

# HackensackUMC FOUNDATION



Where Medicine Meets Innovation

Spring 2012



## Foundation Bids Fond Farewell to Robert L. Torre

Effective July 1, 2012, Robert L. Torre will retire as executive vice president and chief operating officer of Hackensack University Medical Center Foundation.

Torre increased annual fundraising from \$4 million in 1997 to \$32 million in 2011 — an accomplishment that has long-lasting benefits for the medical center and patients and serves as a testament to the continuing and generous support of our community. Under his leadership, HackensackUMC has had the opportunity to establish partnerships within the community and with professional sports teams, most notably the New York Giants.

“Bob’s 15-year total of \$296 million and a record-breaking \$32 million in 2011 have established new standards for fundraising in the healthcare industry,” said Joseph Simunovich, HackensackUMC Foundation Board of Trustees chairman.

In 1997, Torre was looking for a second home in Florida and considering an early retirement, but recruiters for HackensackUMC made him rethink his plan. Changing jobs was not a priority, but after becoming better acquainted with the medical center and its incredible reputation, his interest grew. It took nearly eight months, but Torre finally accepted the position in August 1997.

“Imagine it took me that long to decide,” Torre said. “I am extremely grateful for the patience of the search committee. My thinking at the time was that I would commit to two or



**Robert L. Torre**  
Executive Vice President and Chief Operating Officer  
Hackensack University Medical Center Foundation

three years, create a strong structure, organize and prioritize the giving programs, hire talented people, and then head to Florida. Well, here it is 15 years later, and I think that speaks volumes about the special place that we have here. This is the kind of situation and position somebody like me looks for their entire career, and I found it here at HackensackUMC.”

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# Foundation Bids Fond Farewell to Robert L. Torre

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## A GROWING CONCERN

Torre started with the goal of building a true foundation staff, which would include all aspects of fundraising — from direct mail campaigns to the major gift and planned giving programs that generate seven- and eight-figure donations. Eventually, Torre needed to expand his organization and soon doubled the size of the office. This led to his group moving to its current location in the Alfred N. Sanzari Medical Arts building.

"I have worked closely with Jim Beattie, chairman of the Finance/Investment Committee for years and now, more recently, with Sam Raia, chairman of the Audit Committee. I consider them not only my dear friends, but each man brings such value to our Board through their expertise, strong work ethic and true devotion to the medical center. It has been a pleasure to know them and to work alongside of them to achieve the medical center's goal of excellence in patient care," Torre said.

For the past 15 years, Torre spent a good deal of time and effort on capital campaigns, resulting in the tremendous and obvious growth of the physical plant of HackensackUMC. The Audrey Hepburn Children's House, the David Joseph Jurist Research Center, the Joseph M. Sanzari Children's Hospital, the Donna A. Sanzari Women's Hospital, the John Theurer Cancer Center and now "A Beat Beyond," the campaign for the Heart & Vascular Hospital, are just a few examples. Counting just these projects and the addition of the Hackensack University Medical Plaza building, 1 million square feet of new space has been added to the medical center, as well as new parking for nearly 1,500 cars — truly extraordinary by any measure.

In 1997, about \$4 million was raised from 1,000 gifts. We are now counting 10,000 gifts annually. Torre increased the fundraising programs and continued to build on that formula during his tenure. Fiscal Year 2011 was the best year to date, with a record \$32 million raised. "I am pleased to report that our cost to raise one dollar was only 11 cents on the dollar," said Torre.

## THE WINNING FORMULA

Torre's winning approach to fundraising has always remained the same: Demonstrate a compelling need and educate our

prospects as to why our facilities are vital to our community's well-being. The results of his leadership have placed the Foundation in a class by itself when it comes to helping to fund many of the region's most successful capital campaigns.

"The dedication of the Board members here at HackensackUMC is unmatched. The Board of Governors for Hackensack University Medical Center and the Foundation Board of Trustees provide the resources necessary to launch first-rate campaigns that are professionally and sufficiently staffed, and that has made all the difference," Torre said.

