

# Comments

*A quarterly update from the NJHA Council on Auxiliaries*

## MONEY MART, APRIL 1, 2003 FUND-RAISING CONFERENCE & VENDOR SHOW

Plan now to attend these professionally led sessions that will enhance your fund-raising and shop management skills. Also, you can peruse the vendor arcade and network with statewide colleagues. Sessions include:

- What's New in the Regulation Game? Each year there are new regulations. Hear the latest from the New Jersey Gaming Commission on raffles, drawings and more.
- Negotiating with Vendors: Improve your vendor sales for both gift shop and lobby sales.
- Gift Shop Buying Trends: Get tips on knowing your buyers' needs as well as buying options such as point-of-purchase sales, etc.
- Strategies to Obtain Sponsors: Learn creative ways to increase your sponsorships such as event underwriting, journal ads and barter trades / gifts in-kind.
- Financial Compliance: Do your financial records comply with state and federal regulations? Professional auditors will give you the latest requirements.
- Excel Software Training: Learn how to use Excel software to track finances as well as develop a database to merge and print labels and personalized letters.

*Look for MONEY MART registration materials soon. For details call 609-275-4018.*

## VOLUNTEER CHARITABLE TAX DEDUCTIONS

You may be able to deduct some of your volunteer expenses on your federal income tax returns such as:

- Mileage while volunteering at 14 cents per mile.
- Unreimbursed parking and toll costs for volunteer work (keep all receipts and odometer readings).
- Personal expenses for convention or training. That may include attending NJHA's MONEY MART and FALL FOCUS if the training relates to your volunteer work.
- Other unreimbursed expenses such as film, film processing, etc., directly related to your volunteer work.

If you have more than \$250 in deductions, you must have a written receipt containing: 1) a description of your volunteer services; 2) a statement whether the charity provided any goods or services in exchange for the unreimbursed expenses; 3) a description and good faith estimate of the value of any goods or services provided. There are additional potential deductions and restrictions so check with your tax adviser when filing.

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*FYI: Independent Sector reports the hourly wage equivalent of volunteers' time rose to \$16.05 in 2002, up from \$15.39 in 2000. Nearly half of all American adults, 83.9 million, volunteered in 2000. Their total contributions are valued at \$239 billion.*

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## SAVE THE DATES

**JANUARY 16, 2003**  
Consumer Health Advocacy & Education Committee  
Council on Auxiliaries

**MARCH 20, 2003**  
Council on Auxiliaries

**APRIL 1, 2003**  
MONEY MART

**MAY 15, 2003**  
Consumer Health Advocacy & Education Committee  
Council on Auxiliaries

**JUNE 19, 2003**  
Fund Raising & Public Relations Committee  
Council on Auxiliaries

## **COUNCIL ON AUXILIARIES 2002-2003**

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KAREN LAUB, Vice Chair  
St. Francis Medical Center

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JACQUI KOZSUCH, Assistant Secretary  
NJHA, Director, Community  
Leadership

## GREETINGS EVERYONE!!

I hope you are enjoying your holidays! It's easy to get caught up in the craziness. Remember to take time out for yourself and your loved ones!

It was wonderful seeing so many of you at our regional meetings in October. It is inspiring being around you. You graciously share your wealth of information with others. You recognize the issues; know how to ask the hard-hitting questions; and contribute to the dialog, which results in lively debate.

I hope you are remembering to promote your Auxiliary's mission in everything you do! It's the best way for people outside our Auxiliaries to understand what exactly it is that we do. Also, remember when looking for new members, start with a task. They will be happier knowing they have accomplished a given project...and be much more likely to come back for more!!!

Fall ReFocus was very well received. Stay tuned for more educational opportunities-Money Mart will be April 1, 2003. Please encourage your gift shop managers and fundraising leaders to attend.

I look forward to working with all of you in 2003 and wish you and your families a healthy, safe, and Happy New Year!

MARY BETH BRENNAN  
Chair, Council on Auxiliaries

*P.S. Please note the suggestions in Council Corner, especially the opportunity to fund the newly required communication system for your hospital.*

## INCREASE STAFF RECOGNITION OF AUXILIARY EFFORTS

Saint Barnabas Medical Center Auxiliary distributes auxiliary funds similar to a foundation distributes grants. The auxiliary sends an annual letter to all medical center department heads for funding requests. The department heads then present their "wish lists" to an auxiliary committee during a one-day meeting. The auxiliary committee then selects which items to fund.

According to Annette Calabrese of Saint Barnabas, this funding process

enables more departments to benefit first hand. It also enhances the stature and recognition of the auxiliary. For additional recognition, the auxiliary places a plaque in the department to which it granted funds and also distributes articles in the medical center newsletter, auxiliary newsletter and a press release. And, at all major gatherings, the auxiliary prints a program listing the specific contributions such as \$6,000 for a piano for the Pastoral Care Department and \$4,400 for the Family Care Center.

