



November 2020

Dear Members and Friends of the Overlook Auxiliary,

The mission of the Overlook Auxiliary is to ***cultivate a compassionate and comforting environment throughout the entire Overlook Medical Center community through active volunteering and imaginative fundraising.*** You have helped us fulfill this mission, time and time again, because of your very generous donations and volunteer support, and you have enabled us to contribute more than \$2,700,000 in recent years to the Overlook Medical Center community. Additionally, because of your engagement with our work, we have been able to support medical center staff and patients during the COVID-19 pandemic with various supplies and comfort-oriented projects, including “HOPE,” a Xenex LightStrike UV Robot sterilization machine, funded solely by your donations via our recent rainbow lawn sign campaign. On the reverse side of this appeal, you will see the impact that the Overlook Auxiliary has made over the years and in recent months. *And this isn't just OUR impact – this is YOUR impact!*

Now, we have an urgent need to bring to your attention: because of the pandemic and its related adverse effects, The Overlook Auxiliary Gift Shop & Bloom, the Auxiliary's primary fundraiser which covers our operational expenses and many of our donations going back into the medical center, is experiencing a massive financial shortfall. Although we were able to continue serving frontline workers, staff, and patients with a much-needed sense of normalcy by providing snacks, drinks, and important incidentals during the shutdown, our ongoing revenue has not been enough to cover our operating costs, costs which will allow us to continue to manage our organization and provide the much-needed and much-loved service of The Gift Shop & Bloom to our medical center family, patients, and visitors. Unfortunately, due to COVID-19, the medical center could not permit outside visitors or volunteers, which translated into significant reduction in The Gift Shop & Bloom revenue. The “benefits” of The Gift Shop & Bloom also extend beyond just tangible items – *Dr. Jennifer Kwon, Overlook Auxiliary member and patron of the medical center noted, “During my mom's frequent hospital stays, I often found respite when I visited the Gift Shop. The Gift Shop & Bloom always had pretty flowers and sweet things, but it provided for me something more precious - the breathing space I needed.”* We need to keep The Gift Shop & Bloom open and running to serve the needs of everyone who visits.

We are reaching out to you today for your support – ***your much-needed gift to the Overlook Auxiliary General Fund will help us meet this emergent need. Donations of any amount are greatly appreciated. Will you please consider us as part of your year-end giving?***

Your gift is extremely important to the Overlook Auxiliary because your support will enable us to cover operational expenses and continue to operate The Gift Shop & Bloom. With your contribution, we can continue to support our medical center community as it deals with this pandemic, inspiring hope and gratitude, and enabling us to serve for many years to come. Your donation WILL make a difference.

Sincerely,

Stacy Beckett, Co-President

Heather Speas, Co-President

A LEGACY OF COMPASSION, COMMITMENT, AND COMMUNITY HEALTH

Since 1916, the Overlook Auxiliary has been *a volunteer organization cultivating a compassionate and comforting environment throughout the entire Overlook Medical Center community through active volunteering and imaginative fundraising*. In recent years, our organization has raised over \$2,700,000 for the medical center community, including funds to support the following projects:

\$51,000	Eating Disorder Clinic
\$52,000	Hospice-Home Care
\$101,000	Camp Clover (camp for children coping with loss)
\$57,000	Ovarian Cancer Research
\$150,000	Thomas Glasser Caregiver Center
\$26,000	Oncology Solarium
\$20,000	Cancer Center
\$200,000	Emergency Department
\$250,000	Neuro-Science Department
\$200,000	Maternity Department
\$225,000	Pediatric Playroom
\$500,000	Child Care Center
\$100,000	Xenex LightStrike UV Sterilization Machine (during pandemic)

During the COVID-19 pandemic, the Overlook Auxiliary has continued its support the medical center in a variety of ways by:

- Donating personal protective equipment, including over 3,000 sewn masks, 300 face shields, Tyvek suits, N95 masks, scrub caps, headbands, and ear shields.
- Funding a much-needed sterilization machine (referenced above), two handheld ultrasound machines, and additional PPE from proceeds generated by our “HOPE and GRATITUDE” rainbow lawn sign campaign. Thanks to generous local residents like *you*, our lawn signs lined the streets of our communities with the message “hope and gratitude are more contagious than any virus” - a visual reminder of our thanks to all the healthcare and essential workers.
- Delivering "Comfort and Care" COVID-19 Response Baskets to each of the 44 departments of Overlook Medical Center. The baskets were prepared with love by our very own **Gift Shop & Bloom**.
- Collecting over 100 blankets and grocery gift cards from donors like *you* for mothers in need and facing home and food insecurity at the HealthStart Clinic at Overlook Medical Center.
- Maintaining **Gift Shop & Bloom** operations, which remained open for all frontline workers for essential personal items, newspapers, magazines, and snacks while offering curbside pick-up of gifts and floral arrangements, all of which provided a small sense of normalcy to the medical center community.