

Hackensack University Medical Center FOUNDATION



When You Feel Good, We Feel good.

WINTER 2009

Hackensack University Medical Center Foundation Launches \$75 Million *Beyond Extraordinary* Campaign to Build New Cancer Center

With \$39 million already raised, the public phase of the campaign began with a seven-week stint on ABC's Times Square Jumbotron for the *Beyond Extraordinary* campaign video and warm words from novelist and national campaign chair Mary Higgins Clark.

There was magic in the air at Times Square this holiday season. From November through New Year's Day, passersby were treated to an extraordinary sight: a snowflake whirling through the air to survive a plunge into the ocean. This small miracle was part of a dynamic animation sequence playing on the ABC Jumbotron to mark the launch of the Hackensack University Medical Center Foundation's new

\$75 million fundraising effort *Beyond Extraordinary*, the campaign for the John Theurer Cancer Center at Hackensack University Medical Center (HUMC). To see the campaign animation sequence, visit www.beyondextraordinary.org.

"The new John Theurer Cancer Center will further

enhance the reputation of our entire hospital, whose size and patient volume is a magnet for innovative researchers and practitioners," said Joseph Simunovich, chairman of the HUMC Foundation Board of Trustees. "With the launch of the *Beyond Extraordinary* Campaign, our commitment to our patients is to build one of the top cancer centers in the country."

"The campaign symbol of a snowflake surviving in water represents our patients, more and more of whom will survive to enjoy long, full, and satisfying lives despite the threat of cancer," said Robert L. Torre, executive vice president and chief operating officer of the HUMC



Pictured, from left, at the *Beyond Extraordinary* Cancer Center campaign launch event held Thursday, November 13, 2008, are Andre Goy, M.D., deputy director of the John Theurer Cancer Center, chief of the division of Lymphoma Oncology, and director of Cancer Research; Andrew L. Pecora, M.D., chairman and executive administrative director of the John Theurer Cancer Center; Mary Higgins Clark, well-known mystery novelist, national chairperson of the campaign for the John Theurer Cancer Center, and member of the Hackensack University Medical Center (HUMC) Board of Governors; Robert L. Torre, executive vice president and chief operating officer, Hackensack University Medical Center Foundation (HUMCF); Helena Theurer, member of the HUMC Board of Governors and the HUMCF Board of Trustees; Lawrence R. Inserra, Jr., co-chair of the campaign for the John Theurer Cancer Center, second vice chairman of the HUMC Board of Governors, and member of the HUMCF Board of Trustees.

Foundation. "Patient experiences and outcomes at the cancer center have always been extraordinary. And now, as we begin construction of the new 155,000-square-foot John Theurer Cancer Center, our

patients can look forward to even greater progress in a place that is truly 'beyond extraordinary.' Thanks to the generous spirits of major donors like Helena Theurer and others,

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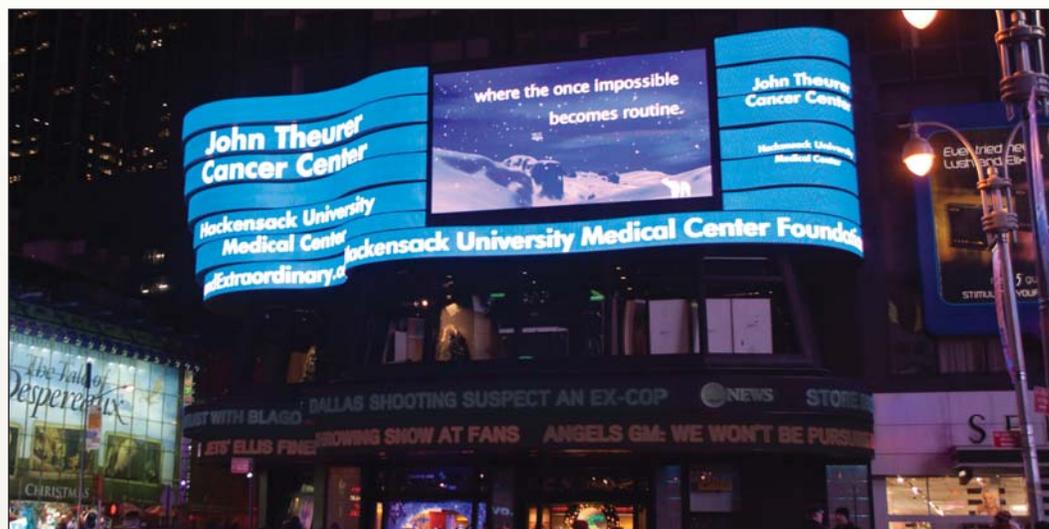
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we have begun an exciting new chapter, but we depend on added public support to reach our goals.”