"It has been a distinct pleasure to work with President and CEO, Bob Garrett these past few years. Bob has brought a new paradigm, an all inclusive culture to Hackensack University Medical Center. He is a game changer. I am delighted we had our best year in the history of HackensackUMC together. His management style is perfectly suited to mine, and his dedication to the work of the Foundation has been invaluable. HackensackUMC is fortunate to have him at the helm," Torre said.

"The Board of Governors chairman, Joseph M. Sanzari is a giant of a man and is the largest donor at Hackensack University Medical Center. He walks down the halls of this hospital and knows my colleagues by name. Joe is a one of a kind, he cannot do enough for this medical center, he is generous to a fault.

Joseph Simunovich, who has led the Foundation Board for an unprecedented two terms is an extraordinary guy. I have personally benefitted from his vast experience and bottomless Rolodex for the past 15 years. Joe is the first person I look to for advice, and both the medical center and I are always better for it. Joe is a real stand up guy, his patience and decency is known to all who work with him.

I am also indebted to Board leaders Jim Napolitano, Larry Inserra, Fletch Creamer, Jr., and Ed Ludwig — dear friends whose business acumen, generosity and straightforward style have always been an important resource for me. Their enormous commitment during the many years which they have held leadership positions at the medical center and the foundation has truly contributed to our successes," Torre said.

## Most Prominent Accomplishments of Torre's Tenure

Here are the most prominent accomplishments during Bob Torre's distinguished career at HackensackUMC.

### **THE AUDREY HEPBURN CHILDREN'S HOUSE**

In 1996, Hackensack University Medical Center established a child advocacy center, and in April 1998 the center was designated the Northern Regional Diagnostic Center for Child Abuse and Neglect, one of four centers legislatively established in New Jersey.

This very special place needed a very special name. Torre met with and got to know Sean Ferrer, son of Audrey Hepburn, and after working and conferring for nearly five years, that collaboration led to the great support of the Audrey Hepburn Children's Fund. In recognition of this alliance, the formal name of the Audrey Hepburn Children's House was adopted.

"This partnership was truly transformational and enabled us to become the world's first and only Audrey Hepburn Children's House," Torre said. "We remain deeply grateful for this tremendous honor — especially considering our geographic distance from the Audrey Hepburn Children's Fund, located in Los Angeles. Clearly, Los Angeles has an abundance of hospitals and medical centers that would be rightly honored to bear the name of the great Audrey Hepburn."

This special facility was built entirely with donated funds. This support, along with other magnificent donors, most notably the Alfiero and Lucia Palestro Foundation, enables every child to have a safe and comforting refuge.

### **THE MOBILE RAPID RESPONSE PROTOTYPE**

By applying today's most advanced medical technologies to support the Northeast region, HackensackUMC

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It was a proud day for HackensackUMC as U.S. Sen. Robert Menendez, U.S. Sen. Frank R. Lautenberg and Congressman Steven R. Rothman joined with the HackensackUMC team, including Emergency Services Chairman Joseph Feldman, M.D.; Robert L. Torre; Hackensack University Health Network Board of Trustees Member J. Fletcher Creamer Jr.; and Hackensack University Medical Center Foundation Board of Trustees Chairman Joseph Simunovich, for the official ribbon-cutting and first public viewing of the Mobile Acute Care Hospital.

## Most Prominent Accomplishments of Torre's Tenure

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has been working to develop a “best-in-class” mobile hospital — including two emergency trauma units with 14 beds, a mobile communications support vehicle, two equipment support vehicles, a biological incident response vehicle and a state-of-the-art mobile surgical suite.

The modular design of the prototype ensures these vehicles will be able to successfully negotiate terrains in urban and suburban areas. This unique design also will allow important “scalability” in the level of response to a single incident or multiple incidents. The value of our mobile rapid response prototype program reaches far beyond the confines of our catchment area, New Jersey, and includes the greater metropolitan area.

