



Annual Report

Monmouth Medical Center Foundation



*Monmouth Medical Center
Foundation*

2008

Mission and Vision Statement

Mission

As an affiliate of the Saint Barnabas Health Care System, Monmouth Medical Center Foundation must be a leader in identifying, researching, cultivating and soliciting charitable gifts in support of Monmouth Medical Center's mission to deliver quality-driven, efficient and responsive health care services to the community.

Vision Statement

Monmouth Medical Center Foundation, a charitable organization dedicated to supporting Monmouth Medical Center and its programs and services, has a five-fold mission:

- To develop and implement foundation programs that provide charitable financial support to Monmouth Medical Center.
- To demonstrate to the public at large how philanthropy benefits donors, patients and the community served by Monmouth Medical Center.
- To increase public awareness and enhance the community's positive perception of Monmouth Medical Center by being an advocate of the hospital's commitment to the community.
- To serve responsibly as the steward of contributed funds to Monmouth Medical Center.
- To develop candidates for leadership positions for Monmouth Medical Center Foundation and Monmouth Medical Center.

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Dear Friends,

For Monmouth Medical Center Foundation, 2008 was a year with much to celebrate. With change all around us, from health care to the economy to our national leadership, our community takes pride in the fact that our hospital has existed for nearly 125 years. And Monmouth Medical Center will continue to grow to provide the services that exceed the needs and expectations of our patients. This is positive change of the first order!

In advanced academic medical centers like Monmouth, where life is on the line every day, innovative approaches to care will continue, regardless of the state of the economy. In fact, in 2008, Monmouth celebrated expansions and renovations of a host of key services - projects that were fueled by the power of philanthropy.

Last fall, the Monmouth Medical Center family hosted a reception in the Emergency Department lobby to unveil a fine art portrait of Morgan Cline & Benjamin D'Onofrio, the two retired business executives who donated \$3 million to benefit the hospital's Emergency Department. When we last gathered in 2007 for the naming ceremony dedicating the Cline-D'Onofrio Emergency Services Pavilion, plans were just commencing to stage an amazing renovation, and now we are in the midst of a state-of-the-art renovation project that will transform the delivery of emergency care for the communities served by Monmouth Medical Center.

And a new chapter in pediatric care was written at Monmouth last fall, as Children's Hospital supporters and staff gathered to celebrate an ambitious renovation of the Mary Stavola Children's Pavilion - a dramatic transformation made possible through generous donations that served as the primary funding source for the project. It was because of the hard work and generosity of several individuals without whom this story may not have been told, and we thank them for their abundant generosity and ongoing support, plus their limitless enthusiasm, creativity and devotion to children.

The Leon Hess Cancer Center is also an extraordinary example of what can be achieved through philanthropic support. The generosity of our community is allowing us to translate our vision into reality - a 'state-of-the-heart' cancer center that provides the highest quality comprehensive cancer care in the most compassionate, supportive environment. Last spring, a reception was held to unveil TomoTherapy - a revolutionary treatment delivery system available in our region only at Monmouth Medical Center - at the Cancer Center's Institute for Advanced Radiation Oncology.

As chairman of the Monmouth Medical Center Foundation Board of Trustees, it is truly remarkable to see the genuine commitment and dedication that exists in our community for this hospital. We are so grateful to our caring community who helps ensure that we can continue to provide life-saving care.

Now more than ever, philanthropic support from our generous family of donors is vital to the future of Monmouth Medical Center and guides us in our mission to provide all the people in our community with exceptional health care services.

Sincerely,



Lucia Baratta

Chair

Monmouth Medical Center Foundation Board of Trustees



HIGHLIGHTS

Monmouth Medical Center Foundation made direct charitable turnovers totaling \$4.1 million to Monmouth Medical Center in 2008 in support of numerous capital projects, equipment upgrades and programs. In addition, the Foundation ended 2008 on an incredibly positive note, as it learned it would be awarded a \$2 million grant for New Jersey's Community Partnership for Emergency Department Express Care and Case Management project — a coveted award bestowed on just two New Jersey hospitals (see details below).