The development of the cancer center marks a new leap forward for HUMC’s renowned cancer treatment program; in volume, already one of the top 10 largest providers of cancer care in the nation. HUMC’s cancer center physicians see 150 new cancer patients every week and conduct more than 200,000 follow-up visits each year. The center is focused on care and research, running more than 75 clinical trials annually in treating every form of the disease.

With \$39 million in donations committed to the project, the Foundation laid plans for the public phase of the campaign, enlisting the support of mystery novelist Mary Higgins Clark as national chair of the campaign. Speaking at the campaign launch event in New York City on Thursday, November 13, 2008, Ms. Clark made the following observation: “As a writer, I know how powerful a word can be. And cancer remains one of the most frightening words in our vocabulary. But it doesn’t have to be. I don’t think people are aware of how many new treatments are available or how many people are saved



The John Theurer Cancer Center at Hackensack University Medical Center displays its *Beyond Extraordinary* campaign logo on the Jumbotron above Times Square in New York. This display was in celebration of the official campaign kickoff on Thursday, November 13, 2008.

by the kind of innovative care provided at the John Theurer Cancer Center. The doctors are superb; my daughter and I have both benefited from their remarkable skill and dedication. There’s a personal sense of everyone being totally involved with every patient, for whose comfort and dignity the beautiful new cancer center is being planned. I am honored to be the national campaign chairperson for the *Beyond Extraordinary* campaign because I know there is so much more to learn, so many more people to help, and I am confident that these are the people to do it.”

The campaign launch event, which was hosted by CBS 2 News anchor Chris Wragge, also acknowledged the three

campaign co-chairs: Joseph T. Dockery, president-owner of Prestige Motors; Lawrence R. Inserra, Jr., president of Inserra Shop-Rite Supermarkets, Inc.; and John Randolph Smith, president of the PSE&G Foundation. Helena Theurer, who donated \$10 million in memory of her husband, John, spoke about the importance of the campaign. “A healthier quality of life is the most precious gift we can offer. Even now, troubled as we all are by the economic turmoil around us, we each have a responsibility to speak up and step up in support of the life-giving care this important new facility will provide for all.”

John Theurer Cancer Center chairman and executive administrative director Andrew Pecora, M.D. concurred. “I’m proud of

what we have already accomplished, but even more excited about the future of the John Theurer Cancer Center. For example, when it comes to advancing the care and treatment of cancer patients, getting them into clinical trials is of paramount importance. Nationwide, only 10 percent of the cancer patients eligible for trials are actually participating in one. In the better hospitals, that percentage rises to 20 or 30 percent. I’m proud to say that here at HUMC, fully 60 percent of our patients are in clinical trials, and that can make all the difference to a patient with complex conditions, even those with cancers others might consider untreatable. Our new facility will help us accomplish even more and give every cancer patient what they need most — hope.”

Be a part of something that's

BEYOND EXTRAORDINARY

The New John Theurer Cancer Center at Hackensack University Medical Center

Hackensack University Medical Center is one of the top 10 cancer centers in the nation by patient volume. Our renowned doctors, nurses and scientists have made the John Theurer Cancer Center a destination for cancer patients from around the world — and one of the nation's most aggressive participants in clinical trial research.

