



*The Friends of*  
Reading Hospital

130  
Years

**ANOTHER  
YEAR OF  
GIVING**

Annual Report  
2019-2020



*The Friends of*  
Reading Hospital

Advancing Health. Transforming Lives.





The Friends of Reading Hospital's Executive Board Members (pictured from left to right: Toni Reece, Noel Garapola, Lucine Sihelnik, Sharon Keating, Diana Kleiner, and Mary Ellen Batman).

## EXECUTIVE BOARD 2019-2020 OFFICERS

Lucine Sihelnik  
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Noel Garapola  
*Vice President of  
Special Projects*

Diana Kleiner  
*Vice President of  
Fundraising/Finance*

Toni Reece  
*Secretary*

Sharon Keating  
*President Elect*

Mary Ellen Batman  
*Past President*

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Beverly Badaracco  
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Beth Kohl  
Patti Lentz  
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Mary Petricoin  
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Deborah Radwanski  
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Teri Trayer  
Anthony Tucci  
Mary Ellen Wells  
Tina Ziolkowski

## FROM THE PRESIDENT



Growing up in Berks County with my father, a surgeon at Reading Hospital (now retired), I developed an appreciation of how access to quality healthcare services and programs make a difference in the lives of those in our community. With my initial volunteering experience as a candy striper, I learned first-hand what an impact volunteers make with their time, talents, and financial support to a cause they believe in.

Those experiences help me to observe compassion and be compassionate. It's one of many reasons that I became involved with The Friends of Reading Hospital.


For 130 years, The Friends of Reading Hospital have helped bring cutting-edge technology, essential services, and meaningful programs to multiple generations in Berks County. Their donation of countless hours to raise hundreds of thousands of dollars to support Reading Hospital and community initiatives, have provided access to the highest level of healthcare.

As we reflect on our significant history and mark this milestone, it's important to honor all those who came before us to ensure that today and in the future we stand solvent and steadfast. Our legacy has prevailed to continue to inspire our community even during its deepest time of need.

Today, The Friends continue to be an enthusiastic, successful, and dedicated diverse group committed to enhancing the mission and vision of Reading Hospital. Many of our Board members are deeply rooted in our philanthropic purpose as a testament to their own or loved one's profession in healthcare, involvement in aspects of community health, and direct service toward those who need access to medicine, food, and comfort.

We are proud to acknowledge and celebrate our 130 year anniversary with this special annual report in our "Year of Giving".

It is my privilege to be the president of The Friends of Reading Hospital and am inspired to do the work ahead to continue the journey.

Sincerely,  
  
President  
Lucine E. Sihelnik, M.A.



## OUR MISSION

Celebrating 130 years in 2020, The Friends of Reading Hospital, an association of dedicated community leaders, has been focused on raising funds to support and enhance Reading Hospital's promise of "Advancing Health. Transforming Lives." By funding health and wellness programs, grants, and initiatives, The Friends have made a powerful and sustainable impact on the hospital, its patients, and the surrounding community!



## OUR HISTORY

In 1890, a group of women came together and formed The Women's Auxiliary to help support Reading Hospital by holding various fundraising events.

No one in Reading had ever seen a celebration quite like the Garden Party that unfolded on the hospital lawn on June 14, 1935. At 4 p.m., festivities began with pageants and pantomimes, puppet shows and pony rides and fortune tellers and games of chance. Bands blared as members from the Reading Hospital Ladies Auxiliary sold cake, candy, flowers and needlework at booths, and partygoers ate dinners and drank lemonade prepared in the hospital's kitchen.

The Garden Party became a much-anticipated annual event, as much a celebration for the community as it was a fundraiser for the hospital.

"It was an event to end all events," recalls Elizabeth Rothermel, great-granddaughter of hospital benefactor Henry Janssen. She is a former longtime member of The Friends Board and Hospital Board and is President of the Berkshire Charitable Foundation. As a child Rothermel looked forward to the homemade lemonade, waffles and ice cream and strawberry shortcake served on the hospital lawn. "Everybody would come to the Garden Party for breakfast. It started at 6 a.m. and went all day," she says.

As the auxiliary grew, a new name for the group was given, The Friends of Reading Hospital. As its name suggests, The Friends reflects the close relationship between Reading Hospital and the

community. "Their advocacy, loyalty, and dedicated support of Reading Hospital has been a vital and cherished component of the fabric of our community", said John Weidenhammer, Reading Hospital Board Member. Fundraising events have changed, from art show to the Garden Party, from hospitality carts to the gift shop. In recent years, The Friends sponsor a golf tournament, the Road Run, Holiday Happening, Friday with Friends, and Tower Ball.

