

2019 - 2020

ANNUAL REPORT



*Supporting healthcare and scholarship
through fundraising and service*

ADVOCATES FOR
UPSTATE

ANNUAL REPORT

FROM THE CO-PRESIDENTS DESK

As we wrap up our 2019-2020 fiscal year, we now look toward the future. We will continue to engage our 100+ members through fundraising and service opportunities while developing a strategic plan to increase our membership and to recruit new board members.

The end of this fiscal year certainly was different than what we had planned.



Sharon Putney (left) and Tracy Ryder
2019-2020 Co-Presidents

Our face-to-face Board meetings became virtual and several of our vendors temporarily closed. We miss being together as an organization and we miss working with our vendors, but we hope to come out of this period smarter and more prepared to explore new ways of doing things. We may need to re-think our

in-person activities and discover new ways to serve Upstate and its patient population. We welcome your thoughts on ways we can do that.

While COVID-19 has taken a devastating toll on the world and our community, we take time to reflect on the many ways Americans are coming together to help others. They do this to offer a "human touch" at a time when we are asked to keep our distance from one another. And, we're thinking that this is exactly what our Advocates do throughout the year – we offer a human touch to show that we care and to offer our neighbors a better quality of life.

Sharon Putney and Tracy Ryder
2019-2020 Co-Presidents

ADVOCATES FOR UPSTATE

2019 - 2020 Officers

Co-Presidents: Sharon Putney
and Tracy Ryder

VP Contracts: Lisa Schiller

VP Fund Development: Donna Breen

VP Marketing: Doretta Royer

VP Membership: Jane Forstadt

VP Service: Bertha Jacobs
and Jean Pirozzi

Treasurer: Barbara LaBarge

Secretary: Karen Goldman

Board Members

Kim Babcock

Larissa Brenner

Rosemary Fenneman

Alicia Green

Samantha Grossman

Beverly Lauricella
(Facebook Administrator)

Michele Mark

Bonnie McCabe

Edward Priest

Director Volunteer Services

Kristin Bruce

Administrative Coordinator

Debra Gamble

Retiring Board Members

Judy Carr

Rosemary Fenneman

2020 - 2021 Officer Nominees

President: Tracy Ryder

VP Contracts: Lisa Schiller

VP Fund Development: Donna Breen

VP Marketing: Doretta Royer

VP Membership: Jane Forstadt

VP Service: Bertha Jacobs and Jean Pirozzi

Treasurer: Barbara LaBarge

Secretary: Karen Goldman

Board Nominees

Ellen Abbott

Debbie Gozzi

Anthony Kurec

Kathy LaRocca

Honorary Membership

Ted Long and Amy Robbins, 2007

Gregory Eastwood, MD,
and Lynn Eastwood, 2006

Patricia J. Numann, MD, 2005

FUND DEVELOPMENT

■ **Mystery, Malt & Merlot** Our signature fundraising event, Mystery, Malt & Merlot, has moved from our 2019-2020 fiscal year ending May 31, to Sept. 17. But thanks to the commitment of our event sponsors, we were able to provide our event beneficiaries with \$35,000:

\$25,000 to create a Feeding Therapy Room at the upcoming Golisano Center for Special Needs of Upstate Golisano Children's Hospital; and

\$10,000 toward a Professional Development and Enrichment fund to support networking, education and research opportunities for the Center's faculty and staff.

We especially thank our 22nd Annual Mystery, Malt & Merlot presenting sponsor — Summerwood Pediatrics — and our other leading sponsors: Bond, Schoeneck & King, Karen & Robert Goldman, ONEGROUP, United Radio, Inc., Upstate New York Poison Center, Upstate Pediatric Service Group, Upstate Radiation Oncology, and sponsorship on behalf of the Research Foundation, Office of the Chief Executive Officer, Upstate University Hospital.



\$25,000 was provided by the Advocates to create a Feeding Therapy Room at the upcoming Golisano Center for Special Needs

■ A profit of \$780 was gained through the sale of 100 personalized holiday ornaments. The proceeds went toward a \$1,000 donation to the Transitional Care Unit for the purchase of activity baskets for patients during the early stages of the COVID-19 pandemic.

