

Healing Garden Opening Celebration

The anticipation was as high as the humidity for the August Grand Opening event.

Our generous donors and their families gathered together to celebrate and view the engraved bricks, colorful plantings, benches, and tranquil fountains placed throughout the natural space.

CDH Chaplain Becky Jones offered a blessing and shared how meaningful this calming and serene sanctuary has become for patients, their families, and staff. Everyone is welcome to take a leisurely stroll through the garden located between the North and West Buildings.

Fully funded by donors, opportunities to support the Healing Garden continue to be available. Accent walls, plantings, and trees are offered as naming opportunities, and our engraved brick program is ongoing. Many donors chose to engrave inspirational messages or to honor loved ones on their purchased bricks. The next brick installation is expected to take place in the summer of 2011.



For more information, call (413) 582-GIVE (4483) or visit www.cooley-dickinson.org/giving.

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CaringConnections

A Newsletter for Friends of Cooley Dickinson Hospital

FALL 2010

Helping Us Move Forward

\$600,000 Auxiliary Gift Supports Cancer Care and Nursing

Once again, the CDH Auxiliary has stepped forward to lead the way to a strong future for the hospital. With this most recent pledge, the Auxiliary has contributed more than \$2.3 million to countless projects over the past 30 years.

This past year, the hospital's Board of Trustees, physicians, and senior management team engaged in a strategic planning process which determined key priorities. When the plan was presented to the Auxiliary, they heartily agreed to support our strategic direction.

"Now more than ever, it is very important for the Auxiliary to contribute to the development of future key programs, which will serve both the needs of the hospital itself and of our community," shares Auxiliary President Marilyn G. Tracy.

Of the total pledge, \$300,000 will be used to build a Cancer Center, bringing together our team of oncology experts, the most advanced treatment services, and critical support programs in one convenient location at CDH. Currently in the design phase, the Center is expected to open in 2012.

Celebrating the Auxiliary's long history of generosity to the hospital are (from right) current President Marilyn Tracy with Treasurer Jack Favaro and former Presidents Shirley Hennessy and Don Frizzle.

The remaining half of the gift will enhance patient care and support our nurses by creating specialty internships and leadership development programs. The Auxiliary challenges the community to match or exceed their commitment, and the hospital is planning further fundraising efforts. We look forward to sharing more details about the real impact of these critical projects for our patients and their families.

“The Auxiliary has been one of our earliest and strongest supporters, and we are so grateful for their generosity and continued commitment,” says President/CEO Craig N. Melin. “Cooley Dickinson has grown tremendously over the past 125 years, adding new services and expanding our facilities to meet the health needs of local residents and offer the highest quality of care. We couldn’t have accomplished all this without the support of the Auxiliary and our community.”



For over ten years, Auxiliary member Eleanor “Ellie” Frenier has had fun volunteering in the Gift Shop.

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Founded in 1904 by community members, the Auxiliary continues to play an active role at Cooley Dickinson by supporting patient services and volunteering, as well as raising funds. Its 350 current members come from all walks of life and are involved in numerous activities and projects throughout the hospital. Many members volunteer in the Coffee and Gift Shops, help with annual events such as the Fashion Show or Trees of Love and Thanksgiving, and assist behind the scenes in many hospital departments. And all have the best interests of the hospital and our patients at heart.

To learn more about the Auxiliary and other volunteer opportunities, please call (413) 582-2882, e-mail Auxiliary@cooley-dickinson.org, or visit www.cooley-dickinson.org.



Small Acts of Generosity

Add Up to Over \$10,000 for Pediatric Programs

Lots of teddy bear hugs go out to the thousands of supporters who made a gift to benefit more than 9,000 children—newborns to teens—who receive care here each year. Whether purchasing a paper teddy bear for \$1 or donating spare change at one of 37 local businesses during the month of May, these small acts of generosity totaled \$10,329.

Donors of all ages made the initial year of Cooley Cares for Kids a success. From the first gift of \$4.27 made by a young boy who brought coins to the Penny Arcade machine at TD Bank in Northampton, to the last gift

of \$500 raised by the children, teens, and adult volunteers during the Greater Northampton Cooperative Vacation Bible School at the Florence Congregational Church (pictured above), this fundraiser proved to be a fun way of giving to help others.

Special thanks go to the employees at Dave’s Soda and Pet City and Burger King for their outstanding contributions, as well as our underwriters: WHMP, The Daily Hampshire Gazette, Hadley Printing, and Kollmorgen Electro-Optical.

Gifts can still be made to support our pediatric services including the Emergency Room, Childbirth Center, Pediatric Rehabilitation program, and inpatient care. And be on the lookout for more teddy bears next spring!

Choosing the Right Executor Or Being a Good Executor

INFORMATIONAL SEMINAR

Tuesday, October 5, 2010

5:30 to 7:00 p.m.

Cooley Dickinson Hospital
McCallum Building, 1st Floor
(adjacent to Main Entrance)

FREE of charge, light dinner provided

Spouse, sibling, child, or friend? How do you make the decision on who has the attributes to best execute your final wishes? This seminar will provide some tips to consider as you make this important decision, along with how to fulfill the executor’s role if you are chosen.

Guest presenter C. Eva Thomson, MBA, ChFC, of Thomson Financial Management, will lead this informative session, which is open to all community members. Please RSVP to (413) 582-2255 or e-mail development@cooley-dickinson.org.

This seminar is part of an on-going series offered as a benefit to the community by the Development Office.

More Planned Giving Resources Available On-line

You’ll find a wealth of information at www.cooley-dickinson.org/giving, especially in the Planned Giving section. The “Build Your Gift” planner is an interactive, easy to use tool that matches your financial goals with gift options. Informative articles on estate planning change monthly, so please check the site often. Of course, the Development Office staff is always available to answer your questions, and all inquiries are confidential. Please contact us at (413) 582-2255.