“The federal Department of Defense has funded this program at nearly \$19 million,” Torre said. “I believe that while our status as a major teaching hospital just seven miles from the George Washington Bridge is an important factor, our ability to make decisions and move quickly on important regional projects makes us a worthy partner. We are proud to be a leader in national emergency response.”

This initiative is the first of its kind in the country, and once again the bar was set high for HackensackUMC. The medical

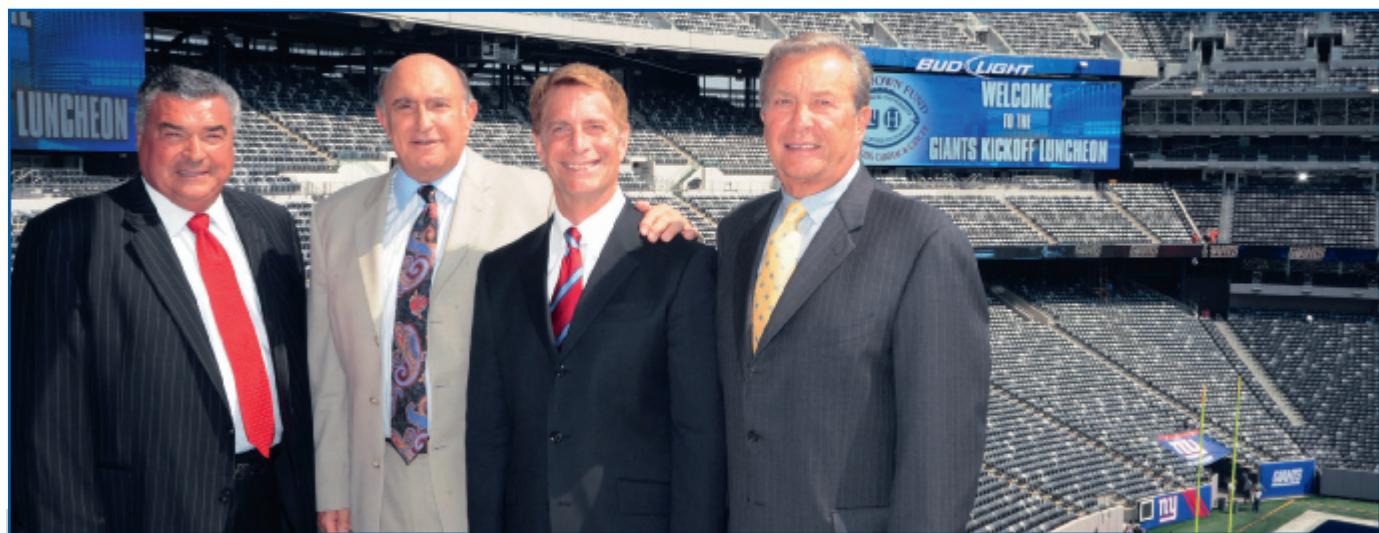
center was able to serve as a model for other rapid response programs in urban areas around the nation because it proved it had the experts, the foresight and the ambition to be a leader in emergency preparedness.

### THE TOUCHDOWN FUND: SCORE FOR KIDS, CARDIAC AND CANCER

HackensackUMC and the New York Giants have teamed up to create the Touchdown Fund: Score for Kids, Cardiac and Cancer.

This exclusive charitable partnership, the first of its kind for the Giants, raises funds for the Joseph M. Sanzari Children’s Hospital, the John Theurer Cancer Center and the Heart & Vascular Hospital. Donations to the Touchdown Fund contribute to our research capabilities, acquisition of the latest diagnostic equipment, completion of state-of-the-art facilities and other planned initiatives.

“It is a real treat for me, a former college football scholarship player, to be in meetings with New York Giants owner John Mara and Head Coach Tom Coughlin. Thanks to this partnership, Hackensack University Medical Center is the **Hometown Hospital of the New York Giants**,” Torre said.



