The Campaign for Capital Health There is still time to support Capital Health's growth and renovation.

The Capital Health Foundation Board of Directors wishes to extend their appreciation to everyone who has contributed to The Campaign for Capital Health thus far.



Capital Health Medical Center-Hopewell

project at Capital Health as the building of our new hospital in Hopewell. With this replacement hospital project and the major renovations occurring at Capital Health Regional Medical Center in Trenton, we are making history not only in our community, but in

There has not been as significant a

Capital Health Regional
Medical Center-Hopewell
will be a bold new hospital
that will feature the latest
advances in medical and
information technology
with a patient-focused and
environmentally conscious setting.

the region as well.

Renovations at Capital Health Regional Medical Center include modernized spaces, private patient suites, state-of-the-art technologies and substantial infrastructure upgrades.

The resulting philanthropic support has been unprecedented at Capital Health.

In April 2010, we launched the public phase of the \$25 million Campaign for Capital Health. Since that celebration event to honor our \$5 million leadership donor, Bristol-Myers Squibb, we have reached out to our board members, physicians, employees, business affiliates and friends, and their response has been remarkable. To date, donors have contributed \$18 million toward our goal.

We wish to express our appreciation to all of the donors who have invested in our vision to improve the health care of the region. The enclosed list includes the names of these individuals, organizations, corporations



CAPITAL HEALTH FOUNDATION

Private patient room at Capital Health Regional Medical Center

and foundations that have made commitments thus far to date.

It's not too late to support The Campaign for Capital Health. If you or someone you know would like to donate, please contact Arline Stephan, Executive Director, at 609-394-4115.

GivingWELL

Message from the Chair



The following pages of *Giving Well* highlight how individuals, corporations and foundations can work together to make an impact on health care, and are a testament to how each one of you continues to make a difference in

the lives of patients, employees, physicians and volunteers at Capital Health.

Given the difficult financial climate of today's healthcare, private philanthropy is more important than ever. I hope this report will enhance your understanding of how your generosity has helped us to achieve our mission and respond to the growing needs of our patients and the surrounding community.

There were more than 13,000 gifts to the Foundation this past year. Those gifts of \$100 or more are included as there is not enough space to list every name. And I assure you that each one of you has made a valuable difference at Capital Health.

Philanthropy will become even more critical as we strive to meet the challenges of the future. As we move closer to the opening of our new hospital in Hopewell and continue to reveal the remarkable renovations at Regional Medical Center, the demands for new programs, high-tech equipment and even additional facilities will continue. This past year ended with high levels of community generosity, and I thank all of you for your loyalty and support in 2010.

Let's be proud of our accomplishments, but never waver in our pursuit of health care excellence for our families and friends. Please continue your philanthropic spirit. It's through your care, guidance and ongoing investment that Capital Health will continue to grow in both stature and service.

Miles W. Truesdell Jr. Chairman Board of Directors



Physicians Show Generous Support to Campaign

For Capital Health physicians, caring for the Mercer and Bucks County communities means not only helping patients stay healthy, but also keeping Capital Health strong.

Nowhere is that commitment more evident than in physician support of the \$25 million Campaign for Capital Health.

Capital Health physicians and physician groups have contributed over \$1 million of the \$18 million raised toward the campaign to date. Campaign funds will support the new hospital in Hopewell and help fund the ongoing renovations at Regional Medical Center. Together, the projects amount to an investment close to \$600 million and mean higher quality health care with exceptional resources and facilities for patients and enhanced capabilities for staff.

Like many other physicians and physician practices, Dr. Geobel A. Marin and his partners at Mercer Gastroenterology Associates have made commitments to support the campaign. "We believe our

gift of financial support will fund the next generation of medical excellence at Capital Health and greatly benefit our patients and families," said Dr. Marin. "The new hospital and the improvements to Regional Medical Center are integrally important to Capital Health's future and we wanted to help make them a success."

"The value of physician participation in The Campaign for Capital Health goes far beyond their philanthropic support," added Arline Stephan, Executive Director of the Capital Health Foundation. "Medical staff collaboration is also important in all facets of Foundation outreach."

To learn more how to support The Campaign for Capital Health or to refer a potential donor, contact the Foundation office at 609-394-4115.