The Friends philanthropic ability also increased with the variety and popularity of events. An increased effort in supporting community based needs as an agent of the hospital emerged in recent projects like purchasing a van to help provide healthy meals to at-risk children, in partnership with the Reading Recreation Commission. It provided books for a literacy program in the Children's Health Center, funded a webcam system for the Neonatal Intensive Care Unit and supported the construction of the hospital's Healing Garden. Patients continued to receive comfort care items that have traditionally been provided by The Friends like prayer shawls, compression pillows, newborn caps and have been enhanced by providing chemotherapy cold cap treatment funding for the McGlinn Cancer Center and county wide placement program for a HeartSAFE Berks County with AEDS.

Past-president of The Friends, Sharon Keating, reflects on the legacy of the auxiliary and on its future role. "The Women's Auxiliary fundraising was to help support the original hospital, so our involvement goes back to Reading Hospital's inception in the city of Reading," she says. "Now, as The Friends of Reading Hospital, we are tuned in to community health. That's our future direction."





## LOOKING TO THE FUTURE

Now and in the future, The Friends of Reading Hospital remains resolute in our commitment to support collaborative, innovative thinking around sustainable problem-solving that will have a direct impact on improving the lives and the well-being of our community.

Today, our organization is comprised of members from diverse backgrounds, genders, ages, and experiences who come together with conviction and generosity. Led by an executive board who continue to stay at the forefront of responding to the needs of Reading Hospital and the community by raising funds to support projects and services that provide the greatest impact and meaningful change.

For example, our support to initiatives such as Berks Farm Bucks, has given us the ability to reflect on the needs of our community like, food security. We are proud to have contributed as the seed funder for this fresh food currency network that has grown over the past 5 years to empower those most in need to access local, nutrient dense foods yielded by our local farmers in Reading.

As investors in Berks Alliance, we act as a catalyst in their efforts of Community Development for Greater Reading, a collaboration of anchor institutions in Berks County. In partnership with other organizations representing some of Berks County's largest employers, we can focus on fostering a sustainable approach for the future of Greater Reading and Berks in their mission is to provide a clean, safe, and green environment while improving the health, wealth, and education attainment of our citizens.

And, during the coronavirus pandemic, we were inspired to develop and raise funds in creative ways we could not have ever imagined. Through our funding, we are proud to have created a COVID-19 Emergency Fund grant which has provided \$206,420 to local organizations for COVID-19 emergency relief. Our collaboration with the Reading Hospital Foundation helped to purchase two THOR disinfectant robots to allow the hospital to safely provide the continuum of care needed during a pandemic. In addition, we were one of the first to support the creation of the Berks PPE Resource Network which provided over 5,000 face shields to Reading Hospital and to essential workers. We are also proud of our ever-compassionate volunteers who dedicated their time and efforts to sew cloth masks for patients and staff.

"We recognize the legendary history and impact The Friends has made to help improve the health and well-being of patients and staff at Reading Hospital and in the community," said William M. Jennings, President and CEO of Reading Hospital. "As we continue to deliver exceptional care in a patient-centered experience, we are grateful to all those who share and support our vision."

As we look to the future, we recognize that we are a resilient group that shares a common objective and will continue to cultivate and manage giving that connects donors to projects that matter to them and benefits our community.



## 2019-2020 BENEFACTORS AND PROJECTS SUPPORTED BY THE FRIENDS

### Covid-19 Emergency

Berks EMS COVID Funding  
 Berks Encore  
 Berks History Center Victory Garden Kits  
 Berks PPE Resource Network  
 Dayspring  
 Hannah's Hope  
 Helping Harvest  
 John Paul II  
 LGBT Center  
 Olivet Boys and Girls Club of Reading and Berks County  
 COVID-19 Pandemic Food Program in Partnership with Centro Hispano  
 Out-Patient Therapy  
 Prospectus Berco  
 SAFE Berks

Task Force 10-87 Berks County  
 First Responders  
 THOR UVC robot

### Non-Emergency Grants

BCTV First Aid/CPR Training  
 Behavioral Health Transport Solution  
 Berks Alliance  
 Berks Farm Bucks  
 Branded Nero Kits  
 Centering Parenting Cribs for Kids  
 Children's Development Center Tablets  
 Courtesy Cart, N3S Oncology  
 Diabetes Education and Supplies  
 EKSO exoskeleton  
 Freedom & Restoration for Everyone Enslaved  
 Hannah's Hope