Pictured from left at MetLife Stadium: HackensackUMC Board of Govenors Chairman Joseph M. Sanzari; Hackensack University Medical Center Foundation Executive Vice President and Chief Operating Officer Robert L. Torre; HackensackUMC President and C.E.O. Robert C. Garrett; Hackensack University Medical Center Foundation Board of Trustees Chairman Joseph Simunovich.

"Every cent of the money raised through HackensackUMC's alliance with the New York Giants is dedicated to kids, cardiac and cancer — truly a win-win for both parties," Torre said.

"This partnership has become more of a friendship for us here at the medical center. Our team joined theirs for the exhilarating Super Bowl XLVI win in Indianapolis this year against the New England Patriots. The win was déjà vu for me because I was at Super Bowl XLII when the Giants beat the Patriots the first time."

The partnering of these two champions creates one formidable team ready to tackle the fight against cancer, illnesses related to children, and heart and vascular diseases.

### THE JOHN THEURER CANCER CENTER

The John Theurer Cancer Center at HackensackUMC is home to one of the most comprehensive cancer programs in the country.

In fact, we were listed as one of the nation's top 50 cancer centers by *U.S. News & World Report*. So many patients are referred here because of our reputation for extraordinary physicians and nurses and our commitment to research and participation in clinical trials, all provided so our patients have unsurpassed access to cutting-edge treatments.

But what really makes the John Theurer Cancer Center at HackensackUMC special is the determination of our patients and our staff. There's an undercurrent of hope you can almost feel — a willingness to break from tradition and find new paths to wellness. Perhaps that is why so many come here from other states, other nations — because we believe in possibilities.

"I am so grateful to Helena Theurer — with whom I share a birthday, although I do admit to being some years older — who together with her late husband, John, built several

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*From left to right sitting:*  
Jonathan M. Tisch, co-owner of the New York Giants;  
Steve Tisch, Chairman and Executive Vice President of  
the New York Giants; Joseph Simunovich, Chairman,  
HackensackUMC Foundation Board of Trustees; John  
Mara, President & CEO, co-owner of the New York Giants  
and Joseph M. Sanzari, Chairman, HackensackUMC  
Board of Governors

*From left to right standing:*  
Robert C. Garrett, President & CEO, HackensackUMC;  
Tom Coughlin, Head Coach, New York Giants; Robert L.  
Torre; Jerry Reese, General Manager, New York Giants



Helena Theurer, generous benefactor and member of  
HackensackUMC's Advisory Board of Directors and the  
Foundation Board of Trustees, and Robert L. Torre.

## Most Prominent Accomplishments of Torre's Tenure

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successful businesses,” Torre said. “In a magnificent act of charity, Helena — impressed by our physicians and armed with a strong desire to improve patient outcomes — made the lead gift for the John Theurer Cancer Center.”

The facility opened its doors Dec. 27, 2010.

### **“A BEAT BEYOND”**

The Heart & Vascular Hospital began as a vision to offer patients a new kind of cardiac care — one that brings the country’s best specialists together under one roof, leverages the latest scientific data and always puts the needs of the patient first. Every aspect of the Heart & Vascular Hospital has been planned to advance this vision. By promoting collaborative care, integrating tomorrow’s technology, improving clinical efficiency and delivering the region’s broadest array of services as cost-effectively as possible, we believe we will continue as a leading center for cardiovascular health.

“Knowing that we have such a generous core of supporters is what lets us dream big,” Torre said. “We have presented the medical center with gifts totaling \$12.5 million toward a \$25 million goal. The last two campaigns had far greater goals — the Women’s and Children’s Hospital was \$50 million and the ‘Beyond Extraordinary’ campaign, chaired by the incomparable Mary Higgins Clark, raised \$60 million — so I remain confident about our success with this campaign.”

Cardiovascular disease is still America’s No. 1 killer, and even those it spares often need the kind of continuing, technologically sophisticated, patient-centered care that is HackensackUMC’s hallmark. Despite increased awareness, advanced diagnostics and revolutionary treatments, heart disease remains the greatest adversary of men and women older than 60.

