



2020 – 2021

# ANNUAL REPORT

ADVOCATES FOR  
UPSTATE

*Supporting healthcare and scholarship  
through fundraising and service*



# ANNUAL REPORT

## INTERIM PRESIDENT'S REPORT

Challenges can lead to opportunities. This became evident to us this past year when COVID-19 entered our lives.

Our website, newsletters and email blasts featured links to the CDC and the Upstate Medical University COVID-19 information sites, giving our members an opportunity to receive the most accurate information on the virus.

Some of our vendor partners closed temporarily due to COVID-19 restrictions, resulting in a decrease in revenue for our organization. To offset this financial loss, we found new opportunities to successfully fundraise via virtual events.

We took initial steps to revise our bylaws by making changes needed to retain our members and to attract new members to our organization and to our board. One notable change is to allow board members to attend meetings remotely.

But there was one thing that didn't change. With help from Upstate's medical students, we continued our long-standing tradition of sponsoring blood drives to meet the demand for blood and blood products for Upstate's patients and for our region.

We, like many others, are trying to grasp what our new normal way of life will be. We are encouraged that the challenges we've faced as a team, and the steps we've taken to meet these challenges, will lead to a promising future for Advocates for Upstate.

**Doretta Royer, Interim President**  
**Advocates for Upstate Medical University**

## ADVOCATES FOR UPSTATE

### 2020 - 2021 Officers

**Interim President:** Doretta Royer

**VP Contracts:** Lisa Schiller

**VP Fund Development:** Donna Breen

**VP Marketing:** Beverly Lauricella

**VP Membership:** Jane Forstadt

**VP Service:** Bertha Jacobs  
and Jean Pirozzi

**Treasurer:** Barbara LaBarge

**Secretary:** Karen Goldman

### Board Members

Ellen Abbott

Larissa Brenner

Theresa Devennie

Alicia Green

Samantha Grossman

Anthony Kurec

Katherine LaRocca

Bonnie McCabe

Edward Priest

Sharon Putney

### Director Volunteer Services

Kristin Bruce

### Administrative Coordinator

Jonathan Adler

### 2021-22 Officer Nominees

**President:** Doretta Royer

**Senior VP:** Anthony Kurec

**Treasurer:** Barbara LaBarge

**Secretary:** TBA

### 2021-22 Incoming Board Members

Susan Cole

Janice Harvey

### Honorary Membership

Ted Long and Amy Robbins 2007

Gregory Eastwood, MD,

and Lynn Eastwood, 2006

Patricia J. Numann, MD, 2005

## CONTRACTS

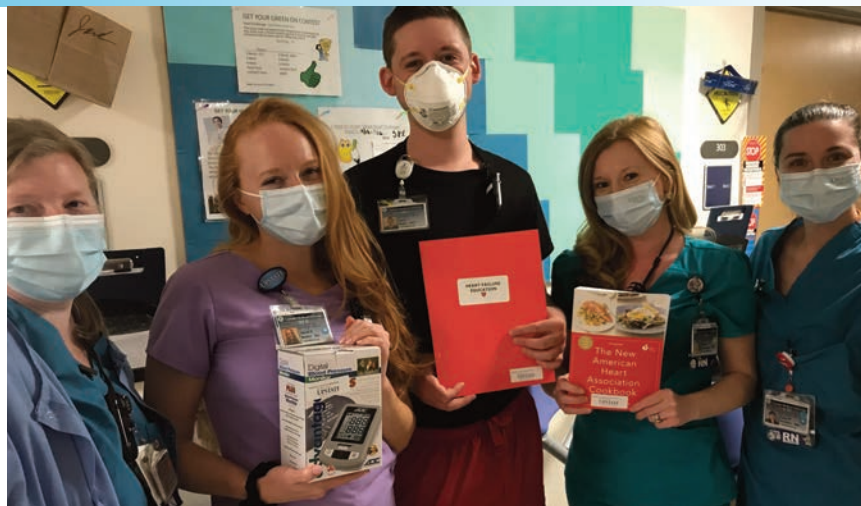
Advocates for Upstate's vendor partners are key to furthering our mission. Our organization receives income from rent and commissions paid through contracts with our vendors. These funds in turn support Upstate through our grants and scholarships programs.

We are happy to report that our contract with **Café Kubal** to provide food and beverage services at Upstate Golisano Children's Hospital was renewed for five years. The café is located on the 11th floor of the children's hospital. We are also proud to report that we hold contracts with **American Food and Vending** and its **Perk Up Café** (main lobby of Upstate University Hospital), **Bee-Loved Gift Shop** (main lobby of Upstate Community Hospital), **Lori's Gift Shop** (main lobby of Upstate University Hospital) and Telehealth, which provides television service to patients at Upstate University Hospital and Upstate Community Hospital.



## GRANTS

Fifty-five Upstate clinical programs and services received a combined **\$100,593** through the **Advocates' 2020- 2021 Grant Funding Program**. Those receiving support include the Heart Failure Program; Nutrition Education Services for patients with Type 2 Diabetes; a program of the Adult Palliative Care Services that provides inpatient family support during serious illness; the Cystic Fibrosis Teaching Day for Pediatric Pulmonary; and a rehabilitation therapy program that provides advocacy and support to families of persons living with brain injury. Grants also supported Upstate's annual Employee Recognition Day and Volunteer Appreciation celebrations.



