

# The Guilded Lily

Newsletter

ThompsonHealth.com/Guild

President's Message— Robert Locke, Thompson Health Guild President

## A Look Back at Thompson Health Guild's 2015 Fundraising Efforts



Robert Locke

In the early years, Thompson Health Guild members held events to raise money for hospital equipment. Volunteers also visited patients to “bring cheer” and gathered to roll bandages. In recent years, the Guild has demonstrated formidable and irreplaceable strength with its funding and fundraiser strategies that have allowed us to significantly increase our support to the health system.

Indeed, the Guild held a number of very successful events and support opportunities during the first six months of my tenure as president.

The annual Fashion Show at Bristol Harbour in August is a wonderful example of an event that combines having fun with a significant financial return. Participants enjoyed the company of friends, a fashion show with celebrity models (including Thompson CEO Michael F. Stapleton, Jr., FACHE) and a number of dance performances by Tracy Janczak (wife of Rehabilitation Services’ Matt Janczak) from Core Rhythm Pilates Studio. And we raised more than \$5,000.

Our annual Better Than Black Friday event allowed the Guild to support Thompson associates with an opportunity to do some very low-cost Christmas shopping. The Guild purchased and solicited small toys and gift items for a brief shopping extravaganza. This was not intended to be a fundraiser, but rather a gesture of good will and holiday joy for those who took advantage of the event.

Our next event was the annual bake sale, which is part of the M.M. Ewing Continuing Care Center Holiday Bazaar. It is well supported by both Guild members and associates alike. Kimberly Klinetob, the new CCC vice president, baked cookies and encouraged her associates to do the same. The proceeds—more than \$1,200—were donated to the CCC Palliative Care Program.

Our final event of 2015 was the Tree of Lights. This event has

always been well attended, but the mild weather this year brought out a record number of attendees. I spent a few minutes before my welcoming address trying to determine how long this event has been going on, in hopes of letting the attendees know what a great tradition it is. We settled on “over 20 years,” but later discovered that it started in 1983! We plan to continue this holiday tradition for many more years.

Two new individuals joined the Guild Board of Directors in 2015. Gail Herman, marketing manager from the local Medicine Shoppe, brings a wealth of community knowledge and business expertise to the board. Linda Proctor, retired director of Literacy Volunteers of Ontario-Yates, also knows the community and has working knowledge of non-profit fundraising. We are fortunate to have these two join our board.

We have much planned for the new year and we hope everyone is willing and able to roll up their sleeves and help out whenever possible. I want to thank the Guild board members, the Gift Shop team, Guild members, the Thompson Foundation office, Corporate Communications and the health system in general for all the help and support provided to us. This is truly a team effort.



2016 Thompson Health Guild Board of Directors (Left to Right): First Row: Judy Reader, Diane Sickmond, Mina Drake; Second Row: Taryn Windheim, Krista Jackson, Drinda Lofton; Third Row: Bob Locke, Gail Herman, Judy Voss; Forth Row: Tammra Schiller, Jean Seager, Lou Loy; Top: Gail O'Brien. Board members missing from photo: Russ Kimble, Linda Proctor.

### What's Coming Up

- **Build-A-Basket Raffle**  
March 28-31, 7 a.m.-3 p.m.  
George Ewing & Associate  
Conference Rooms
- **Springtime in Canandaigua**  
April 22-24, Friday, 3-7 p.m.,  
Saturday, 10 a.m.-5 p.m.,  
Sunday, 10 a.m.-4 p.m.  
Greater Canandaigua Civic Center
- **Plant Sale**  
Thursday, May 5, 7 a.m.-3 p.m.  
Thompson Conference Center
- **Guild Annual Dinner**  
Date TBD  
Time TBD  
Location TBD
- **Fashion Show**  
Thursday, August 11, 11 a.m.-2 p.m.  
Bristol Harbour Resort



# Goodbye, Gerry

When Gerry North succumbed to cancer in December we lost a dear friend and devoted Guild member, but her legacy will live on in our organization.

“Gerry was the most thoughtful, dedicated person I’ve had the privilege to know,” said her friend and fellow Guild board member Diane Sickmond. “She was quick to praise, but it is we who praise her.



Gerry North

“Gerry was always willing to help with any Guild project without ever having to be asked,” Diane said. “She served as Guild president for two separate terms, and she chaired the Garage Sale for over 20 years. That sale was one of our major fundraisers. Many may also remember years ago she chaired the Guild Antique Show for two years, and chaired the Guild Spring Luncheon and Annual Fall Dinner for many, many years.”

