



# your foundation at **WORK**

## Director's Corner

Each year, nearly 1500 of our friends and neighbors share the gift of good health by making contributions to the South Jersey Healthcare Foundation. Some



Carolyn Heckman

support a specific program, while others make unrestricted gifts that are used for the most urgently needed equipment, programs and services.

All gifts to the SJH Foundation have a direct impact on the communities we serve, improving the health and well-being of the thousands of patients and families we touch each year. As a donor to the SJH Foundation, you have the knowledge that your gift makes a difference because each and every donation is important.

We have developed our new **Build Your Legacy** program, affording you a way to honor our region's long history of charity and support by starting your own personal legacy through a donation to the SJH Foundation. This is the first time so many ways to help your neighbor have come under one program. At the SJH Foundation, we are dedicated to helping you identify the donation program that most benefits your level of giving, while providing the greatest possible benefit for you and your family.

For information on how to **Build Your Legacy**, please contact the SJH Foundation office at 856.691.6551 today.

## IT'S ALMOST HERE!



## Expect Great Things at the 2005 Foundation Ball!

There are "Great Expectations" this year for our upcoming 2005 South Jersey Healthcare Foundation Ball to be held on Saturday, April 9 at the Hyatt Regency at Penn's Landing in Philadelphia. Be sure to join us along with John F. Scarpa, this year's honorary chair and leading donor of the Advancing Our Legacy RMC Capital Campaign, and the SJH Medical Staff, major sponsor of the 2005 SJH Foundation Ball.

We anticipate a fantastic evening full of elegant dining and dancing with proceeds benefiting the SJH Foundation.

To register for the 2005 SJH Foundation Ball, or for more information, call the SJH Foundation office at 856.691.6551. A limited number of rooms have been reserved at the Hyatt Regency for our guests wishing to stay the night. Rooms are \$119 plus applicable tax. To secure this rate, call 800.233.1234 and reference South Jersey Healthcare Foundation.

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## **Build Your Legacy**

**C**haritable giving to the South Jersey Healthcare Foundation offers you many uniquely flexible methods to manage your philanthropic donations while providing you and your family with a tax-smart way to support the enhancement of healthcare in our region and **Build Your Legacy**.

The SJH Foundation has two distinct options for you to participate in the advancement of quality health care in our region through our **Annual Giving** and **Planned Giving Programs**.

**Annual Giving** allows our donors to have an immediate impact on our community by providing assets for needed healthcare initiatives, the acquisition of advanced medical technologies and enabling us to constantly strengthen SJH's financial position to ensure the continuation of quality healthcare. Each gift, regardless of size, makes a difference and allows you to build your own personal legacy of giving. Our **Annual Giving Campaign** is conducted at the end of each year to allow you to review your year-end tax situation and determine how best to support our efforts while mitigating your tax burden.

The SJH Foundation's new compre-

hensive **Planned Giving Program** is designed for community-minded people who want to leave a lasting legacy to the delivery of health care in our region. Through **Planned Giving** thousands of people of all ages will benefit from your kindness and vision as we remain a thriving community healthcare resource for generations to come. Each **Planned Giving** vehicle is customized to fit your personal needs. Your gift may be made in a number of ways, depending on your particular situation through options, such as annuities and charitable remainder trusts, that allow you to make gifts designed to provide current tax benefits to you and future funds for SJH. Such gifts may augment instead of decrease your current cash flow by reducing taxes or enabling you to diversify your assets into those that produce income. Careful planning is the key to maximizing your benefits and ensuring that outstanding health care will continue to enrich the lives of others.

**F**or a complete assessment of how the Annual Giving and Planned Giving Programs can both help you and the SJH Foundation, please call us at 856.691.6551.

# Charitable Giving Makes a Difference

As we stated in our last newsletter, the Advancing Our Legacy Capital Campaign exceeded all expectations by raising \$7.9 million. Our new hospital has been busy since day one when it opened its doors on August 8, 2004. In addition, SJH just celebrated the opening of the Frank Porcaro, MD, Transitional Care Center which has already made a significant improvement in our Emergency Care. The Transitional Care Unit consists of 24 extra private

rooms and a Clinical Observation Unit with 18 bays.

