

the Pulse

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



ROCHESTER
REGIONAL HEALTH
Foundations

Campaign Committee Newsletter

November 2020 Edition

Greetings!

I hope you find this first issue of our campaign committee newsletter informative and helpful in your work as key volunteers. It's been quite a year, and we **remain grateful to you for your philanthropic support** and for your help in spreading the news about the great work Rochester Regional Health does for our community. We remain ahead of our campaign dollar projections as we enter year six of the campaign, and we are determined to meet and exceed the \$300 million campaign goal by 2025.

As you know, we welcome Kelly McCormick-Sullivan as the new Foundations President at the end of this month, and the Foundations team is excited to work with her as we plan and execute our fundraising strategy for Rochester Regional Health.

Thank you again for all you do, and I look forward to seeing you in person or on a zoom call very soon.

Craig Evans, EdD

Interim President
Rochester Regional Health Foundations



Campaign Update

Total \$ raised to date - **\$212,547,667**

Total \$ raised in 2020 - **\$11,798,658**

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

Click [here](#) for a list of new **Cornerstone Society** and **Legacy Society** members from September 1-October 31

In the News

10/1 - 11/5

Click on headline to view the full news story.

Rochester

[Rochester Regional Health opens 3 COVID-19 testing trailers](#)



First surgeries performed at Sands-Constellation Center for Critical Care

Testing of students putting pressure on COVID-19 labs

In a pandemic, as before, midwives deliver, again and again

Chief medical officer hired by local Fortune 500 company to help handle COVID-19

Doctor outlines next steps for patients after breast cancer diagnosis

New Rochester Critical Care Center ready for phased opening

New care center opening in phases on RGH campus

Rochester Regional Health introduces Mobile Mammography Center

Rochester Regional Health's lung cancer screening program

New technology improving hip replacement surgery at Rochester Regional Health

Batavia

Rochester Regional Health opens COVID-19 test collection trailer at Jerome Center, must have evaluation & an order for lab test to visit

Surgeon steps in to resume annual UMMC fundraiser

Eastern Region

Rochester Regional Health opens facility in Geneva

Rochester Regional heavily expanding in the Finger Lakes



Campaign Collateral

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

The Resource Center is in its early stages and we continue to build this site. Please check back regularly for updates.

If you are interested in hard copies of any of the materials, please email campaigncommittee@rochesterregional.org

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



November

Sands-Constellation Center for Critical Care Virtual Open House

Tuesday, November 17 at 2:00pm
Click [HERE](#) to register

December

Care Academy: COVID-19 with Rob Mayo, MD and Emil Lesho, DO

Tuesday, December 8 at 4:00pm
Click [HERE](#) to register

January

Care Academy: Behavioral Health with Mandy Teeter, MBA, MSW

Wednesday, January 13 at 4:00pm
Click [HERE](#) to register

Care Academy: Oncology Focus on Bone Marrow Transplant Program with Anne Renteria, MD

January date to be announced soon

Dates to be announced soon for future webinars:

February

Care Academy: Cardiology

March

Care Academy: Neurology

April

A Conversation with Kevin Casey, MD

May

Care Academy: Rochester General College of Health Careers

June

A Conversation with Dustin Riccio, MD

Rochester Regional Health Foundations

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Get In Touch Today