HackensackUMC has long been committed to the prevention and treatment of cardiovascular disease. Our programs in interventional cardiology, cardiac surgery and stroke care have consistently placed us in the top 5 percent of hospitals in the nation and earned us high marks with independent rating agencies. The Society of Chest Pain Center has honored the Heart & Vascular Hospital as an accredited chest pain center, and we are ranked within the top 50 heart hospitals in the country by *U.S. News and World Report*.

The new Heart & Vascular Hospital is the embodiment of our promise to always serve the needs of our community. The culmination of years of research and planning this state-of-the-art “hospital within a hospital” bring our cardiovascular services and specialists together under one roof — enabling the kind of multidisciplinary model that is the future of cardiac care.

**The Foundation was incorporated in 1980 and serves as the philanthropic arm in support of Hackensack University Medical Center’s capital and programmatic initiatives.**

**“I would like to thank Bob Torre for his years of dedication and hard work at the helm of Hackensack University Medical Center Foundation. Under his tenure, he and the Foundation were able to fundraise more than \$296 million, which was instrumental in making the medical center one of the nation’s top 50 hospitals. HackensackUMC will surely miss Bob’s leadership, and I wish him much happiness in retirement.”**

— Robert C. Garrett, President and Chief Executive Officer  
Hackensack University Medical Center

**“** Bob Torre has done a terrific job. His results, a 15-year total of \$296 million and a record-breaking \$32 million in 2011 have established new standards for fundraising in the healthcare industry.

“I have worked with Bob for these 15 years, the last five as chairman, and personally witnessed his outstanding leadership, commitment and tenacity in surpassing his annual goals which significantly benefitted HackensackUMC.

“It has been my privilege to work with Bob and I am proud to call him a friend.

“He will be missed.

“I wish Bob a very healthy and happy retirement.”

— Joseph Simunovich, Chairman  
HackensackUMC Foundation Board of Trustees

**“** It has been a pleasure and a joy to work with Bob Torre over these past years. He brings innovation, excitement and enthusiasm to the campaigns he has run and the results are visible for all to see.

“I wish Bob happiness in his retirement but oh — how he will be missed.

“Godspeed, Bob — we love you.”

— Mary Higgins Clark, Author  
Honorary Chair of the Beyond Extraordinary Campaign

**“** It is with great admiration and gratitude that I wish all of the best to Bob Torre on his retirement from HackensackUMC Foundation. Under his spirited leadership, the Foundation has progressed immensely and his legacy will be the continued success of the team he built and led all of these years.

“I kid Bob that he’s the only guy who makes me feel good even when he’s taking my money!

“His stewardship of our fundraising efforts contributed greatly to making HackensackUMC the state’s crown jewel in medical care, and I am ever grateful for his friendship. Smooth sailing, Bob!”

— Joseph M. Sanzari, Chairman  
Hackensack University Medical Center Board of Governors

**“** Congratulations to Bob Torre on a remarkable career with HackensackUMC Foundation. Through his foresight and leadership during the past 15 years, Bob and the Foundation have not only raised money, but have established positive relationships between the medical center and community organizations and professional sports teams —most notably, the New York Giants. He has made an indelible mark on the Foundation, and his presence will be missed.”

— James R. Napolitano, Chairman  
Hackensack University Health Network  
Board of Trustees

**“** Rarely do we find a man with the skill set of Robert Torre in the field of fundraising. Bob has truly become a legend at HackensackUMC. His ability to raise incredible funds year after year for the medical center by developing programs and relationships with donor friends is truly an art form. His wisdom, compassion and courage will be sorely missed by me and I am sure the entire Foundation Board. I wish my esteemed friend, of over one decade, God’s blessings, much happiness and good health in his retirement.”

— Samuel S. Raia, Member  
Hackensack University Medical Center Foundation, Board of Trustees

## New Vice President of Development Named

Hackensack University Medical Center Foundation is proud to welcome Kerry Kruckel Gibbs of Ridgewood as its new vice president of development.

