

Newsletter of The Brandywine Health & Wellness Foundation
Giving Connection Vol.1 No.1

BHWFoundation Marks Inaugural with Community Gifts

The Brandywine Health & Wellness Foundation, a new foundation dedicated to improving health care access, prevention and education, marked its recent inaugural with the announcement of \$130,000 in gifts to community groups and agencies.

The gifts will support a wide range of needed services in the region, from dental care and language interpreting services to teen anti-drinking programs and senior center activities. Recipients of the grants include the Healthy Communities Partnership; the Chester County AIDS Consortium and the Maternal-Child Health Consortium; the Coatesville, Downingtown and Octorara School Districts; Downingtown Senior Center and the Coatesville Area Senior Center; the Chester County Intermediate Unit; and the Brandywine School of Nursing.



Receiving scholarship funds and grants for their school districts are (l to r) the Superintendents of the Downingtown Area, Octorara, and Coatesville Area School Districts: Dr. Levi Wingard, Dr. Thomas Scholvin, and Dr. James Scarnati. Presenting the funds were BHWFoundation Board Chair Victor Ziegler and President/CEO Frances M. Sheehan.

Victor Ziegler, board chair of the BHWFoundation, announced the grants in a September celebration at the Coatesville Country Club. Community members, business leaders, and health care and human service providers attended the gala.

“Although we are currently conducting a formal needs assessment to determine where we might focus our resources in the future, we are providing these Inaugural Community Gifts to increase access to medical services, to focus on prevention and education to improve the overall health status of people in our community, and to encourage young people here to choose health care careers,” Ziegler said.

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Strawberry Festival Set for 2003

Plans are already underway for the largest-ever Strawberry Festival scheduled for May 30 - June 1. Brandywine Hospital has again generously donated its grounds for this special charity event, which benefits health and wellness programs in the community through the Brandywine Health & Wellness Foundation, the Coatesville Rotary Club and other local service agencies.

Special thanks go to Sue Catanese, controller at Strap Solutions, who is serving as the volunteer event chair, Gary Zenker, First Financial Bank's marketing vice president, who is chairing the event's volunteer Marketing Advisory Committee, and Julie Friedman of Neptune Moon Productions, who has volunteered to design and manage the Brandywine Strawberry Festival Website.

To volunteer or for more information, please contact Joanne Pacana at 610-383-8581, or via e-mail at: joanne_pacana@hq.chs.net.



Relaxing at the 2002 Strawberry Festival were BHWFoundation Board Chair, Victor Ziegler, and Craft Tent Coordinator and Brandywine Hospital nurse, Lena Hershey.

Inaugural Community Gifts, continued

Dr. Levi Wingard, chair of the Grant-making Committee, presented the largest gift of \$50,000 to the Healthy Communities Partnership for its planned Chester County Community Dental Center. The center is scheduled for opening in Coatesville. Accepting the award was Margaret Rivello, administrative director of the Chester County Health Department.

“Researchers are discovering that more and more health problems such as heart disease and low birth weight babies are connected to poor oral health beginning in childhood,” Rivello said. “Despite the best efforts of our community’s dentists, we need a clinic where uninsured and low-income patients, particularly children, can access dental care on a regular basis. We’re grateful to the Foundation for giving us this initial, very significant boost.”

The Chester County AIDS Consortium and the Maternal-Child Health Consortium each received \$10,000, the former for emergency assistance to community members with HIV/AIDS. BHWFoundation’s President/CEO, Frances Sheehan, said the latter grant was awarded because of the Consortium’s laudable efforts to improve interpreter services for the growing Hispanic community.

“Language has proven to be a significant barrier to health care access as the Hispanic community in Chester County has grown by 88 percent in the past decade, compared with the county’s overall population growth of just 15 percent,” Sheehan said. “The Consortium’s efforts to ensure that pregnant women, new mothers and their children receive health care deserve to be recognized.”

Prevention and education grants of \$5,000 each were given to the Coatesville, Downingtown and Octorara School Districts in recognition of their



Chatting at the BHWFoundation’s Inaugural Community Reception were (l to r) Fred Travaglini, Betty Spackman and Barbara Travaglini.

efforts to discourage teen drinking and driving. The Downingtown Senior Center and the Coatesville Area Senior Center also each received \$5,000. Sheehan noted, “Senior Centers play an essential role providing programs that keep older citizens engaged and active in their communities. Such programs are key to reducing the risk of depression and dementia, and can serve as important resources for health information such as where free flu shots are available in the winter.”