Chairman's Reception Nets \$35,000 for Foundation

On December 2nd, Capital Health Board Chairman, Samuel J. Plumeri, Jr. shared the joys of the season with close to 300 guests at a reception to celebrate Capital Health's success in 2010, including the public announcement of Capital Health Foundation's \$25 million capital campaign in April.

The event, held at the Stone Terrace in Hamilton, featured cocktails and hors d'oeuvres, comments by Mr. Plumeri, Nancy Becker, Vice Chair of the Board and Al Maghazehe, President and CEO of Capital Health. Guests were also treated to a screening of the Capital Health Foundation's Campaign video. Proceeds from the event benefit the Capital Health Excellence Fund in support of the new hospital in Hopewell and renovations at the Regional Medical Center.



Bernard Dupuy, Turnkey Construction Services and Tracy Schnyer, Hammes Company





Plumeri Family Names Birthing Center

The Plumeri family of Trenton has a long legacy of community service. Sam Plumeri, Sr. was a Trenton City Commissioner and a successful businessman who brought minor league baseball back to the Capital City he loved.

Along with his wife, Josephine, they raised three boys with a conscious commitment to the city they called home. The three sons, Joseph, Samuel, Jr. and Paul were all born at the hospital now known as Capital Health Regional Medical Center. For Sam Plumeri, Jr. he has returned to where he began and currently serves as the Chairman of the Board of Directors of Capital Health System.

At 96, Josephine Plumeri is the truest reflection of motherhood and now great-grand motherhood. Her family and their

well being has always been, and continues to be an important part of her life.

To continue her legacy of caring for her family and her community, Joe Plumeri along with his brother Sam and the entire Plumeri family have chosen to make a leadership pledge to the Campaign for Capital Health.

The Josephine Plumeri Birthing Center will provide comprehensive medical care and integrated services for expectant mothers and their babies in a compassionate, family-centered and safe environment.



Campaign Gets A Boost

Capital Health's new hospital in Hopewell recently got a boost with a \$100,000 gift from Roma Bank Community Foundation.

"We are exceptionally thankful to Roma Bank for their generosity and for their continued commitment to our community," said Al Maghazehe, President and CEO. "We would not be where we are today without organizations such as this who give to our community in so many ways."

"One of the underlying principles of the Roma Bank Community Foundation is the improvement of the communities that we serve", said Peter A. Inverso, President and CEO of Roma Bank. "It is an honor to show our appreciation for the important contribution that Capital Health makes to the health and wellness of our customers, employees and families."

In recognition of their generosity, the centrally located revolving art gallery in the Atrium on the first floor of the Capital Health Medical Center - Hopewell will be named "The Roma Bank Art and Healing Gallery."



The Anatomy of a Hospital's First Seven Figure Gift

This past fall, Foundation Executive Director, Arline Stephan, along with Board Chair Miles W. Truesdell Jr. and Capital Health President Al Maghazehe presented an interactive panel discussion at the Association of Healthcare Philanthropy (AHP) 44th International Conference in San Antonio, Texas.

Arline, Miles and Al, along with campaign consultant, Al O'Keefe from Ghiorsi & Sorrenti, Inc. led a discussion focused on the development of a relationship that culminated in Capital Health Foundation's first seven-figure gift.

Each presenter shared their own leadership

perspective along the journey to receiving this transformational gift.

Earlier in the year, the Foundation received a \$5 million pledge from Bristol-Myers Squibb Foundation to support the hospital system's regional trauma center. In recognition of their unprecedented support, the trauma

center is now named The Bristol-Myers
Squibb Trauma Center at Capital Health
Regional Medical Center.

The announcement of the gift also served to launch the Capital Health Foundation's Campaign for Capital Health fundraising campaign last April.

GivingWELL

Equipment Donation

Thomas J. Carnevali, Jr. Memorial Foundation Presents Equipment and Artwork to Trauma Center

The Bristol-Myers Squibb Trauma Center at Capital Health Regional Medical Center recently received several pieces of artwork and equipment from the Thomas J. Carnevali Jr. Memorial Foundation.