"It is my great pleasure to welcome Kerry Kruckel Gibbs as HackensackUMC Foundation's vice president of development," said Robert C. Garrett, president and chief executive officer of HackensackUMC. "Her extensive professional experience will undoubtedly make her an asset to the Foundation's already successful fundraising efforts."

A graduate of Georgetown University, Kruckel Gibbs is a seasoned development professional with 22 years of experience in institutional, midsized and small nonprofit fundraising, management and external relations. She joins HackensackUMC Foundation from WNET, a prominent public media provider in the New York metropolitan area and parent company of public television outlets THIRTEEN and WLIW21, where she served as vice president for development and communications.

In this position, she oversaw all fundraising and development activities, program publicity and marketing campaigns. She managed a gift revenue goal of \$70 million and a staff of 68. During her time at WNET, Kruckel Gibbs secured the largest gift from an individual in the history of public television — a \$15 million studio naming gift from James and Merryl Tisch. She also increased WNET's overall fundraising on an annual basis, helped to expand the WNET Board of Trustees and helped build the new Board of Trustees for Public Media of New Jersey, WNET's newest public television station (formerly NJN).

Before WNET, Kruckel Gibbs worked for the New York University Leonard N. Stern School of Business, where she served for 10 years, most recently as managing director,



Kerry Kruckel Gibbs  
Vice President of Development  
HackensackUMC Foundation

Alumni Relations and Development. While at NYU, she closed a \$10 million facility naming gift and successfully raised \$190 million on a \$150 million campaign goal as part of NYU's \$2.5 billion campaign.

"We are delighted that Ms. Kruckel Gibbs has joined our team," said Robert L. Torre, executive vice president and chief operating officer of HackensackUMC Foundation. "Her successful development experience is a perfect match to what we do here at the Foundation, and I am confident that she will greatly contribute to our tradition of exceptional fundraising."

"This past year was a record-breaking year — \$32 million raised — for our Foundation's fundraising efforts," said Joseph Simunovich, chairman of the Board of Trustees. "With Bob Torre at the helm, the Foundation has raised over \$296 million. We look forward to continued success with Ms. Kruckel Gibbs."

## Audrey Hepburn Children's House Celebrates Its 10th Anniversary

**"To save a child is a blessing. To save a million is a God-given opportunity."**

— Audrey Hepburn

On May 4, Academy Award winner Natalie Portman joined Sean Hepburn Ferrer to celebrate the 10th anniversary of the Audrey Hepburn Children's House on what would have been Hepburn's 83rd birthday.

The Audrey Hepburn Children's House (AHCH) has helped abused children and their families restore their self-worth and dignity, renew their faith in the world around them, revive their hope for a safe tomorrow, reclaim their lives and dreams, and redeem their futures in a comforting environment.

Ferrer has named Portman "godmother of the Audrey Hepburn Children's House." HackensackUMC is proud of our association with Ferrer and Portman, and joins them to honor both the staff and the important mission of the AHCH.

In 1999, the AHCH received a significant charitable donation from the Audrey Hepburn Children's Fund. In recognition of this generous gift, the formal name of the Audrey Hepburn Children's House was adopted. This lead gift was truly transformational, enabling Hackensack University Medical Center to welcome the world's first Audrey Hepburn Children's House.

Inspired by our namesake, the Audrey Hepburn Children's House embodies best practices in medical and mental health services, and provides a unique private and child-friendly environment specifically designed to address all aspects of child maltreatment in a professional yet compassionate manner. The AHCH continues to be supported by the Joseph M. Sanzari Children's Hospital of HackensackUMC, along with government and private funding.

Their faith in our ability, along with their gracious support and that of other dedicated donors, enable so many to have a safe and comforting refuge today.



Robert L. Torre and 2011 Academy Award Winner Natalie Portman at the 2002 dedication of the Audrey Hepburn Children's House. Sean Hepburn Ferrer has named Portman "the godmother of the AHCH."



Audrey Hepburn Children's House (AHCH)

## Golf Outing Honors Mayors' Associations

Hackensack University Medical Center

Foundation's 15th Annual Invitational Golf Outing will be held on June 4 at the Edgewood Country Club in River Vale, NJ.