Gerry logged more than 7,000 hours as a Thompson volunteer, and was the first recipient of the Guild’s Deb Hawks Award for her dedication and commitment. She was always willing to step forward. When the Guild Board decided it needed to form a committee and take a more active role in running and overseeing the hospital gift shop, Gerry volunteered for that first committee and continued until her illness forced her to resign.

She was very proud of the Guild Gallery’s growth and success after the committee was formed. She spent many hours as the greeting card buyer, looking through catalogs and meeting with sales representatives to find the best quality cards at the best price. Gerry also continued to volunteer every Friday afternoon in the Gift Shop.

“She would schedule her chemo treatments just before her shift so that she only had to make one trip to the hospital,” said Diane. “It didn’t matter how she felt, she would be in there smiling.”

The Guild Board has established an annual \$2,000 scholarship in her name and it will be given to a graduating high school senior pursuing a career in the medical field.

“Gerry gave so much of her time and devotion to the Guild,” said Diane. “We will miss her but will focus on the contributions she made, year after year, to make the Guild the organization it is today.”

# Springtime in Canandaigua

By Marianne Gallagher, Show Manager

We’re gearing up for the fifth annual Springtime in Canandaigua juried art and craft show, which will be held April 22-24 at the Greater Canandaigua Civic Center. The 3-day event will run from 3 - 7 p.m. on Friday, 10 a.m. - 5 p.m. on Saturday and 10 a.m. - 4 p.m. on Sunday.

The 2015 show was a success thanks to the dedication of our volunteers, the excellence of our artisans and the support of many local businesses. I particularly want to thank our Presenting Sponsor—Lyons National Bank—for its continued support over the past four years.

Our loyal Gold Sponsors include Wegmans; UR Medicine’s Thompson Health; Case’s Wine and Liquor Store; Empire Appraisal Associates, Inc.; Ryan’s Wine and Spirits, Inc.; Spring Valley Gardens; JJ Wolfe Agency; Canandaigua Quick Print and the Genesee Valley Penny Saver.

Over the last four years this event has raised more than \$60,000 for the Guild. The funds are earmarked to support unfunded needs within Thompson. This year proceeds will benefit the Dr. Laurie Sands and Constellation Brands Breast Imaging Center.

We truly believe that the Guild’s support for this signature event has created a new avenue for economic growth and has shown the willingness of the Canandaigua community to seek out new opportunities to attract and retain a group of innovative artists and welcome them to the city of Canandaigua.



This year we expect to increase our artist roster to 90 highly professional craftspeople from eight states who create a wide variety of unique handmade items using materials ranging from crystal to metal. One 2015 artist stated, “The quality of the show was apparent due to stable retention and attraction of fine craft professionals over the past four years. We look forward to returning.”

To all participating Guild members I say thank you for your past support and your amazing volunteer efforts on behalf of Thompson. If you are interested in becoming a volunteer for this three-day event, please contact me at mgags06@aol.com.

## Mission Statement

*The mission of the Thompson Health Guild shall be to provide assistance and support to the Thompson Health System, its patients and its associates, and to act as a liaison for the community and Thompson Health. The Guild’s efforts will focus on public relations, fundraising, health advocacy and related programs beneficial to the Thompson Health System.*

## Guided Lily Staff

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*The Canandaigua Elementary School fifth-grade chorus sings carols during the Tree of Lights ceremony.*

## Tree of Lights Celebration

The Guild's annual Tree of Lights event took place on Dec. 7, a beautiful evening once again coordinated by Chairwoman Krista Jackson and a team of dedicated Guild volunteers.

More than 100 members of the community and residents of Thompson's M.M. Ewing Continuing Care Center came together to watch the tree lighting ceremony, always a moving moment!

Afterwards, everyone enjoyed entertainment at a reception inside the center. The Canandaigua Elementary School fifth-grade chorus, under the direction of Emily Phillips, sang holiday songs, and the Thompson Toners, under the direction of Anitra Kelly, performed holiday music on tone bars. Santa Claus and the Thompson Bear also took part in the festivities.

More than 500 people were memorialized or honored with a glowing light placed on the evergreen tree outside the main entrance of the hospital. Those recognized also will have their names added to the Tree of Lights commemorative book.

The Tree of Lights raised more than \$5,600. Donations for 2016 can be made on the Guild's Thompson Health web site ([www.ThompsonHealth.com/Guild](http://www.ThompsonHealth.com/Guild)).

## Bake Sale

The Guild participated in the M.M. Ewing Continuing Care Center Holiday Bazaar and, as usual, Mina Drake chaired the Guild's annual Bake Sale.

"Thank you to all the Guild members who donated delicious baked goodies," said Mina. "It's your generosity and dessert baking that make this sale a success year after year. Without your willingness to contribute pies, cakes, cookies and pastries, there would be no sale."

