

# FOUNDATION NEWS

WWW.METHODISTHOSPITALFDN.ORG



## *a Phanatic good time*

### ANNUAL FASHION SHOW SCORES HOME RUN FOR NEW ONCOLOGY INFUSION CENTER

*it's* easy to hit one out of the park when fashion, food and fun are part of the game. What took the Methodist Hospital Foundation's Home Run for Fashion from the minors to the majors was its support for the new Oncology Infusion Center and the more than 300 people in attendance that made it a big-league blowout.

The sellout crowd converged on the Phillies' turf at Citizens Bank Park for

an afternoon of cocktails, lunch and beautifully crafted creations that strutted down the catwalk.

The Fashion Show began with a spectacular Salsa performance from Methodist's Dr. William Short and his professional dance partner. Then it was time for the 16 volunteer models from Methodist Hospital staff and SS. John Neumann and Maria Goretti Catholic High School students to take to the runway in dazzling looks from a plethora of South Philadelphia shops.

The day wasn't all about the boys of summer and the fashions of fall. Foundation Board member, George E. Deming, III accepted the Scott Stewart Founder's Award for his long-standing commitment to Methodist Hospital from James E. Robinson, President of the Foundation and Chief Administrative Officer for Methodist Hospital.



Salsa performers, Dr. William Short and partner

Major sponsors IBEW Local Union 98 and W.H. Myers Construction stepped up to the plate, helping raise in excess of \$49,000. A portion of the afternoon's proceeds funded a Hair Restoration Program that will provide cancer patients with custom-fitted wigs. *(story next page)*

The South Philly Review and its publisher, longtime friend John Gallo, again served as the exclusive media sponsor. For more regarding our generous sponsors, please visit [www.MethodistHospitalFdn.org/2010](http://www.MethodistHospitalFdn.org/2010). And, with more than 15 incredible gift baskets created by various hospital departments and community sponsors, the chances to win one were moving quicker than a Roy Halladay fastball.



James E. Robinson (right) presents a bust of Hospital founder, Dr. Scott Stewart to George E. Deming, III

*“Giving to help others, to help the community, is one of South Philadelphia's most respected traditions.”*



# Through the looking glass

**M**ethodist Hospital's newest addition starts right at the top. Through the Hair Restoration Program at the Kimmel Cancer Center Infusion Center, located on the Methodist campus, those dealing with chemotherapy and the inevitable hair loss are provided wigs with no out-of-pocket costs. "It reduces anxiety during one of the most stressful times in life," Methodist Hospital Foundation Vice President Diane Pirolo said. "You want to look like yourself and this keeps a measure of control."

Partnering with the nonprofit Cancer Foundation for Personal Appearance and its founder/director Joseph Minniti, the program helps any age, gender, ethnicity and religious persuasion. Those participating are provided a custom-fitted, very fine acrylic wig

## METHODIST HOSPITAL FOUNDATION'S HAIR RESTORATION PROGRAM PROVIDES CANCER PATIENTS WITH CUSTOM-FITTED WIGS



*Last fall's Home Run for Fashion raised the \$25,000 needed to make the program a reality.*



Joseph Minniti shows his custom-fitted wigs. For information on Minniti's foundation, visit [www.cancerfoundation4pa.com](http://www.cancerfoundation4pa.com).

that can stand up to heat and styling products and an onsite consultation with Minniti, as well as ongoing support. There also are takeaways to

make life a bit easier at home, such as a sleeping cap, brush, comb, mannequin head to store the wig and, most importantly, a timeline describing what will happen and when during and after treatment. Last fall's Home Run for Fashion raised the \$25,000 needed to start up the program.

"I wanted it to be more than furniture in a room. I wanted it to be about the patient, not just a bricks-and-mortar thing," Pirolo said. "This takes the whole person into account, not just the physical, but the

emotional." Minniti agrees, adding the new look that really is designed to keep a person's existing look intact "keeps you empowered."

Methodist's specially trained staff begins the process by approaching patients about the program. Once onboard, Minniti, who has created thousands of wigs in his 42-year career, meets with each person to take measurements and a hair sample to ensure his creation will match their everyday look — and make them smile again. "I want those dimples to show," he said, "and that's from the heart."