Here's a look at some major highlights in 2008 for Monmouth Medical Center Foundation in support of Monmouth Medical Center, as well as The Children's Hospital at Monmouth Medical Center.

Monmouth Medical Center Launches Revolutionary New Cancer Treatment

The Monmouth Medical Center family gathered in spring 2008 to celebrate a milestone in cancer care. TomoTherapy, an advanced cancer treatment system that optimizes the delivery of radiation for tumors, was unveiled last spring during an open house hosted by Monmouth Medical Center Foundation at the newly refurbished Institute for Advanced Radiation Oncology at the Leon Hess Cancer Center.

"Cancer is an illness that strikes fear, and we are so proud to raise the capital for this incredible technology to fight cancer and offer hope and remission," said Tammy Murphy, immediate past chair of the Monmouth Medical Center Foundation Board of Trustees. "And without the philanthropic commitment of the Women's Council (for the Leon Hess Cancer Center) — who donated the proceeds of the 2008 Power of Pink Annual Luncheon to help fund the project — and our major donors, this would not be possible."

The addition of TomoTherapy at Monmouth Medical Center — the only hospital in Monmouth or Ocean counties to offer this level of cancer treatment — brings a very powerful, personalized approach to care, close to home. It also coincided with aesthetic upgrades to the Institute for Advanced Radiation Oncology that creates a warm, homelike atmosphere

Celebrating the debut of TomoTherapy, an advanced cancer treatment system that optimizes the delivery of radiation for tumors, during an open house at the newly refurbished Institute for Advanced Radiation Oncology at the Leon Hess Cancer Center, are, from left: David Sharon, M.D., medical director of the Leon Hess Cancer Center; Shirley Hwang, administrative director of Cancer and Neuroscience Services; Tammy Murphy, immediate past chair of the Monmouth Medical Center Foundation Board of Trustees; Mitchell Weiss, M.D., chairman of Radiation; Rita Saible, the chief therapist for the Institute for Advanced Radiation Oncology; and Frank J. Vozos, M.D., FACS, executive director of Monmouth Medical Center.



MMC Chosen to Pilot Project to Target Appropriate Use of ER's

Use of hospital emergency departments for non-emergent health care has long been a concern of providers and policy makers, as ER's are not able to provide continuity of care, ongoing patient education and chronic care management — all hallmarks of quality primary care. To address this concern, Monmouth Medical Center began a 21-month study designed to encourage and support the transition of patients from the hospital Emergency Department (ED) to appropriate community providers for their primary care needs.

Monmouth Medical Center Foundation shepherded Monmouth's application for the Community Partnership for Emergency Department Express Care and Case Management project. As one of only two sites in New Jersey to pilot this program — Newark Beth Israel Medical Center; Monmouth's sister hospital is the other — Monmouth is testing a model of providing alternate non-emergency services to patients who depend on the hospital for their primary care needs, as well as providing patient education and support services to encourage use of more appropriate sites of care. Monmouth Medical Center's Cline-D'Onofrio Emergency Services Pavilion treats more than 50,000 patients annually.



Monmouth Gathers for Dedication of Artwork Depicting ED Benefactors

Monmouth Medical Center's bustling emergency department paused in the fall of 2008 as the hospital family gathered to celebrate the generosity of two remarkable individuals and very special friends.

On October 23, Monmouth Medical Center Foundation hosted a reception in the emergency department lobby to unveil a fine art portrait of Morgan Cline and Benjamin D'Onofrio, the two retired business executives who donated \$3 million to benefit the hospital's ER. When Monmouth gathered on May 10, 2007, for the naming ceremony dedicating the Cline-D'Onofrio Emergency Services Pavilion, plans were just commencing to stage an amazing renovation. For the portrait dedication, the hospital was in the midst of a state-of-the-art renovation project that will transform the delivery of emergency care for the communities served by Monmouth Medical Center.