The Thomas J. Carnevali Jr. Memorial Foundation was founded following the untimely death of 20 year old Thomas Carnevali in 2008, as a result of an automobile accident. His brother, Michael, who was also involved in the accident, was critically injured in the crash. Michael spent a week in the Pediatric Trauma Unit at Capital Health, where a skilled team of doctors and nurses operated on him and saved his life.

Thomas was a talented graphic designer and artist. The family donated several of his paintings as well as specialized equipment to be used for patients with traumatic brain injury as a way of thanking Capital Health's staff for the sensitive care, commitment and professionalism provided to their family.

"It was a difficult task for us, with so many mixed emotions," says Georgeann Carnevali, Thomas' and Michael's mother, "but the ultimate reward for us was to see all the people who helped us and to say thank you."



Thomas, Georgeann and Michael Carnevali pose next to one of Thomas's pieces of artwork that is displayed outside of the Pediatric Trauma Unit at Capital Health Regional Medical Center.

The Healing Power of Art in Health Care



Capital Health artifacts will be incorporated into the new hospital in Hopewell including the brass doors and bubble glass (below).

A recent editorial in the December 2 issue of *The New England Journal of Medicine* suggests that patient amenities like artwork, décor, and hotel-like services are emerging as an important part of the hospital environment because of their healing potential to have a positive effect on health outcomes and patient comfort.

For this reason, Capital Health has retained the services of Lin Swensson, an art consultant, to select inspiring, appropriate art for the new Capital Health Medical Center - Hopewell.

"Art is a reflection of life, and when you add it into the health care environment, it plays a major role in motivating patients, caregivers and their health care professionals," Swensson said. "You can have amazing doctors, nurses and other professionals providing outstanding care, but artwork in the hospital environment helps motivate healing for patients on a more internal, individual level."

Capital Health has also partnered with famed architect and interior designer, Michael Graves. Graves designs hospital furniture for Stryker, one of the largest international manufacturers of medical technology equipment. Stryker is providing the furniture and beds for the rooms and some of the public areas at the new hospital. Michael Graves was also asked to create a garden sculpture using two sets of bronze doors that are currently part of Capital Health – Mercer hospital in Trenton.

Additionally, part of the art plan includes historic artifacts that are now located at the Mercer campus. Several plaques, windows



and artwork will be restored and included in various locations throughout the new hospital.

Specific opportunities are available for donors who are interested in naming artwork, gardens and sculpture. For more information about naming opportunities, please contact Arline Stephan, Executive Director of the Capital Health Foundation, at 609-394-4115.



Bristol-Myers Squibb Supports Health Literacy and Prescription Assistance Program

Capital Health is pleased to announce that Bristol-Myers Squibb has awarded a \$13,000 grant to further develop the Health Literacy and Prescription Assistance Programs offered at the Capital Health Family Health Center on Bellevue Avenue in Trenton.

"Bristol-Myers Squibb is proud to help Capital Health fulfill its mission of improving patient health throughout the region. The Health Literacy and Prescription Assistance Programs provided by the physicians, nurses and staff at Family Health Center in Trenton are helping people to better understand the necessary steps to living healthier lives and improving access to life-saving medicines for people in need," said Frederick J. Egenolf, director, Community Affairs, Bristol-Myers Squibb Company.

Capital Health helps meet the health care needs of uninsured and underinsured families through the Family Health Center, located on Bellevue Avenue in Trenton. At the Center, Capital Health's Health Literacy Program enhances patient comprehension and ultimately compliance with courses of treatment prescribed by the Center doctors.

"Through the grant, we will provide educational materials pertaining to nutrition and healthy eating in both Spanish and English. These materials will be presented by registered dietitians during free breakfast presentations hosted throughout the year at the Family Health Center," said Pat Michael, divisional director of Ambulatory Services, Medical/Surgical, and Clinics at Capital Health.

In addition, a nutritionist will be on-site to help patients read food labels, make healthy choices at the grocery store, and successfully reduce fat and salt intake, especially for those with high blood pressure or diabetes.

Also offered at the Family Health Center, Capital Health's Prescription Assistance Program helps patients apply for prescription assistance available through the Partnership for Prescription Assistance program (PPARx) that was established by America's pharmaceutical research companies (including Bristol-Myers Squibb) in 2005.