## COUNCIL CORNER

Your Council on Auxiliaries continues to offer excellent ideas to enhance your success. One suggestion is funding your hospital's new emergency communication system. By state mandate, each hospital must install a two-way trunk radio emergency communication system to prevent emergency communication failure such as on Sept. 11. While NJHA has negotiated a discount, the radios are still a financial burden at \$15,000 per hospital.

By funding this item, you could boost your auxiliary's image among hospital

staff. If you are interested in funding this project, inform your hospital administrator and promote your efforts within your hospital and community through newsletters, press releases and letters to the editor.

The Fund Raising and Public Relations Committee has simplified award applications to enhance your auxiliary's recognition efforts. The committee also has suggested excellent program ideas for MONEY MART (see the MONEY MART article).

The Consumer Health Advocacy and Education Committee has reviewed sev-

eral NJHA tip sheets to enhance your outreach efforts. It's also considering ways to involve auxiliaries in legislative efforts. Several issues are affecting hospitals, physicians and ultimately patient care such as malpractice insurance, insurance claims denials and bioterrorism preparation.

If you would like more information on promotional materials or on the Council and its committees, contact Jacqui Kozsuch at NJHA at 609-275-4112 or [jkossuch@njha.com](mailto:jkossuch@njha.com).

### APRIL 28, 2003 NATIONAL HEALTHCARE VOLUNTEER DAY

This is the second year for a special day to recognize healthcare volunteers (including auxiliaries) during National Volunteer Week. To promote your auxiliary or hospital volunteerism, you could:

1. Write a letter to the editor or a press release. Explain how you help the community and how people can get involved.
2. Work with your director of volunteer services to recognize any special auxiliaries as well as having staff acknowledge your efforts.

The American Society of Directors of Volunteer Services of the American Hospital Association and the AHA Committee on Volunteers has designated the Monday of National Volunteer Week as National Healthcare Volunteer Day

### 2002 REGIONAL MEETINGS A SUCCESS

A special thanks to our 2002 Regional Meeting hosts for coordinating excellent meetings:

REGION I, II, III

*Barbara Orcutt and Fran Maletsky  
Chilton Memorial Hospital*

REGION IV, V

*Connie Nordstrom  
Muhlenberg Reg. Medical Ctr.*

REGION V, VI

*Karen Harbenson  
Cooper Health System*

More than 75 people attended all three meetings. The regional meetings are free and are an excellent opportunity to discuss important issues with regional peers.

### RECOGNITION OPPORTUNITIES FOR YOUR AUXILIARY

At MONEY MART, NJHA offers three types of awards to acknowledge auxiliaries' achievements: membership, fund raising and public relations. These awards are non-competitive and are based on achieving select criteria. While you can choose to receive recognition with your hospital anytime, NJHA offers the opportunity to be recognized among peers at MONEY MART. To do so, the awards due date is MARCH 18, 2003. Award forms will be mailed to you soon.

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## MEMBERSHIP RECRUITMENT IS MAIN THEME AT FALL RE-FOCUS LEADERSHIP CONFERENCE

Keynote speaker Mark Levin was a huge hit at this year's fall leadership training conference Oct. 30. He gave numerous tips on recruiting and retaining auxiliaries such as:

- Know today's volunteers – They use more technology, have less time, are more concerned about making a local impact, and less tolerant of shortcomings, want to avoid commitments, want meaningful work related to skills and need flexible schedules.
- Know your competition – What else is competing for volunteer's time? Work, school, family, church, other charitable activities?
- Know what you have to offer – This is your opportunity to impact local health-care, help others, obtain new skills, utilize existing skills, increase social status, meet interesting people, gain recognition, etc.
- Communicate your message – Personalize your recruiting and retaining efforts. Be sure all letters to potential members include their names.



*Master Auxilian Award recipients at Fall Re-Focus are (from front left) Trish DeRose, Jean Walter, Geraldine Brown, Brigitte Buie, Catherine Bevers, (back left) Fran Yorey, Mary Helen Wiley, Gloria Senno, Kathy Schultes, Sister Clare Maureen Tracy and Gloria Piserchia.*

Follow up in one day with a phone call to potential new members. Once you have a new member, call them quarterly. Communicate often with e-mail.

That's just a brief summary of Levin's presentation. Other sessions included Running Effective Meetings, Power Letter Writing, Intermediate Computer, 101 Ways to Get and Keep Your Members, An Auxiliary's Guide to Meeting Minutes and From Past to Present, a special sharing session led by a panel of past presidents Kay Yeomans, Valley Hospital Auxiliary; Linda Crass,

*COUNCIL COMMENTS*  
is a publication of the  
New Jersey Hospital Association.  
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Underwood Memorial Hospital Auxiliary; Mary Helen Wiley, Capital Health System - Mercer Campus Auxiliary; and Trish DeRose, St. Mary Hospital Auxiliary. They covered issues such as dealing with difficult auxiliaries, working with hospital staff and recruitment and retention.