

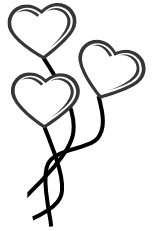
 **Auxiliary**  
Massena Memorial Hospital



*Volunteers...  
Compassion  
Innovation  
Dedication*

2014

**Annual Report**



# Massena Memorial Hospital Auxiliary 2014 ANNUAL REPORT

The theme of 2014 “Compassion, Innovation, Dedication” exemplified by Massena Memorial Hospital Employees and Auxiliary. Massena in general has seen many changes this year in the community and healthcare. Healthcare as we have known it for many years is changing all the time. Through it all the employees continued to be dedicated to giving the best care possible to the patients.

The Auxiliary has had a good year thanks to our own innovative and dedicated members. Our fund raising efforts were all successful this year. Books Are Fun sales increased this year and our second annual “Vendors N More Gala” was again a success with a lot of hard work by many. “Christmas Cash” continues to bring \$3,500.00 profit and gives prizes totaling \$2,500.00. The Christmas Cookie Walk and Raffle was in the words of Lois Badger “stellar,” with an awesome assortment of goodies. The bakers went above and beyond this year.

The hospital Gift Shop just keeps growing with new ideas and products. Barbara Kennedy, Gift Shop Buyer/Manager has found many new products to increase sales. The introduction of Alex and Ani bracelets brought a huge increase in sales, especially from the outside. A total of \$30,000.00 was given to the auxiliary from the Gift Shop. Barb continues to look for new products to keep sales up.

A huge thank you to the MMH Employees, for your continued support to our Auxiliary throughout the year, every member is important part of our success.

Although membership is declining our members are still visible throughout the hospital, volunteering many hours helping our patients and our MMH family. They are always there smiling, friendly and ready to help. This is your Auxiliary you make it what it is; important to the hospital and our community.

Respectfully Submitted

Kay F. Romeo, President



## Massena Memorial Hospital Auxiliary

### 2015 Board of Directors

#### ELECTED OFFICERS

President	Kay Romeo	257 Prospect Ave.	764-1507
1 <sup>st</sup> Vice President	Theresa Gabor	28 CR#42A	842-2921
2 <sup>nd</sup> Vice President	Kathy Adams	1 Missoula Dr.	769-7935
Secretary	Charmaine Purser	472 State Hwy #131	705-4162
Treasurer	Julianne Fowler	33 George St.	769-4273

#### DIRECTORS

3 Year (Jan 2015 – Jan 2017)	Lee LaRosa	7 Claremont Ave.	769-5357
2 Year (Jan 2015 – Jan 2017)	Carol Morgan	54 Bridges Ave.	769-2881
2 Year (Jan 2014 – Jan 2016)	Fran Orlando	8 Meadow Lane	705-6308
3 Year (Jan 2014 – Jan 2017)	Jean Reome	44 Parker Ave	769-2305
1 Year (Jan 2015– Jan 2016)	Julie Paquin	36 Windsor Rd.	769-7688
1 Year (Jan 2015– Jan 2016)	Connie MacLennan	49 Windsor Rd.	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	Theresa Gabor	28 CR#42A	842-2921
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	Ann Marie Giorgi	24 W. Hatfield St.	764-0857
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

	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005
<b>Membership Total</b>	<b>146</b>	<b>175</b>	<b>177</b>	<b>202</b>	<b>210</b>	<b>211</b>	<b>203</b>	<b>187</b>	<b>171</b>	<b>167</b>
<b>Active</b>	<b>103</b>	<b>126</b>	<b>144</b>	<b>147</b>	<b>150</b>	<b>166</b>	<b>158</b>	<b>150</b>	<b>130</b>	<b>122</b>
<b>Inactive</b>	<b>43</b>	<b>49</b>	<b>33</b>	<b>55</b>	<b>60</b>	<b>45</b>	<b>44</b>	<b>36</b>	<b>40</b>	<b>44</b>
<b>Honorary</b>		<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>