Gathering at the dedication of the artwork depicting Emergency Department benefactors Benjamin D'Onofrio, second from left, and Morgan Cline, second from right, are, from left, portrait specialist Matthew Szotak Jr., Lucia Baratta, chair of the Foundation Board of Trustees, and Rosemarie Yalden, director of operations for the Foundation.

New Thrift Shop Debuts for MMC Foundation

Monmouth Medical Center Foundation's new thrift shop — Once Again Thrift Boutique — was feted during an open house dedicating the charming Victorian-style home in Eatontown.

Among those in attendance for the dedication were family members of John Brockriede — a Monmouth Medical Center trustee and local businessman who owns the property and building that houses the thrift shop. "We are so grateful to John Brockriede — a tireless community advocate whose entire life and career have been spent benefiting his local Long Branch community," said Rosemarie Yalden, director of operations for Monmouth Medical Center Foundation. "Through a generous donation from Mr. Brockriede, the Foundation is paying just a portion of the thrift shop's rental cost, enabling us to raise as much money as possible in support of hospital programs and services."

Stocking the shelves of the thrift shop are items donated by members of the community, who have provided an abundance of high-end clothing for men, women and children. The thrift boutique also features jewelry, toys, books and small furniture as well as other home décor, accessories and books.



Eatontown Mayor Gerald J. Tarantolo cuts the ribbon at the dedication of Monmouth Medical Center's new thrift shop, which is located on Main Street in Eatontown. With the mayor are, from left, Monmouth Medical Center executive director Frank J. Vozos, M.D., FACS, and chief operating officer Bill Arnold.



HIGHLIGHTS

Annual Two Rivers Event Tops \$260,000 in Support of Wilentz Center

The 14th annual Two River Antiques Show and Garden Tour raised more than \$260,000 in support of the Jacqueline M. Wilentz Comprehensive Breast Center.

Attended by more than 1,000 people, the 2008 Two Rivers Art/Antiques Show and Garden Tour — held June 7 and 8 — offered a glimpse of six Rumson gardens and a high-quality antiques show at the Red Bank Armory Ice Complex.

The unique fund-raiser began 14 years ago with the mission to raise significant funds enabling the Jacqueline M. Wilentz Comprehensive Breast Center at Monmouth Medical Center to remain on the forefront of breast cancer detection, diagnosis and treatment, and has raised more than \$2 million.

New for 2008 was “Spring at Winterthur,” a fund-raiser held in advance of the Two Rivers Art/Antiques Show and Garden Tour at the great American country estate nestled in the heart of Delaware’s Brandywine Valley, halfway between New York City and Washington, D.C.

The funds raised by the 14th Annual Two Rivers event support the Jacqueline M. Wilentz Comprehensive Breast Center in providing outreach and education to the community and acquiring the latest technology to ensure that patients receive the most accurate and effective detection, diagnosis and treatment for breast cancer.



Accepting the donation from the Two River Times are, from left, the incoming and outgoing event chairs Ana Blank and Terry Ingram, who are pictured with Two River Times owner Diane Gooch, who, along with her husband Mickie, will be honored at the 2009 Garden Tour for their ongoing support of the event.



Among those traveling to Delaware for the Winterthur tour is this “Colts Neck Contingent.”

Day at the Beach a Day to Celebrate for Women’s Council

The women attending the annual Power of Pink membership luncheon were treated to a day at the beach, as well as an extraordinary fund-raiser featuring former New Jersey First Lady and breast cancer survivor Mary Jo Codey.