The Frank and Edith Scarpa Cancer Pavilion is slated to open its doors in the spring of 2005. This new facility, which also houses an affiliate of the Fox Chase Cancer Center, will introduce the latest in radiation therapy, known as IMRT, providing higher energies and greater precision to more effectively treat certain types of cancer. The official ribbon cutting will take place on May 5th.



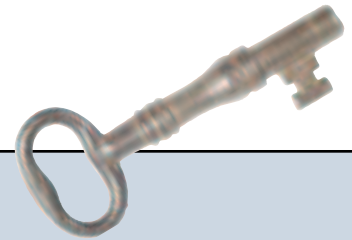
Carolyn Heckman (far right), Executive Director of the SJH Foundation, shows off the recently completed Donor Wall on the Dining Level of the new SJH Regional Medical Center to (left to right) Thomas Calimano of PNC Advisors and Kate Moore, Vice President of Corporate Communications for PNC Bank following PNC Bank's recent \$50,000 donation. In recognition of the gift, PNC Bank will receive a plaque identifying them as a major supporter of the SJH Foundation. "South Jersey Healthcare plays a major role in helping to ensure quality healthcare for the region," said Moore. "PNC cares about our communities in Southern New Jersey, and we are proud to support SJH."

## SJH Foundation Donor Wall Erected in the New Regional Medical Center

A beautiful donor wall has been placed in the dining level foyer area. The wall lists all present major donors to the RMC Capital Campaign and a history of all past donors who supported the individual community hospitals of Vineland, Bridgeton, Millville and Elmer. Additionally, there are several display cases showing artifacts and pictures from the original hospitals that date back to the beginning of the 20th century.

## Naming Opportunities

The Regional Medical Center and the new Frank and Edith Scarpa Cancer Pavilion still have numerous naming opportunities available. We invite you to join with those that have already pledged dollars to enhance healthcare in our region. See the enclosed envelope for further information on how to build a legacy for you or in memory of a loved one.



[www.sjhfdn.org](http://www.sjhfdn.org)  
**Your Key to the Foundation**

**Have you visited our website lately?** By clicking on [www.sjhfdn.org](http://www.sjhfdn.org) you have access to the SJH Foundation at your fingertips. On our site you can get information about our charitable giving programs, special events, updated naming opportunity listings, information on how to volunteer, meeting dates and times, news about the SJH Foundation and more.



South Jersey Healthcare  
Foundation

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## New Way to Help

The South Jersey Healthcare Foundation Auxiliary is a volunteer organization of some thirty enthusiastic members dedicated to supporting the mission of the SJH Foundation. The success of this organization is the result of the creativity and enthusiasm of this hard-working group of women from communities throughout Cumberland and Salem Counties. Everyday the SJH Foundation Auxiliary is involved in a variety of programs and activities, assisting in both fundraising and friendraising events.

The SJH Foundation Auxiliary proves that you don't need to be a doctor to help people feel better. You'll play a vital role in creating a caring, comfortable environment for our patients. And we're always eager to welcome new members! With the



Recent SJH Foundation Auxiliary fundraising cruise on the Spirit of Philadelphia.

SJH Foundation Auxiliary, you will know the joy of volunteering and making a difference while contributing to SJH's primary mission – to improve the quality of life throughout the region.

For information on how to join the SJH Foundation Auxiliary, call the SJH Foundation office at 856.691.6551.



### SJH Foundation Annual Golf Outing

September 21  
Seaview Marriott  
Galloway Township



### SJH Foundation Annual Fashion Show

We are busy planning our annual Fashion Show to be held now in the fall of the year. If you are interested in information to attend the Fashion Show or participate as a vendor, please call the SJH Foundation office at 856.691.6551.