Scholarships totaling \$35,000, raised in part from this year’s Strawberry Festival,

were awarded to local educational institutions and agencies supporting health care education. The Coatesville, Downingtown and Octorara school districts each received another \$5,000 to support scholarships for students pursuing health careers. The Chester County Intermediate Unit was awarded \$10,000 for scholarships to students in their Licensed Practical Nurse training program at CAT-Brandywine. And \$10,000 was awarded to the Brandywine School of Nursing’s Registered Nurse training program.

Patty Knecht, the nursing program director at the Chester County Intermediate Unit’s CAT-Brandywine Campus, applauded the BHWFoundation’s decision to award the much needed scholarship funds. “As Chester County grows, and the percentage of older Americans increases, the need for young people to choose careers in nursing, medicine and the variety of other available health careers is crucial,” she said. “We’re pleased that the Foundation has helped to remove finances as a barrier, and hope this will encourage more local high school students to choose health careers, and ultimately to stay in or return to Chester County to help others.”



Dr. Levi Wingard shares a laugh with BHWFoundation Board Member and nursing professor, Esther Brown, and CAT/Brandywine LPN Nursing Program Director, Patty Knecht.

Milestones

The Brandywine Auxiliary, celebrating its 100th anniversary this year, received the BHWFoundation's Lifetime Achievement Award at the Inaugural Community Reception on September 12, 2002. Also receiving an award at the reception was the **Brandywine Consignment Shop**, which is celebrating its 10th anniversary.

Congratulations to **state Sen. Jim Gerlach**, a BHWFoundation board member, on his election to Congress from the newly created 6th Congressional District.

David Moser, instrumental in the BHWFoundation's formation and president of DFT Inc. in Exton, was elected chair of the Chester County Chamber of Business & Industry.

BHWFoundation Board Member **Mary Ann Rossi**, Esq., of MacElree Harvey, Ltd., was named chair of the Chester County Community Foundation's Fund for Women and Girls.

BHWFoundation volunteer **Robin Jordan** was named Employee of the Year by Community Health Systems for her work as PC Coordinator in the Information Services Department of Brandywine Hospital.

BHWFoundation President/CEO **Frances M. Sheehan** received this year's March of Dimes Chester County Woman of Achievement Award in the Field of Health.



The Coatesville Center for Community Health received the Stewart Huston Charitable Trust's first annual award for helping to improve the city of Coatesville.

A New Foundation; A New Newsletter

By Frances M. Sheehan, BHWFoundation President/CEO



When the Brandywine Health & Wellness Foundation was created earlier this year, I said our mission would be to improve the health status of our community's residents, especially the uninsured and the poor. To better communicate this mission to the community, the Foundation is launching this newsletter.

My goal is to keep you apprised not only of our progress, but to keep you informed of the needs of your community, as well as what you can do to ensure that you and your neighbors continue to receive the very best in health care.

I also hope to use this newsletter to keep you in touch with important health policy issues that affect you directly. As you read this newsletter, one of the most pressing health care issues continues to be the nursing shortage crisis that grips our region and the nation.

Two recent reports highlight the importance of recruiting qualified nurses. A study by the University of Pennsylvania's School of Nursing recently determined that increasing a nurse's caseload by only one patient also increased by 7 percent the chances of a patient's death within 30 days due to complications from such routine surgeries as knee replacement or gall bladder removal. Although hospitals have struggled to ramp up their nursing recruitment, the study noted that few healthcare facilities in the country have achieved adequate nursing resources.

Recognizing the value of nurses is critical. A second study by the Wisconsin Coalition attributed improvements in care at some of the state's nursing homes to the increased value and responsibilities these facilities gave to nurses aides. According to the coalition, giving the aides respect, additional training and increased decision-making roles helped improve care and decrease turnover to a relatively stable 17 percent. Although the pay is low, this new nursing aide program has a waiting list of aides wanting to work at the participating homes.

The BHWFoundation recognizes the critical need for qualified nurses. It is one reason why we dedicated \$35,000 in our first series of Inaugural Community Grants to nursing and health career scholarships (see story on page 1). In addition, I am gratified to note that Barbara Travaglini, a BHWFoundation board member and local philanthropist, recently announced that she will increase the fund established in her brother's name to support nursing scholarships. The Gunard Berry Carlson Nursing Scholarship Fund, which supports students at the Brandywine School of Nursing who are pursuing an RN, is one of nine nursing funds established at the Foundation.

We look forward to continuing our work with nursing and health career leaders in our community. Substantial resources and creativity are needed to encourage young people to choose health careers as their profession and to keep their skills in Central and Western Chester County.



