

FRIENDS *of* STRONG VOLUNTEER UPDATE

Fall 2020

*News & Updates for Strong
Memorial Hospital Volunteers*

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New Roles for Joyce and Karen

We want to take a moment to recognize Joyce Stadtmiller on her official retirement as manager of the Friends of Strong Volunteer Program and welcome her to her “new” role as a per diem volunteer secretary. Joyce’s official last day in her role was Friday, Aug. 21.

Joyce has been an instrumental member of the Friends of Strong team for more than 13 years; beginning her tenure with us first as a receptionist, then initially moving into the volunteer coordinator role, where she assisted her predecessor, Jane Walsh.

She was soon promoted to manager of our volunteer program in May of 2014, when she began overseeing the participation of more than 1,300 volunteers each year. Joyce served as a mentor, guide and friend for all of our volunteers; actively working with units and departments to create new and exciting positions and managing the annual volunteer flu vaccination program—a “favorite” part of her role.

“We cannot thank Joyce enough for her dedication to our entire organization,” says Friends of Strong Director Sandy Arbasak. “She has been such a pleasure to work with and is beloved by staff and volunteers alike!”

With Joyce retiring, we are quite fortunate to have our Volunteer Program Secretary, Karen Keating, take on the role of interim Volunteer Program Manager in conjunction with her secretary duties. Karen has been with the University since 2009 and joined us here at Friends of Strong in September of 2017.

“Karen has brought so much to our volunteer program and department, including streamlining many program processes and procedures, managing the annual “Baby Love” holiday program, and being a supportive advocate and contributor to many of our fundraising efforts,” Sandy says.

We are excited to have Karen ‘try on’ this role until we are ready to begin the interview process (and we hope she decides she wants to interview for the permanent position once we start those interviews!). Thanks Karen for being open to doing TWO jobs! We’re excited to have your enthusiasm and dedication as we move through these crazy COVID times.

Every day. Every year. Every way you support Friends of Strong helps enhance patient- and family-centered care initiatives at Strong Memorial Hospital. Since 1975, we’ve given more than \$18 million to programs and initiatives throughout the hospital.



19th Annual Rochester River Run Goes Virtual October 1-18

The 2020 Rochester River Run, originally scheduled for this past April, is now set to be held virtually from Oct. 1 through Oct. 18!

Run, walk or pledge your support for transplant patients at Strong Memorial Hospital via the 19th annual Rochester River Run/Walk 5K. You can participate in the virtual race from any location you choose: Your very own race, at your very own pace. Simply time yourself and submit your results at the run website any time Oct. 1–18.

Patients who come to Strong for heart, liver, pancreas and kidney transplants often need financial assistance while they await and recover from surgery.

Co-sponsored by Friends of Strong and the hospital's transplant programs, the River Run benefits transplant patients who are awaiting or recovering from organ transplant surgery. All proceeds go toward helping our patients pay for expenses associated with lifelong care, such as life-saving medications and travel expenses. In addition to medical treatment, the costs of travel—for some a great distance—can add unnecessary strain on patients and their families.

Go to RiverRun.urmc.edu for more information on how to participate or pledge your support.

Go the Extra Distance! One NY Cares Race

Join us for this exciting virtual race—**run, walk, cycle** or **pledge your support** for our Friends of Strong team. Choose your race course (a minimum of 200 miles from NY to Boston), and tally up your miles from now through Dec. 24 to finish your race from anyplaces and at any times you choose.

Select Friends of Strong as your team, and \$10 of your entry fee – plus \$1 if you finish – will come back to support our patient care programming. Registration ends Oct. 31. **All pledged donations directly benefit the charity you select.**

Learn more at bit.ly/FOSINY1RUN.



A Smashing Success: 'Cure for a Cause' Raises More Than \$1000

On July 30, Cure Bar and Friends of Strong collaborated to host “Cure for a Cause,” a virtual celebrity bartender fundraiser.