Krista Jackson, Sue Winslow, Gail O'Brien, Jean Seager, Diane Sickmond, Drinda Lofton, Edythe Gansz, Karen Lustick, and Kathleen Duserick helped with set-up and ran the sale booth. Diane Graham helped coordinate the sale.

"The sale is a not a lot of work when we have such wonderful volunteers to share the load," said Mina. "It is rewarding when we tally up the sales and this year was no exception. We raised \$1,288, which we donated to Palliative Care in the Continuing Care Center. We, the women and men of the Guild board will continue to work hard—all of us together—to benefit UR Medicine's Thompson Health."



*Associates peruse the goodies at the Bake Sale table while chatting with Mina Drake, Guild Board member and chair of the Bake Sale.*

## Guild Gift Shops

*By Bonnie Dennis, Gift Shop Manager*

I was reading articles that appeared in previous *Guided Lily* issues when I noticed a subject that was mentioned consistently—how wonderful our Guild volunteers are!

We are so fortunate to have the best group of volunteers working with us in the Gift Shops and throughout UR Medicine's Thompson Health. They perform an amazing amount of tasks and log in a considerable amount of volunteer hours in the process. Their caring and considerate attitudes are welcomed and appreciated by customers, patients, employees and everyone with whom they come in contact.

Thanks to our volunteers, we have had another successful year. I love my job as manager of the gift shops. This is definitely due to the people I work with. We say "you're the best" because you are!

If you are interested in volunteering or learning more about the Guild gift shops, please call me at (585) 396-6661.



*Bonnie Dennis, Gift Shop Manager, takes a moment to pose with a group of Gift Shop volunteers: Front row: Phyllis Williams, Bonnie Dennis, Yvonne Harris. Back row: Nancy Shuler, Sue Winslow, Evelyn Batteredby.*



### Associate Educational Support

Many of you may not know the Guild has a \$10,000 line item in its budget to provide associates with opportunities to attend workshops, seminars, conferences and programs to increase their skills and knowledge base.



Here are a few excerpts from recently received thank you notes:

*I recently attended the HANYS Academy for Healthcare Leadership Advancement. This excellent program provided me an amazing educational experience that will help as Thompson Health continues on its path of excellence in healthcare. Thank you, Thompson Guild.*

*Thank you for making it possible for me to go to Infection Prevention Day. The information I learned was very useful and I was able to bring that information back to the team.*

### Guild Fall Luncheon

The Guild's Fall Luncheon was held at the Canandaigua Country Club in October. Our guest speaker was Amanda Kuhn, a Business Office associate at UR Medicine's Thompson Health who in 2014 donated a kidney to a stranger.



*Amanda Kuhn*

The audience found her story and the journey of the transplanted organ from Rochester to California compelling. It's one thing to donate an organ to a family member or close friend, but donating an organ to a stranger—someone she

will never know—was a remarkable act of kindness. Amanda encouraged us to consider enrolling in the Donor Life Registry. She is an inspiration and her remarks left a lasting impression.

## Guild Fashion Show Raises \$5,000

The 2015 Fashion Show was a tremendous success with more than 200 guests raising over \$5,000 for our \$250,000 commitment to support the Dr. Laurie Sands and Constellation Brands Breast Imaging Center.

"The Guild is very appreciative of all the guests and vendors who made the event a wonderful afternoon," said Fashion Show Chairwoman Tammra Schiller. "The Country Ewe provided exciting fashions and Core Rhythm Pilates choreographed the entertainment. We also extend our gratitude to the many local businesses that participated in the Fashion Show Boutique, donated items for the raffle and helped with the event's decor."

If you missed it, you can view a video of the Fashion Show on You Tube (search Thompson Health Guild Fashion Show).

If you have any questions about the 2016 event, which will be held on Thursday, August 11, or would like to volunteer or contribute to the show, contact Tammra Schiller at (585) 507-0055 or via email at [tchiller@five-starbank.com](mailto:tchiller@five-starbank.com).



*President/CEO Michael F. Stapleton, Jr., FACHE models men's fashion wear at this year's Fashion Show event.*

## Guild Welcomes Spring with Plant Sale



Once again the Guild will hold its Plant Sale just days prior to Mother's Day and once again local grower Spring Valley Gardens will provide beautiful hanging baskets and a wide variety of annuals and herbs. The sale will be held in the Thompson Conference Center in the lower level of the hospital on May 5 from 7 a.m. to 3 p.m. or until sold out. Signs will be posted to help you find your way.

Those of us living in western New York are starved for colorful, aromatic spring blossoms, which is why the sale always causes a great deal of excitement. Plus, it's a pretty good way to buy your plants *and* benefit the hospital.