The July 24 Women’s Council event raised \$100,000 for the cancer center and drew 250 people to the Fort Hancock Chapel at Sandy Hook — a first-time location for the luncheon. The event also honored Monmouth Medical Center oncologist David Sharon, M.D., medical director of the Leon Hess Cancer Center. Codey — First Lady of New Jersey from November 2004 to January 2006 — is a gifted educator and a staunch advocate for individuals whose lives have been affected by mental illness or breast cancer. A “firecracker” raffle once again offered participants a chance at the coveted prize of a necklace created and donated by Maureen Bay of Gem of an Idea, Fair Haven.



The 2008 Power of Pink Luncheon honored Monmouth Medical Center oncologist David Sharon, M.D., medical director of the Leon Hess Cancer Center shown here second from left, and featured speaker Mary Jo Codey, center, a former New Jersey First Lady and breast cancer survivor. Also pictured from left, are Claire Knopf, 2008 Power of Pink chair, Michael Goldfarb, M.D., chairman and program director for the Department of Surgery and the 2007 Power of Pink honoree, and Susan Doctorian Kyrillos, immediate past Women’s Council chair.

Women’s Council Hosts Semi-Annual Spa for the Spirit

The Women’s Council for the Leon Hess Cancer Center each fall and spring to offers its “Spa for the Spirit” to give breast center patients a day of relaxation, rejuvenation and beauty at Aqua Medica Spa in Long Branch.

The women spend the day getting facials, massages and have lunch — all in the name of health and well-being. The Women’s Council created Spa for the Spirit to help women who are going through chemotherapy or radiation therapy to feel beautiful and relaxed, and ultimately help them to recover more quickly. Shown here are spa owner Valentina Chistova, second from left, and Spa for the Spirit chairwoman Judi Morris, right. Also pictured are Monmouth Medical Center social workers, from left, Bridget Saraceno and Abigail Hassel.



Annual Crystal Ball Celebrates Commitment to Monmouth Medical Center

The traditional black-tie splendor and glittering décor associated with Monmouth Medical Center’s yearly Crystal Ball gala combined in 2008 with some new twists on a familiar event as the 37th Annual Crystal Ball moved to a new venue at the Berkeley Hotel in Asbury Park. The Crystal Ball — which honored musician/philanthropist Tim McLoone, the founder of Holiday Express shown in photo below at left with his wife, Beth, and immediate past chairman of Orthopaedic Surgery at Monmouth, Angelo Lopano, M.D., pictured at right with his wife, Amelia, with, respectively, the Community Leadership and Physician Leadership awards — raised nearly \$90,000 for Monmouth Medical Center Foundation.



MMC’s Annual Invitational Golf Outing Tees Off for its 17th Year

Monmouth’s 17th Annual Invitational Golf Classic raised more than \$185,000 from the sale of 1,000 tickets for the gleaming red Porsche Boxster — the grand prize for the car raffle held in conjunction with the golf outing — and through a separate cash raffle, live and silent auctions and generous sponsorships.

Winner of the Porsche was Catherine Coirin — whose lucky ticket number 7 was purchased in the hospital gift shop — and Paula Baldwin held winning ticket number 264 — sold by Michael Bonevento, the event co-chair and a Foundation trustee — for the second prize of a trip for two on the Queen Mary 2. Tim Horn of Ray Catena Motor Group, the winner of the cash 50/50 raffle, donated his \$4,000 winnings back to Monmouth Medical Center Foundation.



Ready to take a spin in the Porsche Boxster — the grand prize for the car raffle held in conjunction with the golf outing — is Tillie, the pet therapy dog who can frequently be seen visiting patients and families at The Children’s Hospital at Monmouth Medical Center and whose presence helped boost tickets sales.

Women’s Tennis Tournament Scores for MMC

The annual Women’s and Tennis Tournament was held May 19 at Spring Lake Bath and Tennis Club, bringing in more than \$12,000 in support of the Jacqueline M. Wilentz Comprehensive Breast Center. The event, which drew 40 tennis players — many of whom are shown here modeling the pink Pashminas that were given to all participants — and also featured a raffle, was co-chaired by Candi Gerard and Debbie Ferraid.