*Pictured L-R: Kelly Shumway, Jamie Walters, Jack Bush, Olga Giarusso and Lacy Amidon. Also pictured are items purchased with grant dollars donated to the Heart Failure Program, including blood pressure machines and patient/family educational materials.*

## SCHOLARSHIPS

**Nellie Hurley Scholarships** totaling **\$30,000** were awarded in 2020-21 to 15 Upstate Medical University employees and adult volunteers who are pursuing undergraduate degrees in the health professions. Four area high school students each received a **\$1,500** Youth Volunteer Scholarship, totaling **\$6,000**. The scholarships are given to graduating high school students who have accumulated a minimum of 175 hours of volunteer service at Upstate while meeting academic standards.

In addition to grants and scholarships, Upstate's Nursing Recruitment and Retention Department was awarded **\$10,000** for its Nursing Recognition Fund.

Advocates for Upstate also provided **\$952** to Upstate's Nursing Department to help in its successful pursuit of Magnet recognition.



*Mary LoCastro, Upstate Pediatrics Department, received a 2020 Nellie Hurley Scholarship.*

## FUND DEVELOPMENT AND MARKETING

In late summer 2020, Advocates for Upstate purchased an event software program to use for one year. The program gave us the technology and resources needed to host virtual events during the COVID-19 pandemic and resulted in increased revenue and greater awareness of our organization. As a result:

■ A total of **\$8,000** was netted through silent auction, raffles and donations during our first **Mystery, Malt & Merlot Online Auction** held in October 2020. Proceeds were added to the **\$35,000** previously raised



through 2019 Mystery, Malt & Merlot sponsorships—all used to create a new Golisano Center for Special Needs Feeding Therapy Room and to go toward the Center's Professional Development and Enrichment Fund. The online auction also resulted in 2,500 visits to our Facebook page during this one-week event.

■ We again used the software program to launch our first **Year-End Campaign** to raise funds for our Nellie Hurley Scholarship program. Considering that the campaign was launched just three weeks before the end of the year, **\$1,755** was raised and our Facebook page was visited 257 times during the campaign.

Contributions designated to Advocates for Upstate through the **2020-21 SEFA/United Way and Upstate's Community Giving campaigns** totaled nearly **\$600**.



## MEMBERSHIP

We are grateful to our **102 members**, 20 of which are lifetime members, for their continued support during this past year. We have welcomed four new members and are thankful for their interest in The Advocates.

At its last meeting, the Advocates' Executive Board and Board of Directors voted to change the membership dates to June 1-May 31 to coincide with our fiscal year.

We continue to publish our quarterly newsletter and have profiled three Advocates in the Advocates Spotlight section.

Due to COVID-19 restrictions this year, the Advocates was unable to host any social events. We are hoping to see you at a scheduled event this coming year.



*Members are encouraged to ask friends, neighbors and relatives to join Advocates for Upstate and its Board of Directors.*

## SERVICE

Advocates for Upstate has a tradition of sponsoring **blood drives** and of its members volunteering at the drives—all to help meet the demand for blood and blood products in our region. We sponsored seven blood drives during 2020-21, providing more than **228 units of blood** for Upstate's ill and injured patients. These donations help Upstate by reducing costs of processing its blood and blood products for patient care. We thank Upstate Medical University medical students for volunteering at the registration desk for each drive held during this pandemic year.

We changed course for the Upstate Golisano **Children's Hospital gift wrapping event** in December. Due to COVID-19 restrictions, rather than personally wrap holiday gifts for our hospitalized pediatric patients, Advocates members donated **\$175** to help with the purchase of gift wrap supplies.



*Red Cross nurse Uniqwa Cohen collects a donation at an Upstate blood drive. We thank our many donors--like Sarah Clawson (shown here) from the Upstate Curriculum Office.*

## ADVOCATE OF THE YEAR



### **Beverly Lauricella is our 2020-21 Advocate of the Year.**

When COVID-19 restrictions prevented the Advocates from hosting Mystery, Malt & Merlot as an in-person event, Bev played a role in selecting an event software program that allowed us to present it as an online auction. She then dedicated her time to build, administer and subsequently monitor the site throughout the

auction's one-week run. She then adapted the site to create the Advocates' first online year-end campaign that generated additional revenue for our Nellie Hurley Scholarship Program.

Bev joined the Advocates and its Board of Directors in 2018. Since then, she has served on several Advocates committees. She is the administrator of our Facebook page, where her expertise in social media resulted in

increased awareness of our organization. She was named the Advocates' interim vice president of marketing in 2020.

Bev previously volunteered at Upstate through PAWS (Pet Assisted Wellness Services) with her therapy dogs. Upon retiring her therapy dogs, she wanted to continue to volunteer with Upstate as she strongly believed in its mission and joined the Advocates board.

Within the community, she has volunteered on several boards and has served as chair for many different committees. By trade she is an analyst, previously being a lead on cross-functional teams, participating in strategic plan development, and providing forecasting and market analytics.

In her spare time, Bev travels with her husband, Kevin, and enjoys spending time with friends and family at their cottage on Oneida Lake.

# ADVOCATES FOR UPSTATE