SJH Foundation your "charity of choice."**
- 2) **Spread the message that the SJH Foundation is firmly committed to the success of South Jersey Healthcare.**

View our video at:

<http://www.sjhfdn.org/about/about.php>

My Story: Dominick Baruffi, II

Continued from Page 3

experience at the RMC was more personal than and equal in health care quality to the facility in Philadelphia that I chose previously," said Dominick.

Dominick's comparison relied on three main factors: the facility itself, the support staff for the procedure, and the medical team in charge. "Walking into my community hospital gave me a comfort level that was missing in Philadelphia," he said. "When I was giving my information to the registrar, a woman standing behind her was preparing to help guide and navigate me from this starting point to my surgical destination. I can't tell you how grateful I was that she supported me personally and was so concerned for my well-being," Dominick continued. "I only wish I had asked for her name so that I could have properly thanked her afterwards for making this experience so rewarding."

Each member of the medical team explained every detail of his procedure in advance. "The nurses, doctor and anesthesiologist genuinely cared about my concerns and reassured me every step of the way, which put my mind at ease," Dominick stated. "It's hard to fully appreciate that talented surgeons like Dr. Per Montero practice at the RMC and reside locally. Every resident served by the RMC should feel very fortunate that Dr. Montero and our current medical staff are available when we need them."

Dominick emphatically stated that every protocol, standard and procedure addressed by the staff at the RMC as it related to his procedure was presented in a professional, world-class manner. He continued, "I like to compare my experience to a dining experience, where I judge the look and feel of the restaurant, the service I receive, and the quality and taste of the meal. As an SJH Foundation board member and local resident, if I am the chef in that restaurant, and I don't eat the food that I prepare, how can I expect another diner to support my establishment? This convinced me that if I had the choice of hospitals, **I would always go to the RMC.**"

The SJH Foundation thanks Dominick for sharing his personal journey as an SJH patient. Our mission is to continue to support all of SJH's hospitals and help save lives. For information on how you can help us, call 856-641-8290.

Look for the **ONE GIFT** mailing soon

The SJH Foundation and SJH HospiceCare are gearing up for the Fall Annual Giving Campaign. The "One Gift" appeal letter should arrive in your mailbox in the next few weeks. As you make plans with your loved ones for the holidays, the Fall Annual Giving Campaign is a wonderful way to help those who need it most by supporting the services of South Jersey Healthcare.

Thank you for your generosity! www.sjhfdn.org

SJH Auxiliary Names Waiting Area



With a pledge of \$25,000 to the SJH Foundation, the SJH Auxiliary has agreed to name the Medical Outpatient Waiting Area on the 2nd floor of the Scarpa Cancer Pavilion at the SJH Regional Medical Center in Vineland. Pictured are, l to r: Carolyn Heckman, Executive Director, SJH Foundation; Chet Kaletkowski, President & CEO, SJH; SJH Auxiliary officers Robert Odorizzi, Vice-Chair; Lynn Crescenzo, Chair; and Melody Chaplin, Secretary. Not pictured: Connie Montero, SJH Auxiliary Treasurer.

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a look inside

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Parvin State Park

- *Regional Diagnostic Imaging Center pledges \$100,000 to Scarpa Cancer Pavilion*
- *SJH Auxiliary makes \$25,000 pledge to Scarpa Cancer Pavilion*
- *My Story: Dominick Baruffi, II*
- *SJH Foundation holds 9th Annual Model Search*
- *Sterling Society*
- *Coming Soon: One Gift Appeal*



FASHION SHOW & FAIR 2010

Wed, Oct 27, 2010 • 6-9 pm
Centerton Country Club
Pittsgrove, NJ

Tickets

To purchase tickets call: 856.641.8290

Online: sjhfdn.org

Advance tickets only - \$45 per person

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