## Committee Staffing Report

Committee	2014		2013		2012		2011		2010	
	Workers	Hours	Workers	Hours	Workers	Hours	Workers	Hours	Workers	Hours
<b>Beverage Cart</b>	8	149	10	220	10	168	10	181	10	175
<b>Gift Shop Staffing</b>	28	1,576	25	1,480	32	1,680	37	1,547	38	1,620
<b>Hospitality Desk</b>	13	1,020	15	1,154	17	1,142	16	1,232	17	1,342
<b>Magazine Staffing</b>	1.5	60	1.5	78	1	60	1	60	1	60
<b>Patient Gifts</b>	35	45	38	74	45	95	39	60	36	62
<b>Scrapbooks</b>	1	5	1	5	1	5	1	5	1	5
<b>Sunshine Fund</b>	1	22 Cards	1	18 Cards	1	28 Cards	1	40 Cards	1	0
<b>TOTAL</b>	<b>87.5</b>	<b>2,877</b>	<b>91.5</b>	<b>3,011</b>	<b>107</b>	<b>3,100</b>	<b>105</b>	<b>3,474</b>	<b>109</b>	<b>3,420</b>

## **MEETINGS**

Board of Directors - Board of Director meetings were held on the 2<sup>nd</sup> Wednesday of February, March, April, June, September, October, and November at 10:00 AM in the hospital board room.

General Membership – All general meetings were held on the 4<sup>th</sup> Wednesday of January and May and included a luncheon and/or speaker. A meeting was held at the Christmas Luncheon organized by the Auxiliary President.

The January 2014 Luncheon was held at the Italian American Club organized by co-chairs Julie Paquin, Connie MacLennan and Carol Morgan. The Annual Report for 2013 was available along with information, and the new officers were installed. Declining attendance was discussed with possibility of having fewer luncheons.

The May 2014 Luncheon was held at the Massena Country Club organized by co-chairs Lee LaRosa, Kathleen Rublack-Mullins and Kay Romeo. Invited guests were from Claxton Hepburn Medical Center Auxiliary. The guest speaker was Mr. Charles Fahd, Massena Memorial Hospital Chief Executive Officer who spoke on the MMH direction from municipal to private non-for-profit. Marlene Dewey made presentations and gifts to longtime member Charmaine Foley who was leaving the area along with recognizing our Auxilian of the year Lois Badger.

The October Luncheon was eliminated and combined with our Christmas Luncheon. This is a permanent change to our luncheons.

Christmas Luncheon 2014 and installation of Officers was held December 12<sup>th</sup> at the Village Inn. Directors Julie Paquin, Carol Morgan and Connie MacLennan chaired the luncheon. Marlene Dewey made our beautiful centerpieces, which were given to the new board members. Thank you for the beautiful centerpieces. Mother Nature made a very snowy appearance, however 58 members attended. Longtime Auxiliary member Mary Cady was honored for her 33 years of dedicated service. Mary is remembered for time doing the magazine and candy cart as well as TV installation for patients. She then became chairperson for the Front Desk Hostess. We wish her an enjoyable healthy retirement. She received a pin and flowers as a thank you. We also said good bye to Mr. Fahd, CEO and thanked him for attending our luncheons, Board Meetings and keeping the all members advised of what was new and happening at MMH. Christmas Carols were enjoyed by all in English and French under the direction of Theresa Gabor, Helen Murray and Jean DeLisle.

Welcome to new Board Members, 1<sup>st</sup> Vice President Theresa Gabor, Secretary Charmaine Purser, 3 years Director Jean Reome and Ann Marie Giorgi; who is replacing Mary Cady as Front Desk Hostess Chair. Thank you to all the board members who chose to stay another year. Thank you Betty Barnes for many years of serving as Secretary and Scholarship Committee and Director Jill Power Jill for getting us started on the Vendors N More Gala.