"When our program started in 2008, we enrolled 122 eligible patients in the Prescription Assistance Program," said Valerie Sampson, program coordinator at the Capital Health Family Health Center. "Last year alone, we enrolled 335 patients and collectively have successfully secured prescription assistance for more than 700 patients and counting."

Through the grant, Capital Health will be able to continue providing program supplies to patients and supplement the salary of the program coordinator so that she can work additional hours to answer the growing need.

"Through the generosity of Bristol-Myers Squibb, Capital Health is grateful for the opportunity to continue these two very important programs that will help us address the health care needs of our city's residents and continue to provide the highest quality services," said Arline Stephan, executive director of the Capital Health Foundation.



Representatives from Sodexo present a check for \$30,000 to Al Maghazehe in support of their \$300,000 pledge to The Campaign for Capital Health. Seen here are Michael Henderson, General Manager, Al Maghazehe, Capital Health President & CEO, Lou Sgrizzi, Senior Vice President of Operations and Don Schramke, District Manager.

Count Me In

Employees Raise Record Amount For Capital Health

Capital Health employees care deeply about our mission. This is evident in the life-saving and life-changing health care services that they provide to our patients every day. This is even more evident in the success of the "Count Me In" employee campaign.

Challenged to raise \$1 million, Capital Health employees surpassed this goal early on in the fundraising effort.

Within a few weeks of the campaign kick-off, which included information sessions, ice-cream socials, peer to peer solicitations and group asks,

Capital Health employees said

"Count Me In" with their overwhelmingly impressive show of support, raising close to \$1.2 million.

"The positive result from the "Count Me In" effort is a testament to the commitment and generosity of hospital employees," said Ruthann Tobolski, RN employee campaign chairperson. "They are dedicated to taking care of our patients and understand how vital Capital Health's growth and advancement is to our community."

Fundraising will continue until the end of the year. Employees can call the Foundation office at 609-394-4121 to make a gift or obtain their commemorative "Count Me In" lapel pin.



GivingWELL

Mastrosimone Family Pledges

\$75,000

Foundation Board member, John Simone, Jr. considers Capital Health a valuable asset to his community, especially for his family.

John, a local commercial real estate advisor, and his wife Carol, have made a personal commitment to The Campaign for Capital Health with their own \$50,000 pledge. And early this year, John's children, John Mastrosimone, III, Lori Sweeney and Carla McManimon made a combined commitment of \$25,000 in support of the new hospital in Hopewell.

The siblings' donation is made in honor of two special Capital Health employees who have been both helpful and compassionate when it comes to assisting the Mastrosimone family with navigating the health system as patients. Pat Cavanaugh, Vice President of Patient Services and Chief Nursing Officer and her assistant Lynne Brown were humbled by the recognition.

"I've welcomed my grandchildren into the world at Capital Health," said John, Jr., "and I've watched as family members receive care here in times of need. Capital Health is a part of our family. When we needed help, Capital Health was there for us, and the quality service that Pat and Lynne have showed to my family did not go unnoticed."

Capital Women In Philanthropy Grant Recipients Announced



The staff at Mercer Area Early Intervention Services are thrilled that the Capital Women Grant will allow them to further extend their outreach in counseling and health care services to the community.

The Capital Health Foundation is pleased to announce that the Neonatal Intensive Care Unit (NICU), the Mercer Area Early Intervention Services Program (MAEIS) and Outerbridge Two at Regional Medical Center are the 2010 Capital Women in Philanthropy grant recipients.

Capital Women in Philanthropy (CWP) was formed to encourage women to pool their philanthropic resources to improve programs and services at Capital Health. In doing so, they enrich their own lives as well as the health and well-being of others. CWP's members reflect the diversity of the Capital Health community and represent patients, nurses, physicians, staff, and friends, including business and community partners.

In December, the program's grantmaking cycle opened and departments and program leaders at Capital Health were invited to apply for a grant of up to \$15,000. Once the grant applications were received, the CWP's members ranked their funding preferences to determine how to recommend the Foundation allocate their combined 2010 donations.

"On behalf of the CWP's members, I would like to congratulate our three recipients as we look forward to supporting their mission to advance the health care and wellness of our community through their programs," said Arline Stephan, executive director of the Capital Health Foundation.