To continue their extraordinary work, we are building a new, state-of-the-art facility specifically designed to enhance cancer care and research. A place where something as fragile as a snowflake — or a life — can survive. A place that is beyond extraordinary.

Visit: www.beyondextraordinary.org



For information about commemorative opportunities, please contact:

ROBERT L. TORRE
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J. Fletcher Creamer Foundation Continues a Legacy of Giving To Hackensack University Medical Center



J. Fletcher Creamer, Jr.

Sometimes the most generous donations of all come to HUMC from within, so to speak. That's certainly true in the case of J. Fletcher Creamer, Jr., who holds down the dual posts of chairman of the HUMC Board of Governors and vice chairman of the HUMC Foundation Board of Trustees. He also spearheads the efforts of the J. Fletcher Creamer Foundation, which over the years has been one of the leading donors not only to HUMC, but also to a wide variety of other worthwhile charities and medical institutions.

The Creamer family's story of note dates all the way back to 1923 when Mr. Creamer's grandfather founded J. Fletcher Creamer & Son, which remains one of the leading construction firms in New Jersey. Mr. Creamer started laboring in the family business as a boy wielding a shovel during summers, and worked his way up from there to assume the post of president in 1982. Right about that time, his father — the company's chairman and CEO — joined the HUMC Board of Governors. Mr. Creamer joined the board a decade or so later, and in early 2007 became chairman — a position he'll hold until March 2010, at which time he'll become chairman of the HUMC Foundation Board of Trustees.

"When they asked me to take over the position, I was elated," Mr. Creamer said. "HUMC is really important to our family. And one thing I've learned as I've gotten older is how important it is to be able to help other people. Everyone here at HUMC does an unbelievable job. I'm proud to be a part of it."

One of the principal milestones for the Creamer family occurred in the mid-1980s with the building and dedication of the cardiac wing of the medical center, named in honor of Mr. Creamer's father. A few years later, Mr. Creamer's younger brother was tragically murdered — a catastrophe that the family transformed into something of lasting worth with the opening of the Jeffrey M. Creamer Trauma Center at HUMC in 1994.

The Creamer Foundation continues to support HUMC and its various medical disciplines through the HUMC Foundation. All funds are generated by the success of J. Fletcher Creamer & Son, now entering its 86th year in business. Currently, much of the Creamer family philanthropy is focused on the construction of the new John Theurer Cancer Center, in support of HUMC's *Beyond Extraordinary* campaign to raise \$75 million.

"I believe that HUMC and its people are second to none," Mr. Creamer said. "From the doctors to the nurses to the administrative staff and everyone else connected to the HUMC community, it's a top-notch organization. It has kept growing and getting better over the years, and my family and I have been extremely proud to be a part of it."

The Inserra Family Foundation and Hackensack University Medical Center: Close to Home



Lawrence R. Inserra, Jr.

Hackensack University Medical Center knows him formally as Lawrence R. Inserra, Jr., second vice chairman of the HUMC Board of Governors, member of the HUMC Foundation Board of Trustees, and chairman of the Human Resources Committee. But Larry Inserra knows HUMC

in a host of meaningful and intimate ways that go well beyond his official capacity.

That's because his son, Lawrence, was diagnosed at the age of 5 with Hodgkin's lymphoma. The Inserra family turned to HUMC for treatment of the disease, and with good effect; today young Larry is flourishing as a college student in his early 20s.

"Our family had some history with HUMC and had donated to the medical center in the past," Mr. Inserra said. "But when my son was being treated, I saw firsthand what a great institution this is. I thought to myself, 'Wow...this is an unbelievable place.'"

The Inserra family had been notable in the community for years, starting when Mr. Inserra's grandparents founded the family's supermarket business after the Great Depression. By the

late-1950s, Mr. Inserra's father and two uncles actively joined the business. Mr. Inserra became president of Inserra Shop-Rite Supermarkets in 1982 — ascending the company ladder after obligatory stints stocking shelves and working in the meat department to learn the nuances of the business.