# SAVE THE DATE

## Sunday, October 30<sup>th</sup>

*11:30 am Boarding*

*12 noon  
to 3pm*



Methodist  
Hospital  
Foundation

# CRUISING *for* FASHION

*Supporting Methodist Hospital  
Cardiac Rehabilitation*

- \* *Cocktails*
- \* *River Cruise*
- \* *Fashion Show*
- \* *Entertainment*
- \* *Five Course Buffet*

Philadelphia Belle's sumptuous five course buffet inspired by Starr Restaurants

Tickets Available at [www.MethodistHospitalFdn.org](http://www.MethodistHospitalFdn.org)  
call 215.952.9003 for info and **Discounted Employee** pricing

# GEORGE E. DEMING, III RECEIVES SCOTT STEWART FOUNDER'S AWARD

## A Legacy of Service

at the "Home Run For Fashion" benefit Mr. Deming was honored with the Scott Stewart Founder's Award for his long-standing commitment to Methodist Hospital.

Becoming a member of the board in 1970 while only in his 20s, Mr. Deming currently is the longest-serving member of the board of trustees and has been chairman of several committees, including finance and investment. Continuing his family's legacy of service that began in 1930 when his grandfather served on the board and became Vice President of Methodist Hospital, Mr. Deming has enjoyed watching the Hospital grow into the renowned medical facility it is today.



New portrait of George E. Deming, III

His expertise in the financial industry has helped make possible projects such as the new Oncology Infusion Center. This Center will keep Methodist Hospital the medical community leader it has become, as well as the place where South Philadelphians can continue to depend on for quality and comprehensive healthcare... just as Dr. Stewart envisioned 123 years ago.

Dr. Scott  
Stewart



## OUR FOUNDER

When Dr. Scott Stewart, a physician who practiced medicine his whole life in South Philadelphia, first planned the idea of Methodist Hospital back in 1887, he bequeathed \$250,000 in his will to create the facility. Many people doubted his plan, but he included in his will the suggestion of establishing a board of trustees who could raise the additional funds to see his dream come true.

This hard working group did just that and helped create the outstanding medical facility we all know today. Fittingly, the Dr. Scott Stewart Founder's Award is given to honor a valuable member of the Methodist family.



### South Philly



Center: John Palmieri,  
Community Relations  
Liaison with sponsor  
IBEW Local 98



Methodist Hospital Models: Dr. Andrew Chapman, Jill Conroy, Michael Curry, Sharon DeBrewer, Brianna Dougherty, Dr. Peter Honig, Jennifer Kieffer, Dr. David Shipon

SS Neumann Goretti High School Models: Jaclyn Banecker, Stephanie Kelly, Deborah Mele, Adriana Siligrini, Tino Ciancaglini, Domenic Rivero, Gino DiPietro, Justin Rey



LtoR: Diane Panza-DeLuca,  
Jackie Villari, Ashley Villari

### FASHION SHOW COMMITTEE

Rosemarie Caporale  
Donna Dougherty  
Cathy Ettinger  
Judy Genniro

Suzanne Henss  
MarySue Hilbert  
Diane Panza  
Diane Pirolo

Marsha Samuel  
Richard Slinkard  
Tina Trivelli  
Allison Zibelli, M.D.

View the Fashion Show video at: [www.MethodistHospitalFdn.com/video](http://www.MethodistHospitalFdn.com/video)  
Download photos at: [www.MethodistHospitalFdn.com/photos2010](http://www.MethodistHospitalFdn.com/photos2010)

# First Class

## STUDENT ALICIA PIACENTINO WINS INAUGURAL ANNE C. ROGAN MEMORIAL NURSING SCHOLARSHIP

*the* name Anne C. Rogan conjures up certain thoughts, including compassion, determination and a love of nursing. “She was so committed to making a difference she went to nursing school at night even while she was going through chemotherapy,” Methodist Hospital Foundation Vice President Diane Pirollo said of the 20-year employee who died of cancer in 2008.

