

FRIENDS *of* STRONG VOLUNTEER UPDATE

Spring 2020

*News & Updates for Strong
Memorial Hospital Volunteers*

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A Heartfelt Hello

Dear Friends of Strong Volunteers,

National Volunteer Week is April 19–25, and we would like to take this opportunity to thank each of you for your commitment and dedication to UR Medicine, Strong Memorial Hospital and our greater community.

While we cannot celebrate in person with you this year, we are thinking of you and eagerly anticipate the day when we can again welcome you in to bring comfort and joy to our patients, their families and our staff. Whenever that time arrives, rest assured that we will be ready to celebrate you and your contributions with our very own Friends of Strong Volunteer Week!

Last year, nearly 1,400 of you donated more than 142,000 hours of your precious time to patients and families here at Strong Memorial Hospital, as well as many of our satellite locations. As UR Medicine's services continue to grow, you're right there helping sustain the legacy of our volunteer program—shepherding new roles in new places, and continuing those long-existing roles which are so valued by those they touch.

Perhaps even more noteworthy is the fact that many of you have reached out during this most uncertain of times to express your appreciation for all of us here at Strong, offering kind words, photos and seeking other ways to help us address the challenges of this moment.

Please know that we sincerely value and appreciate you—our volunteers—every single day, and we especially want to recognize you and welcome you back as soon as we are able to do so.

*With gratitude for all you do,
Sandy Arbasak
Director, Friends of Strong*

Every day. Every year. Every way you support Friends of Strong helps enhance patient- and family-centered care initiatives at Strong Memorial Hospital. Since 1975, we've given more than \$18 million to programs and initiatives throughout the hospital.



2020 High School Summer Program Suspended

Our traditional Summer High School Volunteer Program (May-July) is suspended. We're exploring an abbreviated 4-week version of the program for a very limited number of high school students Aug. 3–28, with interviews beginning July 13.

Please Note: The possibility of an abbreviated program is tentative and subject to change based on COVID-19 conditions. Please visit fos.urmc.edu in mid-June for updates, or call 585-275-2420 with any questions.

Upcoming Events on Hold

Many of our events and fundraisers are either cancelled or postponed. We look forward to rescheduling many of them once it's safe to gather together again.

Gala Wine Tasting Raises \$15,000 For Patient Care

Thanks to Century Liquor and Wines, along with many generous financial and in-kind donors, our 29th Annual Gala Wine Tasting was a wonderful success. More than 150 guests enjoyed an elegant evening with friends to support patient- and family-centered care at Strong.

Save the Date

Join in the fun next year at our 30th Annual Gala Wine Tasting scheduled for Friday, Feb. 12, 2021 at Monroe Golf Club.



Consummate Volunteer Rose Faucette Receives Health Care Heroes Award

Thousands of Rochester area families come to the Family Waiting Room at Strong Memorial Hospital each year to be there for a friend or family member receiving preventive treatment or undergoing emergency life-saving surgery. Thanks to the steadfast dedication of a small team of volunteers—most notably, retired Rochester City Elementary School teacher Rose Faucette—their wait is much more comfortable and reassuring than it might be otherwise.

Her dedicated service in Strong's Family Waiting Room, combined with her impressive leadership of the Friends of Strong Council, as well as countless hours helping organize and see through the success of many hospital fundraisers are among the primary reasons Rose is one of this year's Health Care Heroes Awards, as bestowed by the Rochester Business Journal.

A Beacon of Compassionate Care

Inspired by the excellent family-centered care she describes receiving throughout her late husband's battle with cancer, Rose began volunteering in the Family Waiting

Room in 2011. "She quickly became a familiar face in the waiting room, greeting families whose loved ones are in surgery and ensuring they each receive clinical updates with a kind, compassionate and respectful touch," says Sandy Arbasak, director of Friends of Strong. "That goes a long way toward easing the fear of uncertainty that can accompany the surgery of a friend or family member."

Altogether, Rose has volunteered more than 6,500 hours to provide that touch of comfort and reassurance to patients and families at Strong. As the hospital's Executive Vice President and Chief Operating Officer, Kathy Parrinello points out, she's a caregiver, kind and welcoming to those experiencing what may be very challenging, critical and unexpected moments as they await word on a loved one's condition during and immediately following surgery. "Her endearing smile and gentle personality helps provide them with comfort and encouragement."

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Recognizing Our Donors

Friends of Strong

Charles Lill
Joan Moore
Betsy Webster

In Memory of Leonard 'Bud' Wesley

Kay Wesley

In Memory of Rosemarie P. Blake

Tricia Bay

ROC the Day

Thank you to everyone who gave a total of \$369.35 to Friends of Strong during ROC the Day 2019.

“Each day I volunteer brings me rewarding experiences, especially when families receive good news,” Rose says. “Those moments are rewarding and fulfilling.”

“Fellow volunteers look up to Rose as an advisor, a leader and a friend,” adds Joyce Stadtmiller, Volunteer Program Manager. “She’s always willing to teach and guide new volunteers on the delicate nature of their service.”

Rose is also a certified New York State Ombudsman, and serves at Monroe Community Hospital, advocating for residents in their Friendship Unit. “I try to be kind, compassionate and respectful,” she says.