## Regional Meetings

This year's annual HANYS conference was held in Albany on October 6<sup>th</sup> and 7<sup>th</sup>. Auxiliary President, Kay Romeo, Barb Kennedy, Theresa Gabor and HANYS representative Helen Murray attended the annual meeting. There were presentations on a variety of educational topics to help us better prepare for our critical roles as auxiliaries 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. Humor and Resilience in the face of changing times
2. Finding in Life and Work how to tickle stress for it tackles you
3. The future of Healthcare in New York
4. Moving your community for Sick Care to Healthcare
5. Tips on Planning Successful Fundraising Events
6. Dealing with difficult people, keeping your cool in difficult situations
7. Gift Shop trends and best practices

## Massena Memorial Hospital Auxiliary Activities:

### Hospital Week May 12<sup>th</sup> – 16<sup>th</sup>

Our annual hospital week kick-off reception was held in the MMH Courtyard. The Auxiliary of the year Lois Badger was announced at the reception. Lois has been a dedicated member since joining the auxiliary. She has served as committee chair for many of our fundraisers, especially dedicated to the Bake Sale and Cookie Walk and is also a volunteer in our Gift Shop. Lois served on the board before becoming President and is still a board member. Not only has she served the auxiliary, but many other organizations such as BPW, Back the Pack and her church. Lois is witty, fun loving and most of all a loving wife, mom and grandmother. Thank you Lois. 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 2014 setting up at health fairs and passing out pertinent information.

## Patient Gifts

On five holidays throughout the year, small gift items were made by committee members for patients in the Oncology Department, Dialysis Department, Veteran's Clinic and MMH inpatient meal trays. Thirty-five volunteers worked approximately 45 hours creating 47 dozen/564 items to hand out at a cost of \$175.00. The holidays were Valentine's Day, Easter, 4<sup>th</sup> of July, Thanksgiving and Christmas.

## Scholarship

The Auxiliary continues to award two, \$1,000.00 scholarships to graduating seniors from Massena Central High School. This year's recipients were: Emma O'Connell, SUNY Geneseo for pre med and the second was Racheal Zeitzmann, SUNY Canton, RN Degree. 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 LPN Program. In



Betty Barnes, Scholarship Committee Chairwoman, and Kay Romeo present Sandra Sweet, LPN, with a check as a recipient of the MMH Auxiliary Scholarship Fund.

January 2015; \$3,500 will be disbursed to scholarship recipients. The committee members this year are: Betty Barnes, Marilyn Bain, Jean Delisle and Rosemary Shoen.

## MMH Foundation

Members donate many hours to help the Foundation during the annual Radiothon and Golf Tournament. A donation of \$1,000.00 was given to the Foundation at their annual Radiothon in May 2014.

## 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 412 Teddy Bears given to patients in 2014.



## Equipment Donation to the Hospital

The Massena Memorial Hospital Auxiliary donated \$8,515 to Massena Memorial Hospital to purchase a patient Bladder Scanner BV13000 for the hospital. The scanner will be used throughout the hospital in all patient care areas, from Medical/Surgical/Pediatric Unit, ICU, Maternity, and Emergency Department. The Verathon Bladder Scanner is a non-invasive instrument that measures the amount of urine in the bladder; this helps determine whether a patient needs to have a Foley catheter inserted. This will help decrease the number of patients needing a catheter. The benefits are increase of comfort for the patient and prevention of urinary tract infections for the patient because of catheters.

Pictured above (from left to right) Lois Badger, MMH Auxiliary, Kay Romeo, MMH Auxiliary President, Becky Wiley, LPN and Colleen Haggett, RN, both of the Medical Surgical Pediatric Unit.

Additionally, \$10,000 was given to purchase the Point of Care testing unit. However it wasn't needed and the decision was made to purchase another Verscare Patient Bed and Mattress with the balance to be used for equipment that was needed.



Donating New Equipment



## 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. The holiday decorating involved many Auxiliary members decorating holiday trees throughout the hospital to bring cheer during the holiday season.

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 412 teddy bears, 647 pillows, 26 bags, 18 hats and 6 pouches and 12 clothes protectors have been given to the hospital in 2014. A total of 1,121 items were made in 2014. The pillows, hats and walker bags were also available for purchase in the Gift Shop. The Auxiliary's also lent a hand at the annual Telethon and also volunteer at the Blood Donor Clinics.