Participants purchased drink kits containing a “Sprewell” cocktail with a spirit of choice in advance of the online event, and Master Mixologist Donny Clutterbuck, from Cure Bar at the Rochester Public Market, led our “Chief Cocktail Officers” of the evening (Karen Davis, Kathy Parrinello and Mike Apostolakos) through the

background of the libation at hand and how to properly mix it up—along with some fun banter and light discussion about Friends of Strong.

With a percentage of proceeds from each drink kit sold, Cure donated more than \$1,000 to help support patient- and family-centered care throughout the hospital.

Friends of Strong Donation Center Collects More Than 8,000 Face Masks and PPE

Early, and throughout the height of the COVID-19 pandemic in New York State, Friends of Strong foresaw an important community need in supplementing supplies of Personal Protective Equipment (PPE) and hand-sewn face masks to help quell the spread of the dangerous disease.

As a result, Friends of Strong acted early, reaching out to interprofessional connections throughout the University community to secure a space and professional guidance to open a Donation Center near the hospital.

The Donation Center quickly

became a hub of good will toward our front line health care workers and first responders—collecting more than 8,000 hand-made masks, as well as thousands of manufactured PPE items from nearly 1,000 different individuals, organizations, small businesses and large companies.

In turn, Friends of Strong collaborated with College Town Dry Cleaners to launder, package, and safely distribute all of the donated hand-made masks to patients, families and offsite staff throughout the UR Medicine system and partner organizations.

Recognizing Our Donors

Friends of Strong

Gary Combs
William Greer
Joseph Pacher
Sheryl Snowden

PPE for Clinical Staff

Melissa Davis
Thomas Ottman

Transplant Patient Fund

Nancy Battaglia

In Honor of Emily Carmody

Donald Sawyer

In Memory of Lester Eber

Nicholas Bernardi

In Memory of Robert Hartter

Joseph Grippo

In Memory of Judith Slabyk

Todd Swisher

In Memory of Robert Sparklin

Lisa Lynn
Sean McCarthy



Gift Shop's Online 'Wish List 4 Kids' Delivers Smiles to Pediatric Patients

Much like school teachers bring activities and art supplies into the classroom, the Child Life specialists at Golisano Children's Hospital depend on a steady supply of age-appropriate supplies to provide therapeutic play and educational activities to more than 85,000 pediatric patients annually—fostering a more enriching and comfortable health care experience for hospitalized children.

Over the past nine months the Friends of Strong Gift Shop has embraced the opportunity to help fulfil this need

through its **online Gift Shop**, inviting shoppers to purchase much-needed Wish List items as a direct donation to the program. In that time, this modest operation has collected more than 100 supply items valued at nearly \$1,000. Thank you to all who've participated in this effort!

If you're interested in contributing, visit stronggiftshop.urmc.edu.

Pictured Above: Wendy Lane (left), Child Life Coordinator and Specialist, accepts our third donation of the year from Assistant Gift Shop Yvonne Crowder.

New Initiative: Help for the Hands that Heal Us All

Just in time for the arrival of cooler Rochester weather, our Gift Shop is launching a new initiative to help our front line health care staff battle the scourge of dry, chapped hands that come along with cool temperatures and frequent-but-necessary hand washing and sanitization.

Much like our "Wish List 4 Kids," the "Helping Heroes" initiative invites shoppers to purchase jars of Walton Wood Farms' moisturizing hand rescue cream to be donated to a health care hero in need. Visit stronggiftshop.urmc.edu to learn more and contribute to the cause.

Looking for more ways to help front line health care heroes?

Coffee might be the answer. Share your support with a small donation we'll use to purchase catered Finger Lakes Coffee service for our front line staff.

Your contribution not only provides a hot cup of fresh roasted coffee to our hard-working staff; it also supports ongoing patient-centered care initiatives at the hospital because Finger Lakes Coffee Roasters also donates a portion of proceeds back to the hospital via Friends of Strong Memorial Hospital. Make your gift at giveto.urmc.edu/coffeedonations.

