



Massena Memorial Hospital
Auxiliary
2013
ANNUAL REPORT

The theme of 2013 “A Guiding Light for Changing Times” became a clear message to Massena Memorial Hospital as well as the employees and Auxiliary. Health care is facing “Changes and Challenges” for both hospitals and individuals, uncertainty for employees not just locally but across the state due to acquisitions and mergers.

The Auxiliary faced a few challenges but thanks to all of our members who volunteer countless hours we finished the year strong financially. New ideas came about for fundraising. Our first annual “Vendors and More Gala” was very successful and added \$ 3,377.57 to our funds. Thanks to all the hard work, an additional \$500.00 was given to the Foundation and purchases a Verscare Patient Bed. Auxiliary member Mona Tromboli donated a beautiful handmade quilt, which we sold raffle tickets netting \$476.00

The Hospital Gift Shop remains our largest contributor. They experienced a few slow months, but finished above last year and were able to give the Auxiliary an additional \$5,000.00 at year end. The Foundation was given the final \$10,000.00 of the 10 year \$100,000 00 pledge. From the hospital wish list a Verscare Hospital Bed \$3,426.00, and a vital signs monitor, \$5,760.00, was purchased by the Auxiliary.

Thank you to all Auxilians who made the Auxiliary successful from baking, sewing, selling tickets for raffles ,planning luncheons, being visible to the public at the front desk or making the rounds with the juice cart . You are all important to the Auxiliary and the hospital.

We will remain a “Guiding Light in Changing Times”

Respectfully Submitted,

Kay F. Romeo
Kay F. Romeo, President



Massena Memorial Hospital Auxiliary

2014 Board of Directors

ELECTED OFFICERS

President	Kay Romeo	257 Prospect Ave.	764-1507
1 st Vice President	Rochelle LaShomb	7 Springs St.	353-8842
2 nd Vice President	Kathy Adams	1 Missoula Dr.	769-7935
Secretary	Elizabeth Barnes	44 Ransom Ave.	705-4196
Treasurer	Carol Perry	14 Lawrence Ave.	769-2584

DIRECTORS

3 Year (Jan 2014 – Jan 2017)	Lee LaRosa	7 Claremont Ave.	769-5357
3 Year (Jan 2014 – Jan 2017)	Carol Morgan	54 Bridges Ave.	769-2881
2 Year (Jan 2014 – Jan 2016)	Fran Orlando	8 Meadow Lane	705-6308
2Year (Jan 2014 – Jan 2016)	Jill Power	12 Highland Pk	769-3153
1 Year (Jan 2014– Jan 2015)	Julie Paquin	36 Windsor Rd.	769-7688
1 Year (Jan 2014– Jan 2015)	Connie MacLennan	6 Rockaway St.	764-0042

CHAIRPERSONS OF STANDING COMMITTEES

Special Fund Raising	Kathleen Rublack-Mullins	75 Westwood Dr. Apt #3	705-4551
Beverage Cart	Rosemary Shoen	258 North Main St.	769-9613
Gift Shop Buyer	Barb Kennedy	16 Madison Ave.	764-0863
Gift Shop Staff	Rochelle LaShomb	7 Springs St.	353-8842
Gift Shop Treasurer	Cheryl Novak	151 CR #46	769-3357
Legislation	Theresa Dufresne	7 Spruce St.	769-5923
Magazine Staffing	Charmaine Purser	472 State Hwy #131	705-4162
Membership	Kathy Adams	1 Missoula Dr.	769-7935
Nominating	Lois Badger	119 State Hwy #37B	769-2963
Printing & Publicity	Julianne Fowler	1 Hospital Dr.	769-4273
Scholarship	Elizabeth Barnes	44 Ransom Ave.	705-4196
Hostess	Mary Cady	50 Hidy Ave.	769-7768
Scrapbook/Sunshine	Jean DeLisle	183 Jefferson Ave.	764-0007
Patient Gifts	Becky Shaw	27 Co. Rt. #43	769-2088
Telephoning	Jean DeLisle	183 Jefferson Ave.	764-0007

Community Outreach:

Organ Donation	Charlene Hazelton	25 Orchard Rd.	764-0824
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Massena Memorial Hospital Auxiliary Membership