We are pleased to announce that the honorees at this year's golf outing are the Northern Valley Mayors' Association and the Pascack Valley Mayors' Association. HackensackUMC Foundation, along with mayors John Dean DeRienzo and John Birkner, president of the Mayors' Associations, respectively, are excited to be working together again to further the mission of the medical center and help achieve our fundraising goals.

Proceeds from this year's outing will benefit the Heart & Vascular Hospital and the Emergency Department at HackensackUMC.

The new Heart & Vascular Hospital provides the complete spectrum of cardiovascular care. It integrates preventative, diagnostic and treatment services with an emphasis on cardiovascular disease management and research advancements, all in one central location. In doing this, we are able to seamlessly integrate inpatient care, outpatient services, testing, screening and community awareness programs.

The Emergency Department expansion project will create improved patient care areas, private treatment suites and state-of-the-art diagnostic imaging facilities. This effort will result in a modernized emergency department with specialized treatment bays and trauma rooms for cardiac, cancer, geriatrics and pediatrics. The new design also allows patients to have more rapid access to specialized services.

For more information please contact Paige Cooper at 551-996-3701.

## Upcoming Special Events



### Designer Showhouse of New Jersey

Through June 10, 2012

**15th Annual Invitational Golf Outing**  
Edgewood Country Club, River Vale  
June 4, 2012

**12th Annual Motorcycle Charity Run**  
MetLife Stadium-Ross' Dock  
August 18, 2012 (rain date is August 19)

**2012 New York Giants Kick-off Luncheon**  
MetLife Stadium  
August 2012 (exact date TBD)

**Fourth Annual Celebrating Life & Liberty**  
Liberty State Park, Jersey City  
September 30, 2012

**2012 Annual Recognition Gala**  
The Museum of Modern Art  
October 20, 2012

# 'Impossible is just an opinion'

## HackensackUMC and the NY Giants. A championship team.



HackensackUMC congratulates the NY Giants on being world champions.

## Leaving a Gift in Your Will to Hackensack University Medical Center

Since 1888, Hackensack University Medical Center's doctors and nurses have saved thousands of lives and enhanced the quality of life for countless others.

The world-class healthcare they provide is made possible, in part, by the generosity of people like you who decide to include HackensackUMC in your will or other estate plans.

We are grateful to so many who have supported the medical center through the years. Because of your generous support and commitment to HackensackUMC, we are one of the premier healthcare providers in the nation.

A bequest to HackensackUMC will help us maintain excellence in patient care, and your heirs will benefit too, because

you are removing assets from your taxable estate. For assistance in making a bequest to HackensackUMC, please contact Betty Kraus, manager of planned giving, at 551-996-3702 or [bkraus@hackensackumc.org](mailto:bkraus@hackensackumc.org).





360 Essex St., Suite 301  
Hackensack, NJ 07601

## GIVING OPTIONS

Hackensack University Medical Center Foundation encourages all donors to select a giving option tailored for their convenience as listed below:

- A direct gift using a personal check or cash, or by credit card online through our secure website at [www.hackensackumcfoundation.org](http://www.hackensackumcfoundation.org).
- An outright gift of stock, bonds and/or mutual fund shares that have appreciated since their original date of purchase. If you donate appreciated securities, which you have owned for at least one year, you can avoid paying the capital gains tax.
- Charitable remainder trusts that provide the donor with regular payments and Hackensack University Medical Center Foundation with the remainder at the end of a designated period.
- A donation of life insurance that would provide Hackensack University Medical Center Foundation with future income and provide no tax liability upon the donor's death.
- Matching gift programs secured by the donor through his or her workplace. Please check with your employer to see if a matching gift program exists.

There are a variety of "Naming Opportunities" available to choose from for a gift of \$250,000 and above. Please contact Helen Cunning, executive director of development, at 551-996-3717, or by email at [hcunning@hackensackumc.org](mailto:hcunning@hackensackumc.org).