HIGHLIGHTS

'Text for 10' an Innovative Teen Fund-Raiser

On February 28, 2008, the Monmouth Medical Center cafeteria became the launching pad for hundreds of text messages composed to the same theme — support of the David S. Zocchi Brain Tumor Center. Through Text for 10, youngsters from all across the New Jersey shore participated in the innovative event in teams of 10. Each participant solicited a minimum of 10 pledges for at least \$10 each. Then, at exactly 6:40 p.m., hundreds of teens, such as those seen below, at Monmouth Medical Center as well as various SurfTaco locations around Monmouth and Ocean counties, simultaneously sent text messages to their donors, asking for a pledge of at least \$10.

The event — which was led by Judy Zocchi, who lost her husband, David, to brain cancer — raised nearly \$50,000 for Monmouth's brain tumor center, which was named in David's memory. SurfTaco and Central Jersey Bank also sponsored the event.



Art is Good Celebrates Art as Therapy for Those Touched by Brain Cancer

The main lobby at Monmouth Medical Center was transformed into an art gallery, as a very special group of young artists gathered at the hospital to showcase their creative masterpieces. During a reception to show the artwork produced through "Art is Good," a beginner art workshop for children whose parent or immediate family member has either been diagnosed or died from a brain tumor, organizers explained that the classes are offered to give these youngsters the opportunity to socialize with others who are in the same situation. Art is Good Creative Workshops are held at SurfTaco in Belmar.



Among the young artists showcased at a recent Art is Good exhibit at Monmouth is 8-year-old Aiden Questore, whose father died two years ago of brain cancer.

Asbury Rocks for Brain Tumor Patients

Singer/songwriter Val Emmich was a featured performer at both the Cancer Crusher Night benefit for the Valerie Fund Children's Center at Monmouth and the "Asbury Rocks for a Cancer Cure" concert for Greg Rubin and Carolyn Kelly Wallach held December 21 at the Paramount Theatre in Asbury Park. Also featuring Grammy nominee James Otto, the event raised funds for the David S. Zocchi Brain Tumor Center at the Leon Hess Cancer Center at Monmouth. Local music impresario Andy Feldman organized the event in honor of his childhood friend Greg Rubin and his sister Carolyn, both of whom died of brain cancer 20 years apart to the day, on July 9, 1984, and July 9, 2004, respectively.



Retired Middletown Couple Scores Big in Second Annual Mega Raffle

Middletown resident William Gillis, shown here with his wife, Emily, noticed the display for the 2008 Mega Raffle during a visit to Monmouth last fall and decided the winning odds sounded too good to pass up.

The yearlong 50-50 cash raffle, which debuted in 2007, was drawn at the Berkley Carteret Hotel in Asbury Park during the hospital's annual Crystal Ball gala, revealing Gillis as the grand prize winner of \$15,600. The 2008 Mega Raffle raised a total of \$62,400 for the Foundation and awarded cash prizes to 99 other lucky ticket holders.

Tickets are now on sale for the 2009 Mega Raffle, which offers a grand prize of as much as \$37,500 if all 1,500 tickets are sold. Winning tickets will be drawn on December 18 at noon in the main lobby of Monmouth Medical Center. Winner need not be present.





Compassion of Art on Display at Unique Mental Health Services' Fund-Raiser

An art exhibit by Laura Brunetti and other noted tile artisans was the highlight of "An Evening in Umbria, The Compassion of Art & Villa Cocktail Party," a fund-raising event hosted December 4 by Ideal Tile, Design Center; Ocean Township, for Monmouth Medical Center that also featured an array of hand-painted ceramics by clients of the Henry J. Pollak Mental Health Center. The event raised \$1,500 for the Henry J. Pollak Mental Health Center through the sale of artwork and a live auction. Pictured at the event are George Turner of Belfer Communications, third from left, and tile artisans, from left, Frank Cannizzaro, John Yates, Luigi Cioffi and Laura Brunetti, Ideal Tiles' Catherine LaMarca and Rosemarie Yalden, director of operations for the Foundation.