	2013	2012	2011	2010	2009	2008	2007	2006	2005
Membership Total	175	177	202	210	211	203	187	171	167
Active	126	144	147	150	166	158	150	130	122
Inactive	49	33	55	60	45	44	36	40	44
Honorary	0	0	1	0	0	1	1	1	1

Committee Staffing Report

Committee	2013		2012		2011		2010		2009	
	Workers	Hours	Workers	Hours	Workers	Hours	Workers	Hours	Workers	Hours
Beverage Cart	10	220	10	168	10	181	10	175	21	174
Gift Shop Staffing	25	1,480	32	1,680	37	1,547	38	1,620	54	1,776
Hospitality Desk	15	1,154	17	1,142	16	1,232	17	1,342	22	1,302
Magazine Staffing	1.5	78	1	60	1	60	1	60	3	75
Patient Gifts	38	74	45	95	39	60	36	62	7	56
Scrapbooks	1	5	1	5	1	5	1	5	1	5
Sunshine Fund	1	18	1	28	1	40	1	0	1	32
		Cards		Cards		Cards				Cards
TOTAL	91.5	3,011	107	3,100	105	3,474	109	3,420	93	3,259

MEETINGS

Board of Directors - Board of Director meetings are held on the 2nd Wednesday of February, March, April, June, September, November and December at 10:00 AM in the Hospital Board Room.

General Membership – All general meetings were held on the 4th Wednesday of January, May and October and included a luncheon and/or speaker. A Christmas Luncheon is held after the December Board of Directors meeting organized by the Auxiliary President.

The January 2013 Luncheon was held at the Italian American Club organized by Julie Paquin, Connie MacLennan and Carol Morgan. The Annual Report for 2012 was available along with information, and the new officers were installed. Non-perishable goods were collected and donated to the Massena Neighborhood Center.



The May 2013 Luncheon was held at the Massena Country Club organized by Fran Orlando and Lee LaRosa. The guest speaker was Ms. Tracie Barnes, Licensed Mental Health Counselor, Director of Counseling Services of Northern New York, as it was National Mental Health Month. Non-perishable items were collected and donated to St. Vincent DePaul.

The October 2013 Luncheon was also held at the Massena Country Club organized by Julie Paquin, Carol Morgan and Connie MacLennan. The guest speaker was Ms. Nancy VosBrink, Community Educator, Hospice and Palliative Care of St. Lawrence Valley. Drawing for Quilt Raffle was done with the winner being Callie Smith. The quilt was donated by one of our auxiliaries, Mona Trimboli. Non-perishable items were collected and a donated to St. Vincent DePaul. The Christmas Cash ticket sales began.

Christmas Luncheon 2013 was held at the Village Inn organized by Kay Romeo. Table centerpieces were made by Marlene Dewey, with flowers donated by Price Chopper. The containers were donated by Martha Lindgren. Basket of winter goodies made by Theresa Gabor was won by Marilyn Bain. Monetary donations were made to Meals on Wheels. A collection was also taken for auxiliary member Marilyn O'Neel to help with traveling cost to rehab center during her granddaughter's recovery. Christmas Carols were sung under the direction of Helen Murray joined by Rosemary Shoen.



Regional Meetings

This year's annual HANYS conference was held in Saratoga on October 21st and 22nd, and attended by Auxiliary President, Kay Romeo, Treasurer Carol Perry and HANYS representative Helen Murray. There were presentations on a variety of educational topics to

help us better prepare for our critical roles as auxiliarians and volunteers. We worked with our peers from across the state to share our latest challenges, concerns and successes.

The topics discussed were very valuable and included:

1. Challenges Facing Healthcare
2. The Art of Leadership
3. Hospital Mergers and Acquisitions
4. Community Initiatives (The Changing roles of Auxiliarians and Volunteers in our Communities)
5. Maximizing the Potential of your Board

Although the forums were interesting and informative the highlights of the conference was a presentation by the “Boobie Sisters,” which was hilarious but very moving. These women were all breast cancer survivors.