Contact Guild President Bob Locke at (585) 394-7726 if you would like to volunteer for a couple of hours on set-up day (May 4) or sale day. Mark your calendar and don't miss out on this great opportunity to surprise Mom or Grandma on her special day.



## Wish List Requests Granted

We periodically review the Health System's Wish List. We can't fund all the requests, but the Guild Board of Directors takes a great deal of time to evaluate the Wish List before making its final selection(s).

We recently contributed \$14,000 for the purchase of new glider rockers for the Birthing Center. "To our friends in the Guild, thank you for supporting the purchase of the glider rockers. They are elegant and comfortable for our moms," wrote the Birthing Center staff.

Another wish fulfilled was for a blanket-warming cabinet for the Diagnostic Imaging department. Due to the many pieces of imaging equipment and computers, it is necessary to keep thermostats at a lower temperature in the nursing units. Many patients become chilled and a warm blanket is a comforting item to offer. The blanket warming cabinet cost \$3,650.

HealthWorks, Thompson's Occupational Medicine program, was granted \$3,100 for a new vision screener. HealthWorks does up to 4,300 screenings per year for patients, residents and associates.

The Guild's ability to fulfill these important requests rests upon the continued success of our profitable fundraisers and your Guild dues. Thank you for that support. We hope you are as gratified as we are and recognize the things we do and the funds we raise are all for the benefit of the patients and the Thompson Health system.



*Guild Board members Krista Jackson, Bob Locke (seated) and Linda Proctor (standing) along with the Director of the Birthing Center, Deb Jones, test out the new glider rocker chairs purchased for the Birthing Center suites.*

## Better Than Black Friday Sale

The Guild held its annual Better Than Black Friday sale for associates on Saturday, Nov. 21. Organized by co-chairs Mina Drake and Krista Jackson, "Better Than Black Friday" provides associates an opportunity to purchase holiday gifts at deeply discounted prices. Toys, small housewares and gifts are available, and the line forms early outside the TCC room at the hospital. The doors opened at 8 a.m. and within 30 minutes all the toys were sold!

This event helps bring added joy to the holidays for those with limited budgets. To donate new items for the 2016 sale, please contact Mina Drake at (585) 490-2590.

## Financial Summary

*By Louis Loy, Treasurer*

The Guild finished 2015 in great financial shape. The Gift Shop, which is the Guild's biggest income generator, had sales just shy of the \$285,000 budgeted amount. The concern of substantially reduced gift shop sales due to the relocation of breast imaging has yet to materialize.

Our fundraisers in 2015 generated less revenue than in 2014. The reason for this was the inability to hold the basket raffle and the poinsettia/wreath sale. These two events generated more than \$6,000 in 2014.

Nine additional vending machines placed throughout the health system in May generated a substantial increase that was not foreseen when preparing the 2015 budget. Vending machine income was \$24,960, well above the \$8,500 projected.

Expenses were kept in check at the gift shops, on travel accounts and on fundraisers.

In summary, the Gift Shop performed at an annual profitability of 23.18 percent with a net income of \$49,916. Multiple Wish List items totaling \$8,089 were supplied to various Thompson departments, and a third \$2,000 scholarship was awarded to a high school student pursuing an education toward a medical career.

## Membership Matters

Membership Chairwoman Judy Voss thanks all of you for being a continuing Thompson Health Guild member. Your 2016 membership form was mailed in January. Please remit your payment if you have not already done so. A 2016 membership form follows this article.

*Did you know...* You can renew your Guild Membership by visiting [www.ThompsonHealth.com/Guild](http://www.ThompsonHealth.com/Guild). Register and pay online or print and mail-in the application. If you have an opportunity and are interested in volunteering, check the box on the membership form that most interests you or call Judy at (585) 472-1772 for more information.

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## Build-a-Basket Raffle

The Guild Board is bringing back the Build-a-Basket Raffle, a friendly competition between various health system departments in which participants create a themed basket to be raffled off after a week of display and ticket sales. Past Build-a-Basket events raised \$4,000-\$7,000 for the Associate Wish List Fund, which provides funding for items not in the budget but needed for patient care or associate benefit.

This year's event runs March 28-March 31. All basket entries will be on display in the conference rooms adjacent to the cafeteria between 7 a.m. and 3 p.m. daily. Associates and visitors can purchase raffle tickets for the basket(s) they hope to win. At the end of the week, one ticket from each basket will be drawn to determine the winner of each basket.

To enhance the spirit of competition, the department whose basket sells the most tickets will be awarded a \$250 gift certificate for a department lunch.

We are looking for volunteers to help staff the display and sell tickets, and will reach out to Guild members in the near future.

*Associates from the Materials Management department look at the many entries submitted in last year's Build-A-Basket Raffle Contest.*



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