■ Contributions designated to Advocates for Upstate through the SEFA/United Way and Upstate's Community Giving campaigns totaled nearly \$500.

CONTRACTS

Advocates for Upstate receives income from rent and commissions paid through our contracts with vendors that are located at Upstate University Hospital and at Upstate Community Hospital. Monies from these contracts are used to give back to Upstate through our Grants and Scholarships programs. Our contract with Express OASIS expired in July, 2019. The contract was awarded through a bid process to American Food & Vending, which also operates Upstate Bistro in the Setnor Academic Building. We also hold contracts with: Bee Loved Gifts, Café Kubal, Lori's Gifts, PerkUp Cafe, and TeleHealth.

■ **Grants totaling \$119,958** benefited 59 Upstate University Hospital recipients for fiscal year 2019-2020. Some of the recipients were: Spiritual Care, Upstate Cancer Center, Nursing, Pediatrics, Upstate New York Poison Center, Volunteer Services, and the National Hospital Week and Employee Recognition Day celebrations, among others.

■ **Nellie Hurley Scholarships totaling \$30,000** were given to 14 Upstate employees and adult volunteers who are pursuing undergraduate degrees in the health professions.

■ A combined **\$6,000** was awarded to four area high school students through our **Youth Volunteer Scholarships** program. Each scholarship carries a



An Advocates grant has helped realize a program to protect children from drug poisonings

Emma Tucker is a 2020 Youth Scholar



\$1,500 award and is given to a graduating high school student who has accumulated a minimum of 175 hours of volunteer service at Upstate while meeting academic standards.

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

SERVICE

At the core of our mission is service. The 2019-2020 Service Committee has been busy this year with many service opportunities at Upstate University Hospital and Upstate Community Hospital.

- Reaching donation goals help Upstate by reducing costs of processing its blood and blood products for patient care. While our July and October 2019 drives met blood donor goals, the April 2020 blood drive at Upstate Community Hospital was cancelled due to the COVID-19 pandemic. However, Upstate University Hospital's drive in April was moved to Setnor Academic Building where medical students coordinated volunteers and donated blood, resulting in a record 48 first time donors. Davis Ulmer Sprinkler Co., Inc., The Galleries of Syracuse and Upstate's medical students also sponsor blood drives, adding to the Advocates' numbers.
- Other service activities included: Winter holiday decorating and spring planting at Upstate Community Hospital; assisting Spiritual Care with its annual Memorial Service; wrapping holiday gifts for patients at Upstate Golisano Children's Hospital; and volunteering at a picnic for patients at Upstate Community Hospital where funding for this event came in part from an Advocates' grant.

Advocates for Upstate volunteered at a picnic for patients at Upstate Community Hospital

AWARDS

- At its Fall Faculty Convocation in September, Upstate Medical University honored Advocates for Upstate with one of its highest awards—the President's Award for Philanthropic Service, Corporate Division. We received the award for our overall outstanding service to Upstate and to Upstate Foundation.
- Barbara LaBarge was named the 2019-2020 Advocate of the Year for her hard-work, professionalism, and dedication to the Advocates and, in particular, for her taking leadership roles for Mystery, Malt & Merlot committees. After joining Advocates for Upstate as a Board member in 2016, she served on several committees. In particular, she immediately became part of the Mystery, Malt & Merlot Committee where she served as chair of the Mystery Wine Committee for two years and as chair and co-chair of the entire event for the past three years. Barbara was elected as Treasurer for Advocates for Upstate in 2019 and is running for the position again this year.

Upstate Interim President Mantosh Dewan, MD, (l) and Stephen Glatt, PhD, present Tracy Ryder and Sharon Putney with the President's Award for Philanthropic Service – Corporate Division

Barbara LaBarge was named the 2019-2020 Advocate of the Year

MEMBERSHIP

Advocates for Upstate is proud of the commitment of its 116 members, of which 38 hold lifetime membership.