# **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. 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.

## **Christmas Cookie Walk**

Lois Badger spearheaded this event along with Helen Murray, which was held December 12<sup>th</sup> at the cafeteria entrance. We had another stellar Cookie Walk and Raffle. A most heartfelt and gigantic thank you goes to all the great bakers, and Helen and I both agreed that the bakers out did themselves this year. They baked fabulous and beautiful cookies; we had many, many compliments on the beautiful variety!!! Dr. Bruce Smith was the lucky winner of the Cake, Centerpiece and Santa!! We realized \$248.00 from the Raffle and \$763.28 from the Cookie Sale for a grand total of \$1,011.28.

## **“Christmas Cash Raffle”**

The “Christmas Cash Raffle” had another successful year. The sales of 600 tickets at \$10.00 each began on October 16<sup>th</sup> and ended November 14<sup>th</sup>. The prizes were three - \$500.00 drawings and one - \$1,000.00 drawing. The drawing took place on Wednesday, November 26<sup>th</sup> and winners were announced. A total of \$2,500.00 was given to four lucky winners. 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. This year was again a success. Total sales were \$3,980.18 a substantial increase over 2013. New products and more outside sales are responsible.

## **Vendors–N–More Spring Gala**

The Gala was held May 3rd at the J.W. Leary Junior High with a theme of Black, White and LIME GREEN. Theresa Gabor was chairperson aided by many Auxiliary members who were committee chairs and so many workers that made it a success. A total of 62 vendors filled the gym and cafeteria with an extended array of goods. Many participated in the Vendor Contest by decorating their booths in the theme colors. Profit was \$3,371.37. Many vendors are interested for our 3rd annual event to be held May 2nd at the same location.



# Donations to Massena Memorial Hospital

1.	Employee Recognition Dinner (held in October)	\$ 493.00
2.	MMH Foundation Donation (given at the Radiothon)	\$ 1,000.00
3.	MMH Auxiliary hospital purchases: 1 Bladder Scanner BV 13000	\$ 8,250.00
	1 Verscare Bed	\$ 7,005.08
	Matresses	\$ 1,800.00
	Total Donations 2014	<u>\$20,008.00</u>

Massena Memorial Hospital Auxiliary  
Treasurers Annual Report for General Fund  
For the Year January 1 – December 2014

**GENERAL FUND BALANCE END OF 2013** **\$27,307.38**

**DEPOSITS:**

Donations	\$ 151.00
Membership	\$ 1,635.00
Fund Raising	\$ 17,899.00
Miscellaneous (includes Gift Shop Transfers)	\$ 30,300.12

**TOTAL DEPOSITS 2014** **\$49,985.12**

**GENERAL FUND BALANCE** **\$77,292.50**

**DISBURSEMENTS 2014:**

Foundation Donation	\$ 1,000.00
Fund Raising Expenses	\$ 4,227.34
Supplies	\$ 3,089.68
Sunshine Fund	\$ 20.00
Hospital Gifts	\$18,515.00
Patient Gifts	\$ 175.03
Scholarships	\$ 2,750.00
Miscellaneous	\$ 1,666.44

**TOTAL DISBURSEMENTS 2014** **\$31,443.49**

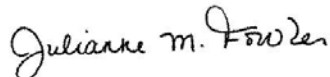
**GENERAL FUND BALANCE 12-31-2014** **\$45,849.10**

**FIRST NIAGARA BANK SAVINGS ACCT – BALANCE** **\$4,166.55**  
**DECEMBER 31, 2013**

Total Interest Credited Year 2014

	+ \$ 1.27
<b>FNB BALANCE 12/31/2013</b>	<b><u>\$4,167.82</u></b>

Respectfully Submitted,



Julianne M. Fowler  
Massena Memorial Hospital Auxiliary

## 2014 Gift Shop Report

January 2014 started off real slow. The shop was not open several days because of lack of volunteers. Total sales for the month were \$4,562.84.