Heart Failure Spice Packets  
 HeART of Music  
 HeartSAFE Berks County  
 McGlenn Cancer Institute - Cold Cap & Patient Assistance & Unite for Her Event  
 Patient Comfort Items  
 Post-Birth Education  
 Reach Out and Read at Children's Health Center  
 Stuffed Animal Therapy  
 Transplant Patient Assistance Fund



## DONOR RECOGNITION

### Circle of Friends

Diamond Credit Union  
 Perrotto Builders Ltd.  
 Stevens & Lee/Griffin  
 The Medical Staff of Reading Hospital

### \$15,000 - \$24,999

IBEW Local Union 743

### \$10,000 - \$14,999

Berkshire Charitable Foundation  
 Customers Bank

### \$5,000 - \$9,999

Ballinger  
 Drexel University College of Medicine  
 Edwin Barbey Charitable Trust  
 L&H Companies  
 L.F. Driscoll Co.  
 Penske Truck Leasing  
 Saxton & Stump, LLC  
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 White Star Tours

### \$2,500 - \$4,999

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 Alliant Insurance Services, Inc.  
 Alvernia University

Avery Dennison Foundation  
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 Mrs. Barbara A. Bradley  
 Concord Healthcare Development, Inc.  
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 Skanska USA Building, Inc.  
 Spayd's Outdoor Environments  
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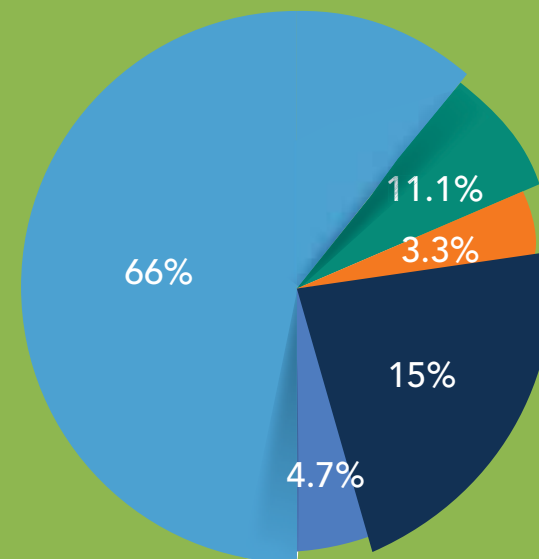
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 Ms. Kate Alley  
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 Mr. and Mrs. Peter Asimakepoulos  
 Dr. Charles Barbera and Dr. Mary Barbera  
 Berks 360 Tour Designs, LLC

## REVENUE BREAKDOWN

- **Friends Major Events**  
\$381,816.08
- **Gift Shop**  
\$87,743.00
- **Vending Commissions**  
\$64,053.88
- **Special Sales**  
\$19,851.01
- **Other Donations**  
\$27,260.00
- Totals**  
\$580,723.97





## DONOR RECOGNITION (Continued)

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Mr. Eugene Reilly  
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Ms. Jennifer Rudd-Glenn  
Mr. Adrian Scipione  
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Mr. Dennis and  
Ms. Therese Sucher  
Atty. William and  
Mrs. Katherine Thornton  
Dr. and Mrs. Joshua Tice  
Dr. David and  
Dr. Bobbi Tichansky  
Mr. and Mrs. Steve Tullman  
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Mr. and Mrs. Barry Weinhold  
Dr. Suzanne Wenderoth  
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Mrs. Rosemary Wurster  
Yeager Supply, Inc.  
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Ms. Tina M. Ziolkowski

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Olivia Benner  
Ryan Billings  
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Jody Menon  
Kelly Moss  
Russell Motsko  
George Neubert  
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Mary Palmer  
Suellen Panase  
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Rebecca Rice  
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American Male  
Barley Mow  
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Gauker Farms  
Gayatri Wellness  
General VISA cards-(MEB)  
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Temple Family Restaurant  
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& Med Spa  
Van Scoy Jewelers





# The Friends of Reading Hospital

Advancing Health. Transforming Lives.

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## WAYS TO SUPPORT

### Donate

The Friends of Reading Hospital  
P.O. Box 16052  
Reading, PA 19612

### Become Involved

- Sponsor an event
- Participate in an event
- Volunteer for fundraising events

To learn more, call **484-628-8434**  
or email [friends@towerhealth.org](mailto:friends@towerhealth.org).