Its long been the family's commitment and philosophy to give back to the community. As such, the Inserra Family Foundation donates to a wide variety of charitable causes and organizations — but according to Mr. Inserra, HUMC is clearly in the forefront of those activities. Along with a significant pledge to the Sarkis and Siran Gabrellian Women's and Children's Pavilion in the early 1990s, the Inserra Foundation has donated across the board to all of HUMC's endeavors.

Mr. Inserra joined the HUMC Board of Governors in 1995, and today also serves as a co-chair of the *Beyond Extraordinary* campaign to raise \$75 million for the new John Theurer Cancer Center at HUMC. But the Inserra family's efforts encompass more than money, as witnessed by the beautiful aquarium in the cafeteria of the women's and children's pavilion, donated and maintained by the family.

The ties that bind HUMC and the Inserra family together grow even stronger. "My father finally succumbed to lung cancer three years ago after treatment here, and my mother is currently being treated for the same disease at HUMC," Mr. Inserra said. "I've spent a lot of time in different hospitals — my daughter is diabetic, and my brother Carl died of leukemia in his late 20s. I've never been anywhere that can match the quality of care and people that we have here at HUMC. It's a special place."

A Gift in Your Will To Hackensack University Medical Center

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

The world-class healthcare they provide is made possible, in part, by the generosity of people like you who decide to include the medical center in their wills and estate planning.

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

A bequest to HUMC will help us to 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 Hackensack University Medical Center, please contact our Manager of Planned Giving Betty Kraus at 201-996-3702 or bkraus@humed.com.*

Pam's Pals Step Up to the Plate for Breast Cancer Patients



Pam Ader

When Pam Ader was undergoing treatment for breast cancer in 2004, she couldn't help but notice the trials that her fellow patients had to endure on a daily basis. "Chemo isn't easy for anyone, but some patients have it much harder than others," she said. "I was fortunate in that I had a great support group, but I could see how difficult it was for other people. We may all get the same treatment, but we're really not equal."

Unbeknownst to Ms. Ader, her family was already putting the wheels in motion to do something about those inequities. No one was more surprised than she was when, at a luncheon to celebrate the conclusion of her treatment, dozens of her friends showed up in pink baseball caps with "Pam's Pals" emblazoned on them. That marked the start of a fundraising effort to help breast cancer victims that has continued to this day.

Ms. Ader and her colleagues pursue their fundraising efforts on a personal basis and only solicit people they actually know. That focus has paid off over the years, as Pam's Pals have raised meaningful amounts that they've donated to help people

who are going through breast cancer treatments.

"It's one thing to raise money, but it's another to earmark and administer it," Ms. Ader said. "We wanted to team up with an organization that could take care of all those things for us. We'd had some other health issues that had been dealt with at HUMC, so we spoke to the HUMC Foundation about Pam's Pals. It was obvious right away that they possessed a level of professionalism and dedication that was beyond that of other organizations. That decided it for us."

At the urging of the Foundation, during this past year Pam's Pals earmarked their funds to be distributed to breast cancer patients who are in need of assistance in paying for their oral medications. "Out-of-pocket costs for oral breast medications can run over \$500 per month," said Stanley Waintraub, M.D., co-chief of the division of breast oncology. "That's a steep price for those with modest financial means and prevents many patients from purchasing the medication necessary for their survival."

One person who has already benefited from the program is Catherine Riggi, a medical lab technologist at HUMC who began her own treatments for breast cancer in 2008. "I'm struggling as it is," she said. "I don't know where I would have found the money to pay for my medication. But thanks to Pam's Pals, that's one less thing I have to worry about. I'm extremely grateful."

Ms. Ader feels the same as she continues to lead a healthy life. "The people at HUMC have made everything easy for us; they know how to do their job. At the end of the day, it's all about helping to save lives."



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- 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.

Additional ways of giving are also available and donors are encouraged to contact the Foundation at 201-996-3720 to schedule a professional consultation regarding their support of the John Theurer Cancer Center at Hackensack University Medical Center.