Massena Memorial Hospital Auxiliary Activities:

Hospital Week May 13th – 17th

Our annual hospital week kick-off reception was held in the MMH Courtyard. The Auxilian of the year Barbara Kennedy was announced at the reception. The MMH Auxiliary was very visible donating time to the MMH Radiothon;

Massena Chamber of Commerce

The Auxiliary keeps a supply of brochures and a calendar of events at the chamber office for people new to the community who may be interested in volunteering.

Health Screening

Each year Massena Memorial Hospital Auxiliary helps with registration at the hospital for screenings of cholesterol and blood pressures. We also worked in 2013 setting up at health fairs and passing out pertinent information.



Patient Gifts

Small gifts and tray items were distributed to patients in the hospital, in the Oncology Department, Dialysis Center, Veteran’s Clinic and MMH meal trays. Thirty-eight Auxiliarians worked seventy-four hours to create handmade items to be given out on Valentine’s Day (108), Easter (109), 4th of July (135), Thanksgiving (105), and Christmas (88). The total numbers of gifts made were 545 at a cost of \$247.25. Any items left over are saved to be used another time.

Scholarship

The Auxiliary continues to award two, \$1,000.00 scholarships to graduating seniors from Massena Central High School. This year's recipients were: Issac LaShomb, who is attending SUNY Canton pursuing a degree in Registered Professional Nursing and Aaron Lowes, who is attending SUNY Plattsburgh pursuing a degree in Psychology. The Auxiliary also awarded two, \$500 scholarships, to employees pursuing advancement degrees in the medical field. This year's recipients are: Sandra Sweet, LPN in the Veterans Clinic, who is attending Excelsior College pursuing a degree in Registered Professional Nursing. Michelle Russell, clerk/medical assistant is attending SUNY Canton pursuing a degree in Health Care Management. In January 2014, \$3,000 will be disbursed to scholarship recipients. The committee members this year are: Betty Barnes, Marilyn Bain, Shirley Lamb and Rosemary Shoen.

MMH Foundation

The Auxiliary in 2013 completed its' 10-Year commitment of \$100, 000.00. The last payment of \$10,000.00 was given to Julia Rose at our January Luncheon. The auxiliary members continue to support the foundation by volunteering at the annual "Radio-thon", answering phones, etc. and the "fun" Annual Golf Tournament. A donation of \$500.00 was given to the Foundation at their annual Radiothon in May 2013.

Organ Donation

Charlene Hazelton heads up this program, speaking at local service clubs and supplying information to the local papers and health fairs.

Teddy Bears

The Auxiliary continues to donate Teddy Bears to the obstetrics for newborns, pediatric patients and for senior patients as deemed appropriate. The Auxiliary purchases the Teddy Bears and sews on a label designating the Auxiliary as its donor. This program has been well received by the patients and staff. There were 368 Teddy Bears given to patients in 2013.

All around the Hospital

In addition to the Information Desk, Gift Shop staffing and Beverage Cart, the Auxiliary can be seen setting up Christmas Trees in the Cafeteria, the Board Room, the front entrance and ICU and OB waiting rooms along with judging the hospital's decoration contest. Kathy Adams and Holly Derouchie volunteer doing spring planting and seasonal decorating near the front entrance. Our auxiliaries also make headgear, pillows and blankets for cancer patients, along with cloth bags for patient wheelchairs and walkers. A total of 368 teddy bears, 731 pillows, 41 bags, 101 hats and four clothes protectors have been given to the hospital in 2013. A total of 1,341 items were made in 2013. We were asked if we could make



pouches or “port cover” for our dialysis patients, (also inclusive in our totals). The pillows, hats and walker bags were also available for purchase in the Gift Shop. For the veteran’s celebration in May, we made 30 pillows and 10 walker bags in patriotic prints, which is included in our totals. Cathy Jo Brown made and donated 35 handmade crocheted hats for our nursery, they were adorable. The Auxilian’s also lent a hand at the annual Telethon and also volunteer at the Blood Donor Clinics. Emily Diagostino, Carol Morgan, and Eileen Boots decorated the display window throughout the year; and Barb Wing and Nancy Opalka decorated for the holiday.

Massena Memorial Hospital Auxiliary Helps our Veterans

In August the auxiliary donated eight pillows and five walker bags to “Camp Serenity”, which is a place for wounded warriors.