Lasting Impressions

Rose developed a strong interest in public service from an early age. In addition to working on the school newspaper and year book committees, she served as a youth recreation counselor and, she says, spent several summers volunteering at the local Amsterdam, New York hospital where she learned to operate the switchboard and page doctors. “I Guess I was in training for the Family Waiting Room,” she says with a smile.

While Rose channels her teaching skills and experiences to help connect with and comfort families, she also seeks out ways to support and grow Friends of Strong’s impact. In addition to volunteering in the waiting room, and at just about all of the organization’s events, she also serves on several fundraising committees, and served on the Friends of Strong Leadership Council, guiding the organization’s volunteerism, fundraising and philanthropic programs and initiatives, which positively impact the entire hospital—first as an at-large member (2012-2014), then President-Elect (2014-2015), President (2015-2018), and Advisor to the President (2018-2019). As Friends of Strong Council President, she also served as an Ex Officio member of the URMC Board of Directors.



“Rose embraced the leadership role with grace and determination, seeking new ways to encourage the organization forward in both strengthening its volunteer program, as well as growing its fundraising initiatives to new heights,” Parrinello says. “You’d be hard-pressed to hear Rose say no to a new idea or request for help at an event or fundraiser.”

Rose’s passion for helping Friends of Strong Memorial Hospital is perhaps most pronounced in her role as Council President from 2015 to 2018, when she empowered us to reach our long-desired goal of raising annual funds of \$1 million in a single year, up from an average shortfall of \$130,000 in prior years.

All of those funds, in turn, support many meaningful patient- and family-centered initiatives throughout the hospital, from providing safe sleep infant swaddles to every baby born at strong, to live musical programming for patients and families to enjoy, and many other initiatives geared to improve the patient and family experience.

“We cannot thank Rose enough for her time, devotion and enthusiasm to uphold our mission to provide support and services to patients, families, visitors and staff at Strong Memorial Hospital,” Arbasak says.





Help UR Medicine Meet the Challenges of COVID-19 with Hand-Made Masks

Throughout the past few months we've received an enormous outpouring of support. We're extremely grateful for everything that individuals, businesses and other organizations are doing to bolster our response to this crisis.

One of the ways you can help is by joining the dozens of individuals who've stepped up to sew and donate handmade cloth face masks for discharged patients and non-clinical support staff at the hospital and our satellite locations—simultaneously helping preserve our supply of clinical-grade masks for front line health care workers.

If you're interested in lending a hand please review our **print-ready PDF** at bit.ly/URCOVIDMASKS.

This handy guide provides resources to get you started and explains how to donate your homemade masks.

Ready to Donate? Simply bring your donation of hand-made masks to our Donation Center:

Monday–Friday | 9 a.m. to 3 p.m.
UR Medicine Hospital Donations
40 Celebration Dr.
Rochester, NY 14642
585-275-4630

Learn about other ways you may be able to help at COVID.URMC.EDU under "How You Can Help."

Questions? Please email our donation team at covid19donationsSMH@urmc.rochester.edu.

Advantage Federal Credit Union Gives Back for Patient Care



David Samuelson, Branch Manager of Advantage Federal Credit Union at URMC, recently stopped by with a \$2,500 check for Friends of Strong. Thanks to the Friends of Strong Debit Card, which is offered to credit union members, a small fraction of every transaction adds up to another contribution toward our patient care initiatives.

The program has provided more than \$6,000 in support of our mission since it first rolled out in 2017.

"We're exceedingly grateful for Advantage's commitment to our community, creating this program, and helping us enhance the patient experience in dozens of areas



throughout the hospital," says Sandy Arbasak, director of Friends of Strong. "It's incredible that our friends and supporters have passively raised this much in three short years, just by choosing the Friends of Strong Debit Card to make their daily purchases."

"Thank you to everyone who has this card and uses it!" – David Samuelson

Friends of Strong Volunteers are eligible to become Advantage Federal Credit Union members. Learn more and apply for your Friends of Strong Debit Card at advantagefcu.org/accounts/account-services/debit-cards.

Advantage Federal Credit Union was established in 1931 as the Teacher's Credit Union serving the Rochester City School District and has served the University of Rochester and Strong Memorial Hospital since 1985.

Photo Caption: From left: Friends of Strong Council President Bill Olsen, Friends of Strong Director Sandy Arbasak, URMC Advantage FCU Branch Manager David Samuelson.

You Can Make a Difference: Share Your Kindness with UR Heroes and Patients

Help brighten the days for staff and patients throughout Strong Memorial Hospital by sending messages of support and kindness to our patients and staff via the methods outlined below.

1. Send a message, picture, card or video: To UR Heroes:

ShareURKindnessStaff@urmc.rochester.edu, or

Share UR Kindness with Staff
University of Rochester Medical Center
601 Elmwood Avenue, Box 706
Rochester, NY 14642

To UR Heroes:

ShareURKindnessPatients@urmc.rochester.edu, or

Share UR Kindness with Patients
University of Rochester Medical Center
601 Elmwood Avenue, Box 706
Rochester, NY 14642



2. Follow the new UR Heroes Instagram – [@urmc_urheroes](https://www.instagram.com/urmc_urheroes), where messages of support and appreciation are highlighted.