Trina Brazzle (l) of Coatesville works at the Pocopson Home as part of the Chester County Intermediate Unit's CAT/Brandywine LPN program, which is benefiting from \$10,000 in scholarship funds provided by the BHWFoundation. (Credit: Bob Williams/Philadelphia Inquirer)

Holiday Giving Opportunities

Charitable opportunities abound at holiday time, and so do the needs of the community. If you would like to help children and families during this holiday season, please contact one of the agencies below:

Adopt a Family Programs – Local programs that pair donors with a child or family include:

- Community, Youth, Women's Alliance in Coatesville. Contact Johnette Crutchfield at 610-384-9591.
- Chester County CARES (December 17th deadline). Contact Bridget Rice at 610-436-4040.
- The Salvation Army's West Chester Corps. Contact Vicky McDonald at 610-696-8746.

Pocopson Home — Volunteers are needed to help with the distribution of holiday gifts to residents and to take residents to and from holiday events. Contact Sharon Allaband at 610-793-1212.

Adult Care of Chester County — Come to the center and share your time and talent with guests at the Adult Day Care. Donated prizes are needed for holiday events. Musical performers and signers are welcome to perform holiday songs and to help with special events. Contact Jennifer Miller at 610-363-8044.

Brian's House — Groups are welcome to share in a warm holiday event by performing songs for residents with severe disabilities. Programs can be held at 7 p.m. Cookies or holiday treats are great additions to the performance. Contact Marliessa at 610-399-1175.

Freedom Village – Kudos to this charitable retirement community's Outreach Committee for providing gifts to needy children at the Friendship School during the holiday season.



Brandywine Hospital Gift Shop manager and Auxiliary member, Vicky Berger, welcomes shoppers looking to make a charitable donation while shopping.

The Gift Shop is run by the Brandywine Auxiliary to benefit the Brandywine Health & Wellness Foundation, and stocks a variety of holiday items, greeting cards, jewelry and gifts for your loved ones, friends and neighbors – whether they're in the hospital or not.

Giving in Your Own Community

The Brandywine Health & Wellness Foundation can make it easy for you to create effective and efficient giving vehicles that benefit the community and provide tax advantages for you and your family.

Memorial Funds and Honorary Gifts

Honor a loved one by establishing a charitable fund at the BHWFoundation, or recognize a special anniversary or birthday by asking others to join you in making a charitable gift.

Scholarships

The BHWFoundation houses several nursing scholarship funds and has provided additional scholarships to encourage young people in our community to choose nursing and other health professions as a career. You can establish a scholarship in your name or in another's name, or give directly to the BHWFoundation's Annual Fund, specifying that your gift be reserved for scholarships.

Donor-Designated Funds

You can establish a fund to support a particular nonprofit organization in your community. The BHWFoundation will honor and respect your wishes in perpetuity, and the tax benefits to you are immediate.

Donor-Advised Funds

Establish a fund at the BHWFoundation with immediate tax advantages and an opportunity to make a difference. The BHWFoundation's experienced staff can advise you about the variety of health and wellness programs that might benefit from your generosity.

Field-of-Interest Funds

The BHWFoundation can establish a fund focused on a specific area of concern to you and provide experienced advice to help you make a meaningful difference.

Wills and Planned Gifts

The BHWFoundation is currently receiving income from trusts established to meet the health needs of the community. Leaving the BHWFoundation in your will or creating a planned gift now can create tax advantages for your family and leave a legacy that benefits the community.

Unrestricted Gifts

The BHWFoundation encourages unrestricted gifts to support health programs. Gifts may be made directly to the BHWFoundation, including gifts of stock, or through any area United Way Donor Choice Program (the United Way of Southeastern Pennsylvania requires that you write in #14448).

Calling All Shopaholics

Your Junque Wanted at Route 113 Shop!



Just north of the Route 30 bypass on Route 113 sits the Brandywine Consignment Shop, staffed by generous volunteers who sell beautiful, like-new clothing, including shoes, as well as a variety of household items. Volunteers at the shop, ably led by Manager Gay Mason, have made it possible for the shop's proceeds to contribute hundreds of thousands of dollars to health-related programs and services over the past ten years, first as

an adjunct of Brandywine Hospital, and now as able volunteers supporting the Brandywine Health & Wellness Foundation.

If you're looking for a bargain, or if you have clothing, household items, and even furniture in excellent condition, please consider donating or consigning them to the shop. Your donation or consignment raises funds to improve your community.

The hours of the shop are Tuesday-Saturday from 10 a.m. - 3 p.m.
Call 610-269-8622 for consigning information.

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 255 Reeceville Road
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 610-383-8581
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Frances Sheehan, President/CEO
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Brandywine Health & Wellness Foundation
 255 Reeceville Road
 Coatesville, PA 19320

We're moving! Watch for details
 about our new home in:
 Lukens Executive Office Building
 50 South 1st Avenue
 Coatesville, PA 19320