MMH Auxiliary Sewing Report

	2009/2010	2011	2012	2013
Teddy Bears	692	342	459	368
Pillows	279	512	620	731
Bags	54	16	32	41
Hats	12	62	77	101
Clothes Protectors			30	4
Pouches (Dialysis)				96
Total	1,037	932	1,218	1,341

Sewing Notes:

1. Additional items sewn by our Auxiliary members and sold in the Gift Shop include: pillows (25), hats (8), and walker bags (1).



MMH Auxiliary Fund Raising

Gift Shop

The Gift Shop is the largest contributor to the Auxiliary; Manager/Buyer Barbara Kennedy continually looks for new merchandise to increase sales. The fall and Christmas season were banner months for increased sales with an awesome array of new merchandise. Consignment items continue to be a favorite. An additional \$5,000.00 was given to the Auxiliary at the December meeting. A fantastic job by all who staff the Gift Shop. Jill Power is our volunteer who decorates the shop at changing seasons with the help of other Auxiliary members. Cheryl Novak is our Gift Shop Treasurer. Thanks to all volunteers who help keep the Gift Shop our largest income, so we can continue to purchase needed equipment for the hospital.



Valentine Day Bake Sale

Jean DeLisle and Theresa Dufresne organized another successful bake sale, a favorite of the hospital employees. Many of our Auxilians make their favorite baked items. Eddie LaMay always surprises us with another beautiful cake for our raffle. The raffle included the cake, flowers, fudge and wine; a perfect valentine package. The raffle proceeds totaled \$259.00 and the Bake Sale totaled \$628.00 for a grand total of \$887.00.

Christmas Cookie Walk

Lois Badger spearheaded this event along with Kathleen Rublack-Mullins, which was held December 13th at the cafeteria entrance. A delicious assortment of holiday goodies from fudge to cut-out cookies were made and donated by the auxiliary members. A raffle of a cake donated by Helen Murray and a Christmas arrangement made by Theresa Gabor along with two feet tall Christmas Santa (from the Gift Shop) netted \$103.00 added to the proceeds of the baked goodies was realized \$797.70.

“Christmas Cash Raffle”

The “Christmas Cash Raffle” had another successful year. The sale began on October 16th at our Fall Luncheon and was completed by November 12th. There were only 600 tickets sold at \$10.00 each, and the prizes were three - \$500.00 drawings and one - \$1,000.00 drawing. The drawing took place on November 27th live on the radio with WMSA/Sandy Cook, and winners were announced. The winner of the \$1,000.00 donated \$250.00 back to the Auxiliary, which was much appreciated. The profit from this event was \$3,500.00.



Books Are Fun Sales

This fundraiser continues to be a favorite of the employees and Auxiliary members. Sales are held four times a year, with Christmas season being the largest sale. A profit of \$ 2,384.61 was made for 2013.



Quilt Raffle

Auxiliary member Mona Trimboli donated a beautiful handmade quilt, for a raffle. Ticket sales were done by Auxiliary members, with the drawing on October 16th at the Fall Luncheon. The winner was Callie Smith, one of our auxiliaries who was very excited. A profit of \$476.00 was raised. Thanks again Mona.

Vendors–N–More Spring Gala

The first annual “Vendors-n- More Spring Gala” was a new idea for fundraising. The idea was discussed at the March. Jill Power, one of our directors felt that we could do it; she had planned and participated in many of these shows. An organizational meeting was held with many volunteering to help. Jill Power and Theresa Gabor co-chaired the event. With the help of many Auxilians the show was set for May 4, 2013. The Gala was held at the Knights of Columbus Hall, who supplied the lunches as part of the fundraising. We had a busy day, most of all satisfied vendors, who said they would return for our 2nd Gala. Our total profit from this event was \$3,377.51. This event enabled us to purchase one more Verscare Patient Bed and to donate \$500.00 to the MMH Foundation at their annual Radio-thon.