The Neonatal Intensive Care Unit requested a grant of \$5,850 to fund the purchase of three NeoFeed Enteral Syringe Pumps. These feeding tube pumps enable the tiniest and sickest infants to obtain the nutrition they need until they are strong enough to suck from a bottle. Additionally, this is an important safety initiative in accordance with Joint Commission to decrease the occurrence of feeding tube line misconnections as the pumps are

- color-coded and can only accommodate the feeding syringe.
- Intervention Services program (MAEIS) is to engage patients and retain them in medical care. One approach is through educational events. The MAEIS program requested a grant of \$12,075 to support two years of events focused health education medical health and prevention for the HIV population of Mercer County. Through outreach events and on-site physician discussion sessions, the staff of MAEIS hope to encourage patients to become involved in their own medical care and improve the quality of health that they experience.
- The **Outerbridge Two** area of Regional Medical Center currently offers palliative care for patients experiencing an advanced, terminal or life-threatening illness. The goal of comfort care is to improve the quality of life, provide information regarding the dying process and offer medical, psychological and spiritual support to the patient and their family. The unit was awarded a grant of \$15,000 to designate four rooms for end-of-life patients and their families that provide comforts such as a sleeper sofa, recliner, microwave, coffee maker and refrigerator. The space and amenities will allow the family to stay close with their loved one in a comfortable home-like setting.

For information on the grant process or to become a member of Capital Women, please call 609-394-4121.



Ortho-McNeil-Janssen Pharmaceuticals Supports Mental Health Services

Capital Health Foundation received an \$8,000 grant from Ortho-McNeil-Janssen Pharmaceuticals, Inc. to support training in motivational interviewing for staff working with patients struggling with substance abuse.

Capital Health's Inpatient Mental Health Unit at Regional Medical Center in Trenton, serves close to 2,500 patients each year. Thanks to this generous grant, staff in the Unit will undertake basic and advanced Motivational Interviewing (MI) training to help patients recognize the need to change behaviors leading to their abuse.

Motivational interviewing is a directive, patient-centered counseling style for eliciting behavior change by helping patients to explore and resolve ambivalence. This evidence-based counseling technique has been demonstrated to be highly effective in helping patients to embrace the changes

they must make in order to fully recover from their mental or substance abuse disorders.

Capital Health has been designated the regional Emergency Mental Health Services Center in Mercer County. Certified counselors and psychiatrists are available 24-hours-a-day for anyone experiencing an urgent mental health problem. In addition, Capital Health offers a full range of high quality mental health services to the community including outpatient counseling, short-term inpatient care and a Mobile Outreach Program to provide services to patients at home or at the site of a crisis.

Riders Bring Santa to Pediatric Department

Motorcycle club's 19th year delivering toys to children

The Capital City Riders of New Jersey have been making sick children smile for 19 years. In early December, the group "motored" to Capital Health's Mercer hospital to deliver toys to the boys and girls who are patients in the Pediatric Department. In addition to presenting gifts to the children, the club presented a check for \$1,500 to the Capital Health Foundation to purchase a portable pulse oximeter for the Pediatric Services. This important medical devise indirectly monitors the oxygen saturation of a patient's blood and heart rate.



Santa visits with Davian Estrada, 2 yrs old, from Trenton



Members from the Zipporah Chapter No. 11 Order of the Eastern Star presented Jessica Besler, Director of Development and Foundation Relations with the proceeds from a walk-a-thon the group held in the fall. Seen here are Lynnette Willis, Jessica Besler, Capital Health nurse, Brenda Mason and Anthony Rogers. Area businesses and philanthropic minded organizations wishing to make a donation to the Capital Health Foundation, can contact the Foundation office at 609-394-4121.