■ A highlight of the May 2019 Annual Meeting and Luncheon, attended by 63 guests, featured guest speaker Mantosh Dewan, MD, Interim President of Upstate Medical University. At the event, guests

donated an assortment of activity items for adult inpatients.

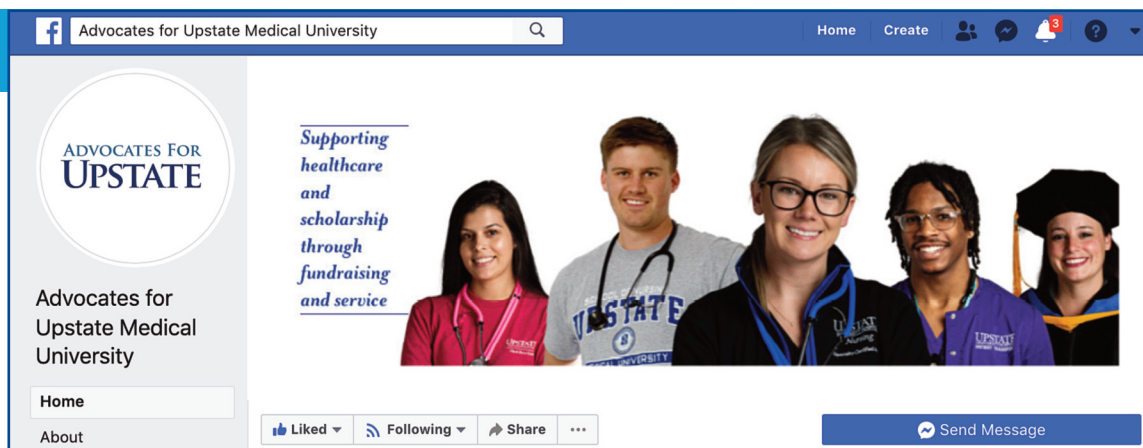
■ Two Happy Hours and a Trivia Night for members and potential members proved successful. We partnered with Upstate's Pathway to Wellness to offer its WELLNYS GOER March Monthly Challenge to anyone with an Upstate ID. Fifty-one people accepted the challenge, and, of the

51 individuals, 26 completed the challenge to earn a certificate and a \$5 coupon toward any purchase at Perk Up and Upstate Bistro, courtesy of Advocates for Upstate.

■ Our quarterly newsletters continue to be published and have profiled some of our newest members.

MARKETING

■ A new concept and design for the Advocates' quarterly newsletter was introduced as part of the Advocates for Upstate rebranding. The new design includes feature articles that address the many ways that Advocates' fundraising and service projects directly benefit Upstate and our community. We also introduced email announcements, distributed throughout the year, to update members on Advocate activities.



■ Our Facebook page has more than 100 followers and has received nearly 100 likes as we continue to promote our events and activities. In addition, publicity and marketing

efforts for Advocates-sponsored year-long events and activities were successful in reaching new audiences and creating greater awareness of our organization.

2019-2020 IN REVIEW

In fiscal year 2019-2020, Advocates for Upstate awarded more than \$200,000 for patient care and patient education projects and for academic scholarships.

■ Committed \$119,958 to our Grant Funding Program (59 grants awarded).

■ Donated \$35,000 to the upcoming Golisano Center for Special Needs of the Upstate Golisano Children's Hospital as the 2019-2020 Mystery, Malt & Merlot key recipient.

■ Awarded \$30,000 in Nellie Hurley Scholarships.

■ Awarded \$6,000 in Youth Volunteer Scholarships.

■ Awarded \$10,000 to Upstate's Nursing Recruitment and Retention Department for its Nursing Recognition Fund.

■ Gifted \$1,000 to Upstate's Transitional Care Unit.

Since 2000, Advocates for Upstate has donated more than \$3,000,000 to improve the health of our community and to advance knowledge in the health professions.

Advocates-sponsored blood drives benefit Upstate by helping to reduce costs associated with processing its blood and blood products that are so vital to keeping Upstate patients safe.

ADVOCATES FOR UPSTATE

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