

the Pulse.

Because *Care Matters*
THE CAMPAIGN *for* ROCHESTER REGIONAL HEALTH



ROCHESTER
REGIONAL HEALTH
Foundations

Campaign Committee Newsletter

January 2021 Edition

Greetings!

Looking back...

2020 was certainly a year to remember. Despite unprecedented and life-altering challenges, there was tremendous resiliency across our community and our health system. As a foundation, the team pivoted quickly and adapted to a new “normal,” finding vehicles to connect with donors in unconventional ways. As a result, the team stayed the course and had another incredible year with significant accomplishments to include:

- Raised **\$22.5M**.
- Opened the doors to the Sands-Constellation Center for Critical Care and honored donors with small celebrations for those with named spaces on the 2nd and 3rd floors.
- Secured 8,308 donors, an increase of 51% from 2019.
- Increased planned giving commitments by 20%.
- Grew corporate giving from \$2.1M to \$3.3M.
- Raised more than \$375,000 for the COVID-19 relief fund.
- Successfully pulled off our first virtual Gala, raising \$1M.

Looking ahead...

Our first gift of 2021 was logged into the system today. And, I am thrilled to share it was a \$5M commitment from Olindo and Filomena DiFrancesco to establish a urology institute in memory of their late son, Charlie. This incredible gift is a remarkable way to start the New Year with energy and excitement—yet, our work does not slow down. COVID-19 has demonstrated the criticality of investing in our health care infrastructure. Your leadership and support positioned Rochester Regional Health to respond to the pandemic with speed and agility—with outstanding clinical care and state of the art facilities. With the focus now shifting to new Campaign priorities, we need you now more than ever as we enter the final years of the Campaign. More work remains and we are looking forward to continuing our partnership in support of the health of our community.

In next month’s Campaign newsletter we will spotlight one of our Campaign priorities and you will hear from hospital leaders about what it means for the future of Rochester Regional Health. Until then, I wish you a very Happy New Year and sincerely thank you for your time and talent. Be healthy and be well.

With gratitude,
Kelly McCormick-Sullivan

Please click [here](#) to see the most up to date information about the



Campaign Update

Total \$ raised to date - **\$223,283,195**

Total \$ raised in 2020 - **\$22,534,186**

Click [here](#) to view gifts and pledges \$5,000+ from December 1- December 31

Click [here](#) for a list of new Giving Society members from December 1- December 31

In the News

12/5 - 1/5



Click on headline to view the full news story.

Rochester

[Health experts working to find evidence of new COVID strain locally](#)

[New Rochester Regional Health COVID-19 Nursing Facility](#)

[State Police, Garden Factory team up for poinsettia delivery at RGH](#)

[Deborah Stamps, EdD, EN; Nananamibia Duffy, MD; and Ebony Caldwell, EdD discuss the COVID-19 vaccine.](#)

[Ensuring COVID vaccine makes its way to all communities in Monroe Co.](#)

[Three RRH Hospitals Named Blue Distinction Centers for Maternity Care](#)

[Doctor Reacts to Fans' Return to Stadium for Buffalo Bills Playoff Game](#)

Batavia

[RRH Doctor's experience receiving the COVID-19 Vaccine](#)

[McCarthy Foundation and Gilmartin team up to provide 300 meals to UMMC staff](#)

Eastern Region

[Advice for parents regarding COVID-19 Vaccine Study for kids](#)

[Dr. Gregory Heeb was the first employee at NWCH to get COVID-19 Vaccine](#)

Campaign Collateral



Click [here](#) to view the Marketing Resource Center.

If you are interested in hard copies of any of the materials, please email campaigncommittee@rochesterregional.org or call **(585) 922-4800**.

Upcoming Events



Below is a list of upcoming webinars and virtual events. Final dates and registration links will be included in upcoming newsletters.

If you would like to add someone to our invitation list, please email events@rochesterregional.org

February

Care Academy: Cardiology with Simone Bailey-Brown, MD, Preventive Cardiologist

Friday, February 26 at 4:00pm

Click [HERE](#) to register

March

Care Academy: Lipson Cancer Institute with Jeffrey Haynes, MD Prad Phatak, MD, Anne Renteria, MD

Thursday, March 25 at 4:00pm

Click [HERE](#) to Register

Dates to be announced soon for future webinars:

April

Care Academy: Orthopaedics with Gordon Whitbeck, MD

May

Care Academy: Rochester General College of Health Careers with Deborah Stamps, Ed.D., MBA, MS, RN, GNP, NE-BC

June

A Conversation with Dustin Riccio, MD

Watch recordings of past webinars [here](#).

Support the Campaign and make a gift today.

[Give Now](#)