March 2014 I introduced Alex and Ani bracelets to our shop. They started selling very well. We more than doubled our monthly sales.

September 2014 we changed our vendor for our Fresh Flower Arrangements they are now being provided by Waddington Blooms. I recognized our Maintenance Department for all their help by treating them to lunch. I received a nice thank you note that they had all signed.

October 2014 I introduced a new line called "The Naked Bee" Hand & Body lotion, lip balms, lip colors, soap, shampoo, perfume, etc. It is selling very well and have re-ordered about five times. Also this month we had a new outside vendor sale called "Jewelry Is Fun" everything was \$5.00. Our commission was \$629.38.

The first week of November 2014 we introduced our Christmas items. I was really excited this year because of the items we had purchased. Christmas started selling very fast. I had to put re-orders in for a few items like our "Kissing Ball" ornaments. We also had a few consignment people that did extremely well with their Christmas décor. I purchased a "Snow Globe Lantern" from "Books Are Fun" for \$86.00 and we sold tickets until Dec. 5<sup>th</sup>. We made almost \$1,000.00.

December 2014 overall, I am extremely proud of what our little gift shop has done this year. We have had a total of \$138,961.13 in sales for the year. Thanks to our Alex and Ani bracelets and buying the right merchandise. We have given the auxiliary \$30,000.00. Thanks to the hard work and dedication of our Auxiliary volunteers making this all possible.



Respectfully submitted,

A handwritten signature in black ink that reads "Barbara Kennedy". The signature is written in a cursive, flowing style.

Barbara Kennedy, Manager/Buyer

## 2014 GIFT SHOP REPORT

MONTH	2012 MONTHLY SALES	2013 MONTHLY SALES	2014 MONTHLY SALES
JANUARY	\$ 3,304.36	\$ 2,772.51	\$ 4,562.84
FEBRUARY	\$ 4,115.57	\$ 4,011.26	\$ 4,578.22
MARCH	\$ 5,435.84	\$ 4,368.63	\$ 10,146.63
APRIL	\$ 4,761.03	\$ 3,413.63	\$ 11,387.81
MAY	\$ 5,801.79	\$ 4,851.86	\$ 15,210.68
JUNE	\$ 4,044.44	\$ 3,816.07	\$ 11,519.12
JULY	\$ 3,478.67	\$ 3,597.57	\$ 12,246.24
AUGUST	\$ 5,061.91	\$ 4,369.13	\$ 13,038.68
SEPTEMBER	\$ 5,716.42	\$ 5,015.18	\$ 12,588.80
OCTOBER	\$ 5,824.15	\$ 6,180.09	\$ 10,632.07
NOVEMBER	\$ 7,287.63	\$11,045.52	\$ 12,396.30
DECEMBER	\$6,797.89	\$ 9,864.68	\$ 18,874.92
<b>TOTAL</b>	<b>\$61,629.70</b>	<b>\$63,306.13</b>	<b>\$138,961.35</b>

**Increased Sales in 2014 by \$75,655.12**

Submitted by: Barbara Kennedy, Manager/Buyer



ANNUAL REPORT  
Massena Memorial Hospital  
Gift Shop  
2014

January 1, 2014 Beginning Balance	\$ 12,411.01
Total Deposits	+ \$ 140,717.65
Total	<hr/> \$153,128.66
Total Disbursements	- \$133,782.38
December 31, 2014 Ending Balance	<hr/> \$ 19,346.28
Transfer to General Fund \$30,000.00 Included in total disbursements	
First Niagara December 31, 2014 Balance	\$ 20,597.85
3 checks outstanding	- <u>\$ 1,883.38</u>
	\$ 18,714.47
3 credit card deposits o/s	+ <u>\$ 631.81</u>
	\$ 19,346.28

Respectfully Submitted

Cheryl Novak, Gift Shop Treasurer



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**Auxiliary  
Gift Shop**  
**Massena Memorial Hospital**

Open Monday—Friday  
10 am to 4 p.m.