Annual Holiday Party a Celebration of Service for Pollak Auxiliary

The Pollak Auxiliary raises funds in support of Behavioral Health Services through its Annual Holiday Buffet, and in 2008, the event garnered \$1,815. More than 50 people — including members of the Henry J. Pollak Auxiliary and MMC Foundation and Behavioral Health Services' staff — attended the luncheon, which was held December 11 at Deal Golf and Country Club and featured a chance auction of more than 20 gifts. Shown here, Richard Dixon, director of outpatient behavioral health at Monmouth, gathers at the Henry Pollak Auxiliary Holiday Buffet with auxiliary members, from left, immediate past president Diane Cusa, auxiliary president Eva Cavallo and vice president Geri Bodnarchuk.





CHILDREN'S HOSPITAL HIGHLIGHTS

Writing the Book on the Transformation of a Pediatrics' Unit: Children's Hospital Unveils 'The Healing Place'

A new chapter in pediatric care was written at MMC in fall 2008, as Children's Hospital supporters and staff gathered to celebrate "The Healing Place," the result of an ambitious renovation of the Mary Stavola Children's Pavilion.

On the inpatient pediatrics unit, all rooms, bathrooms, hallways and the nurse's station were refurbished - with new ceilings, flooring, paint and wall coverings that combine to create a whimsical, bold seashore theme. This dramatic transformation was made possible through generous donations that served as the primary funding source for the project.

Speaking during the ribbon-cutting ceremony, Lucia Baratta, chair of the Foundation Board of Trustees, noted the "hard work and generosity of several individuals without whom this story may not have been told. She pointed to Phil and Tammy Murphy, Richard and Peggy Santulli, Joseph Torcivia, and Michael Bonevento, for their abundant generosity and ongoing support, and Marjorie Tedesco, for her limitless enthusiasm and creativity and devotion to children. She also thanked organizations including the Ezra Abraham to Life Foundation, Starlight-Starbright Children's Foundation and the Kidz Kare Junior Council, which funded a host of amenities to make a hospital stay more pleasant.

In addition to the renovation of the inpatient pediatric unit, on the horizon for The Children's Hospital is the expansion of the Regional Newborn Center's Neonatal Intensive Care Unit.

Big Steps Again Benefit Little Feet at Second Annual Walkathon in Support of Neonatal Patients

MMC's littlest patients were once again the benefactors of a walkathon, as "Big Steps for Little Feet" kicked off on September 21, 2008, on The Great Lawn at the Pier Village, Long Branch.

The event, which celebrated the very special graduates of Monmouth's renowned Regional Newborn Center, drew more than 400 walkers. Supported by the staff of the RNC and Monmouth Medical Center Foundation and spearheaded by NICU nurse Megan Kroeze, the 2008 Big Steps for Little Feet raised \$66,000 in support of the RNC.

In conjunction with the 2008 walkathon, Monmouth's RNC celebrated its 40th anniversary. Monmouth opened the Regional Newborn Center in 1968, becoming the first hospital in New Jersey and the first community hospital in the country to establish a newborn intensive care unit.

The celebration — which drew more than 300 people from throughout the state — featured "decade" tents where those cared for in the RNC and their families could gather with staff members who provided the care during their stays.



Gathering for the ribbon cutting to officially open the renovated inpatient pediatrics unit are, from left, Kathy Wilson, administrative director of Women's and Children's Services, Lucia Baratta, chair of the Monmouth Medical Center Foundation Board of Trustees, Monmouth's executive director Frank J. Vozos, M.D., FACS, Meg Fisher, M.D., chair of pediatrics and medical director of The Children's Hospital, Children's Hospital benefactor Marjorie Tedesco, Children's Hospital Board of Trustees chair Anne Estabrook, Debra Petersen, clinical director of pediatrics, Rosemarie Yalden, director of operations for the Foundation, and Catherine Bissinger, director of major gifts.