Areas of Support

Gifts to the Capital Health Foundation provide support for the facilities and equipment, programs, and services that provide quality health care within our community. In 2010, donors to the Foundation have made possible the following:

- Over \$98,000 for prescription drug coverage, medical equipment and transportation costs for indigent patients
- An EMS response SUV
- Educational materials, cookbooks, glucose, test strips and a software package for the Diabetes Care Program
- Fitness DVDs for the Pediatric
- Breast pumps for clinic patients
- Professional development for 53 nurses and staff
- Transilluminators used for vein imaging for newborns
- Scholarship support and book vouchers for School of Nursing students
- Colorectal cancer screening for needy patients
- Weight benches, a Nintendo Wii and a powermatic mat platform for physical therapy
- Privacy screens for NICU families





Capital Health Foundation



Steven Birnbaum *Jacobson Consulting Applications, Inc.*

Robert P. Casey, Esq. Lenox, Socey, Wilgus, Formidoni, Brown, Giordano, Cooley & Casey

Jane Ensminger Capital Health Auxiliary

Vernon Hammond Hammond Insurance Agency

John R. Jones Staples, Inc.

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Robert N. Ridolfi, Esq. Private Practice

Donna L. Roowala, Secretary Independent Travel Consultant

Rosa Rosado Rosado Enterprises, LLC.

John Simone, Jr. John Simone Realty, Inc.

Arline M. StephanCapital Health Foundation

Ruthann M. Tobolski Capital Health

Miles W. Truesdell Jr., Chair Retired, The Truesdell Co., Inc.

Marc S. Whitman, MD Capital Health

EMERITUS

Thomas Buzard, MD Retired, Capital Health



Capital Health Foundation 433 Bellevue Avenue Trenton, NJ 08618

Sutcliffe Grant Provides Nursing Scholarships

The Walter and Louise Sutcliffe Foundation awarded Capital Health Foundation a \$25,000 grant to assist nursing students with tuition and related educational expenses.

Thirteen students were awarded scholarships ranging from \$1,150 to \$2,400 to help defray the cost of their higher education. Recipients include Christopher Alfano, Denise Benedetti, Jessica Bezold, Kimberly Denuto, Kathleen DiPaolo, Alessandra Farina, Kyeisha Frank, Jessica Hart, Mary Hernandez, Lauren Perrella, Melissa Severs, Amanda Sollosi and Taryn Whitehead.

Scholarship recipient, Kimberly Denuto shared, "This scholarship is an investment in my dream to become a neonatal nurse, and I intend to make sure it pays off." Taryn Whitehead added, "Without the stress of financial hardship, I am able to focus solely on my academic responsibilities." Finally, Chris Alfano expressed his sincere gratitude, "I

hope that with my RN licensure, I will be able to make a difference for others in a way as meaningful as the Walter and Louise Sutcliffe grant has for me."

Scholarship support to the School of Nursing represents a significant resource for qualified and deserving students. The generosity of the Walter and Louise Sutcliffe Foundation enables these promising nurses to fulfill their career aspirations.

The Sutcliffe Foundation provides grants to institutions for nursing education and cancer research, and supports program development, student nursing scholarships and excellence in research.

Leaving a Legacy for Life

Bequest benefits future patients

Russell R. Stradling had worked his entire career for the State of New Jersey Division of Taxation. He led a quiet and modest lifestyle and kept mostly to himself. Aside from the bare essentials of food and an occasional piece of clothing, he spent very little money.

Russell R. Stradling died in July 2009 at the age of 93.

Since he had only given a total of \$800 to Capital Health in the early nineties, it came as a surprise to Foundation staff when we were informed of Mr. Stradling's intention to bequeath a portion of his estate to Capital Health.

Mr. Stradling's estate will provide close to \$270,000 to a fund that benefits patients at Mercer's replacement hospital in Hopewell.

For information about leaving Capital Health in your will, please contact Arline Stephan, Executive Director of the Capital Health Foundation at 609-394-4115.

Save the Date

The First Annual Diaper Dash for Healthy Babies

Saturday, May 21, 2011 5k Run / 2 Mile Walk Capital Health Medical Center – Hopewell The 4th Annual Dr. Abraham George Memorial Golf Tournament

Wednesday, June 15, 2011 Mercer Oaks Golf Course Princeton Junction, NJ

For more information, visit www.capitalhealth.org/foundation or call 609-815-7200

Information filed with the Attorney General concerning this charitable solicitation and the percentage of contributions received by the charity during the last reporting period that were dedicated to the charitable purpose may be obtained from the Attorney General of the State of New Jersey by calling 973-504-6215. Registration with the Attorney General does not imply endorsement. Please notify the Capital Health Foundation in writing if you wish to be removed from our mailing list.