Donations to Massena Memorial Hospital

1.	Employee Recognition Dinner (held in October)	\$ 412.50
2.	MMH Foundation (Final Pledge of 10 year \$100,000.00)	\$10,000.00
3.	MMH Auxiliary hospital purchases: 2 Verscare Patient Beds	\$ 6,852.00
	1 Vital Signs Monitor	<u>\$ 5,760.00</u>

Total Donations 2013

\$23,524.50



Massena Memorial Hospital Auxiliary
Treasurers Annual Report for General Fund
For the Year January 1 – December 2013

GENERAL FUND BALANCE END OF 2012 **\$18,987.42**

DEPOSITS:

Donations	\$ 275.00
Membership	\$ 1,530.00
Fund Raising	\$ 16,365.60
Miscellaneous	\$ 6,197.50
Gift Shop Transfers	\$ 17,000.00

TOTAL DEPOSITS 2013 **\$41,368.10**

GENERAL FUND BALANCE 12-2013 **\$60,355.52**

DISBURSEMENTS 2013:

Foundation Pledge/Donations	\$10,500.00
Fund Raising Expenses	\$ 3,225.23
Supplies	\$ 303.09
Office Supplies	\$ 45.00
Sunshine Fund	\$ 88.13
Hospital Gifts	\$ 12,612.00
Patient Gifts	\$ 247.25
Scholarships	\$ 2,500.00
Miscellaneous	\$ 527.44

TOTAL DISBURSEMENTS 2013 **\$33,048.14**

GENERAL FUND BALANCE 12-31-2013 **\$27,307.38**

FIRST NIAGARA BANK SAVINGS ACCT – BALANCE **\$9,924.98**
DECEMBER 31, 2012

Transfer to Checking Acct 3-8-2013	-\$5,760.00
Total Interest Credited Year 2013	

	+ \$ 1.57
FNB BALANCE 12/31/2013	\$4,166.55

Respectfully Submitted,

M. Carol Perry, Treasurer

Massena Memorial Hospital Auxiliary

2013 Gift Shop Report

Happy Holidays! It's hard to believe the holidays are over. Time has certainly flown by, a testament to how busy we have all been. As we look back, we should be proud of our many accomplishments – no small feat in a struggling economy. Our success can be attributed to our continued focus on pulling together as a team and delivering excellent service and products to our customers.

We got off to a very slow start and January through October; we were behind last year's figures. November and December were amazing months and we finally pulled ahead of last year. I, as the manager/buyer was very nervous, but all you girls sold your hearts out and made another great year.

Thanks to all my workers for all your help.

Respectfully submitted,

Barbara Kennedy

Barbara Kennedy, Manager/Buyer



2013 GIFT SHOP REPORT

MONTH	2012 MONTHLY SALES	2013 MONTHLY SALES
JANUARY	\$ 3,304.36	\$ 2,772.51
FEBRUARY	\$ 4,115.57	\$ 4,011.26
MARCH	\$ 5,435.84	\$ 4,368.63
APRIL	\$ 4,761.03	\$ 3,413.63
MAY	\$ 5,801.79	\$ 4,851.86
JUNE	\$ 4,044.44	\$ 3,816.07
JULY	\$ 3,478.67	\$ 3,597.57
AUGUST	\$ 5,061.91	\$ 4,369.13
SEPTEMBER	\$ 5,716.42	\$ 5,015.18
OCTOBER	\$ 5,824.15	\$ 5,054.85
NOVEMBER	\$ 7,287.63	\$11,045.52
DECEMBER	\$6,797.89	\$ 9,864.68
TOTAL	\$61,629.70	\$62,180.89

Increased Sales in 2013 by \$551.19

Submitted by: Barbara Kennedy, Manager/Buyer

ANNUAL REPORT
Massena Memorial Hospital
Gift Shop
2013

January 1, 2013 Beginning Balance	\$ 10,259.41
Total Deposits	+ \$ 65,511.65
Total	<hr/> \$ 75,771.06
Total Disbursements	- \$ 63,360.05
December 31, 2013 Ending Balance	<hr/> \$ 12,411.01
Transfer to General Fund \$17,000.00 Included in total disbursements	
First Niagara December 31, 2013 Balance	\$ 12,976.76
8 checks outstanding	- <u>\$ 625.04</u>
	\$ 12,351.72
2 credit card deposits o/s	+ <u>\$ 59.29</u>
	\$ 12,411.01

Respectfully Submitted

Cheryl Novak, Gift Shop Treasurer