More than 300 people — including those photographed here in this group shot — attended the Second Annual Big Steps For Little Feet Walkathon to benefit the Regional Newborn Center.



CHILDREN'S HOSPITAL HIGHLIGHTS

Kids Unite Again to Crush Cancer

For the second consecutive holiday season, high school students worked together to “crush” cancer and celebrate childhood cancer survivorship.

The second annual Cancer Crusher Night was held December 11 and featured a performance by up-and-coming singer Val Emmich and a grand finale by Tim McLoone's Holiday Express, as well as silent and gift auctions featuring concert tickets, and restaurant and spa gift certificates. According to its organizers, the mission of Cancer Crusher Night — which in 2008 raised \$40,000 for the Pediatric Survivorship Program at Monmouth's Valerie Fund Center for Children with Cancer and Blood Disorders — is to “crush cancer by empowering our community to collectively fight the battle against this devastating disease afflicting children from infancy to 21.”

The Pediatric Survivorship Program will provide follow-up care and treatment vital to childhood cancer survivors — a cause close to the heart of event founder Amanda McKean, a Rumson Fair Haven Regional High School senior who spent two years as a toddler fighting leukemia.

“I had pediatric cancer when I was 2, and when I go to the pediatric cancer wing for follow-up checkups, I can't express the feelings I have when I see these young patients,” she said. “I want them to see, ‘Here I am, I'm a survivor, I'm living proof — just keep fighting!’”



Cancer Crusher Night founder Amanda McKean, a childhood cancer survivor, is shown here in the Rumson Fair Haven Regional High School gymnasium with her mother, Lisa.

Party Benefits The Children's Hospital

The Michael James Aldarelli Fund at Monmouth Medical Center was established in loving memory of Edward and Kimberly Aldarelli's infant son, who was cared for in the Pediatric Intensive Care Unit at The Children's Hospital at Monmouth Medical Center. The money raised through the fund will be donated to Monmouth Medical Center Foundation to support The Children's Hospital at Monmouth Medical Center. The inaugural event for the fund — a benefit cocktail party held June 27 at The Renaissance in Ocean Township — raised nearly \$35,000 for The Children's Hospital.

Special thanks to Marjorie and John Tedesco for their generous in-kind donation in support of the Children's Crisis Intervention Service unit. The area's only state-designated program for the inpatient treatment of children and adolescents with acute emotional, behavioral or psychiatric problems, CCIS was also the beneficiary of Marjorie's artistry, as she created the logo and designs that transformed the inpatient unit into the child- and teen-friendly Camp Columbus.



Riding for a Cause

The annual Kickin' Childhood Cancer Charity Horse Show to benefit The Valerie Fund Children's Center for Cancer and Blood Disorders at The Children's Hospital at Monmouth Medical Center raised \$21,000 through a silent auction and ad journal, as well as food and craft vendors plus family-fun activities. Organized by sisters Sandra Siliato, pictured at right, and Bethie Dayton, shown at left with Sandra's 5-year-old daughter Autumn, in memory of their brother, Jimmy Walters — the event was held October 26 at Red Oak Farm in Stirling, N.J., where Bethie lives and works as a horse trainer. Also pictured, center from left, are equestrians Nicole Adams, Libby Dayton and Diane Douglas, who raised \$800 for the event by braiding horses' tails and manes.