That drive to become a registered nurse is just one characteristic of the Anne C. Rogan Memorial Nursing Scholarship’s initial recipient Alicia Piacentino.

Established with \$10,000 through donations and fund-raising, the \$1,000 award will be presented each June to a student who has been accepted into an accredited nursing program, displays financial need, as well as academic accomplishment, and write an essay on why they are choosing this profession. Applicants must be dependents of employees who have been with Methodist at least three years.

“Anne fulfilled her dream, that’s why the essay is so important,” Diane Pirollo said. “It refers to Anne’s values — service to others, and commitment.”

For a 2012 application, contact [Diane.Pirollo@MethodistHospitalFdn.org](mailto:Diane.Pirollo@MethodistHospitalFdn.org) or 215.952.9006



Anne C. Rogan, RN  
1958-2008

“When I was getting IV chemo, I planned it around my weekend clinical shift.”

- Anne C. Rogan

## Dash n' dine

### WITH A CONVENIENCE STORE REPLACING THE GIFT SHOP, POST-AFTERNOON NOSHING WILL NO LONGER BE A CITYWIDE SCAVENGER HUNT

A hungry person can be out of luck if the closest place already has its “closed” sign up.

When this became an issue for Methodist Hospital staff and visitors whose appetites hit past the 1:30 p.m. shuttering of the cafeteria, something had to be done to fill those empty stomachs. The word on everyone’s parched lips: Convenience.

With a \$10,000 gift from the Women’s Association that will go towards renovations, the former gift shop soon will become a place to find sandwiches, drinks, salads and more from 8 a.m. to 8 p.m. weekdays. “It’s an opportunity to get nourishment and not being forced to go outside the hospital,” Methodist Hospital Foundation Vice President Diane Pirollo said of the spot that will be operated by and a fund-raising source

for the Foundation. “We’ll have healthy foods – yogurt, fruit – and we’ll be partnering with Aramark, who already does the cafeteria.” The targeted opening is July, but what to call it is still up in the air.

“We are going to ask employees to participate in a naming contest. We want to have something unique to Methodist Hospital,” Diane Pirollo said, adding there will be a prize for the winning moniker.



### Name the Store!

Enter the contest by emailing your idea to:

[Diane.Pirollo@MethodistHospitalFdn.org](mailto:Diane.Pirollo@MethodistHospitalFdn.org)

please include your contact info.

# Who we are

{building a healthy community}



The Methodist Hospital Foundation is a nonprofit corporation that engages in fundraising activities and administration of investment funds in support of Methodist Hospital, whose mission is dedicated to improving the health of the South Philadelphia community it serves.

Through *initiatives* and *grants*, the Foundation funds necessary projects that further the goals of a healthier community for South Philadelphians.

## METHODIST HOSPITAL FOUNDATION BOARD

Richard W. Hevner, Chairman  
Janice R. Bellace, Esq.  
The Honorable Matthew Carrafiello  
George E. Deming, III  
J. Jeffrey Grant  
Reverend Dr. Christopher Kurien  
Richard O. Lindsey  
Reverend George E. Morris  
James E. Robinson  
Reverend Dr. Dorothy Watson-Tatem

Bishop Peggy Johnson  
Eastern Pennsylvania Conference  
of the United Methodist Church

Trustees Emeriti  
Daniel L. Cheney  
Reverend Dr. Charles A. Sayre



Herminio Lopez, technician Eladio Vasquer and Mignelina Clark, RN in the Acute Kidney Dialysis Unit

{initiative}

## Acute Dialysis

The Foundation met the challenge of an aging population and rising rates of hypertension and diabetes in our community by funding a state-of-the-art Acute Kidney Dialysis Unit.

{grant}

**Caring Paws** extends animal assisted therapy to the homebound, medically fragile and special needs older adults in the South Philadelphia community.



Service dog Fluor, visits with patient, Eleanor Burns

S.O.S. client, Carol Coe, visually impaired senior in her South Philadelphia apartment



{grant}

## Services on Site (S.O.S.)

program provides for Home and Personal Care Services to frail and low income seniors living in subsidized apartment buildings in South Philadelphia.