Kidz Kare, Salt Creek Grille Team to Raise Funds and Awareness of The Children's Hospital at Monmouth

Since its inception in 2007, the fund-raising and awareness group Kidz Kare has worked to raise funds and awareness of Children's Hospital programs and services. In conjunction with the 10th anniversary of the popular Two Rivers' area restaurant Salt Creek Grille in 2008, Kidz Kare worked with restaurant staff in support of The Children's Hospital. Kidz Kare was selected as Salt Creek Grille's charity of the year, and Steve Bidgood, one of the restaurant's owners, had a flag designed with the Kidz Kare logo that flew on the restaurant's flagpole throughout 2008. In the spring, Salt Creek Grille held its 10th Annual Wine and Martini Tasting Fund-raiser to benefit Kidz Kare activities for The Children's Hospital at Monmouth Medical Center.



MEMBER SOCIETIES

Cranmer Heritage Society

The Cranmer Heritage Society was established in honor of Ella B. Cranmer, whose estate gave Monmouth Medical Center \$4.5 million, the largest gift to date in the hospital's history. To become a part of this distinguished society, members have agreed to provide for Monmouth Medical Center in their estate plans. Membership in The Cranmer Heritage Society signifies a remarkable gift to help ensure the finest quality of health care for the community, now and in the future.

Shepard Alexander*

Richard Ames

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MEMBER SOCIETIES

The 1887 Society • 2008 Membership

The 1887 Society was established at Monmouth Medical Center in recognition of an ongoing commitment to quality health care demonstrated through unrestricted donations of \$100 or more throughout the course of a year. We deeply appreciate the generosity of those who invest in Monmouth Medical Center, and are please to recognize and honor these key supporters.

Sponsors: \$5,000 and Above

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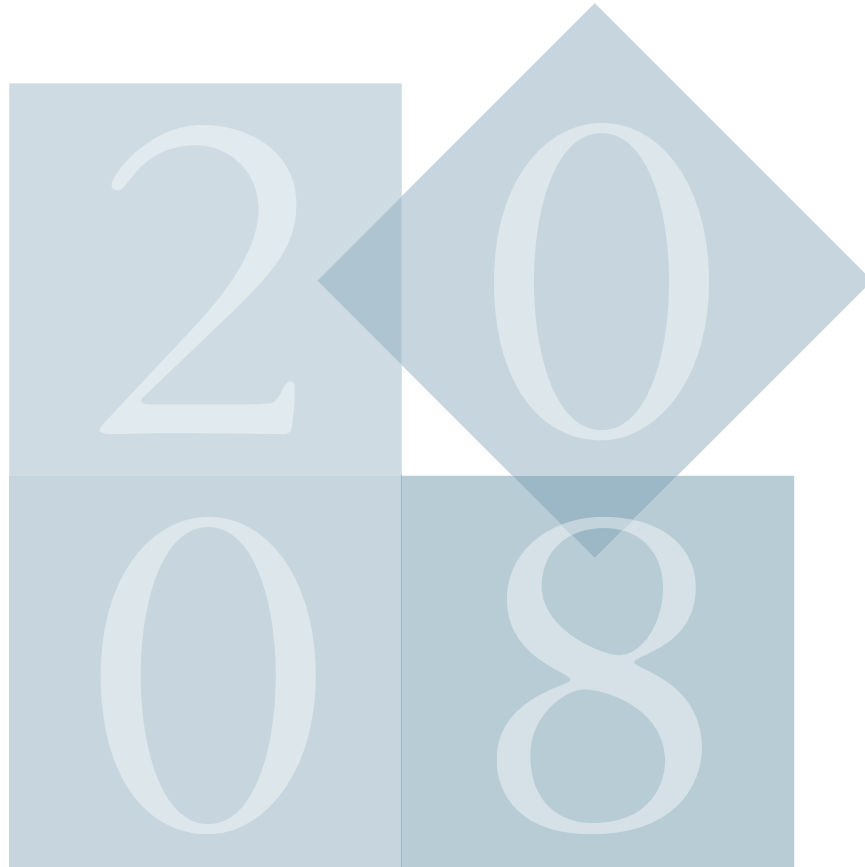
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