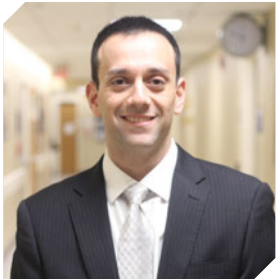


A Letter from Foundation Board President Robert Urs



As we head into colder weather, we are buttoning up our construction sites so we can do interior finishes over the winter. I hope you got a chance to participate in our Virtual Gala on November 17, which highlighted tours of the construction projects. If you

missed it, check it out with the link below—you'll get an idea of all of the work being done on the RUMC campus.

Year end also means thinking about your 2021 tax return. There are still opportunities for you to take advantage of strategies that may help with

deductions on your 2021 income. We have highlighted in this issue IRA charitable rollover information, but there are other opportunities, such as giving appreciated stock and more. Just give us a call at the Foundation at 718-818-2103 for more information.

Finally, I would also like to welcome three new foundation board members: Orit Lender, Mike Menicucci, and Gregory Zenna. You can read about them in this issue.

At year's end, I want to take this time to wish all of you the very best for a happy and healthy holiday season.

Sincerely

A handwritten signature in black ink that reads "Robert Urs". The signature is written in a cursive, slightly slanted style.

Robert Urs
President
Richmond University Medical
Center Foundation

Missed the 2021 Virtual Gala?
Watch online at www.rumcsi.org/2021-gala

Welcome New Foundation Board Members



We welcome **Orit Lender**, chief executive officer of the Joan and Alan Bernikow JCC of Staten Island. She oversees all 500 staff members, as well as being directly responsible for a \$25M agency budget. With 31 locations, the JCC represents one of the largest social services agencies on the Island, and includes the operation of a 120,000 square foot facility.

Orit has a bachelor of arts in sociology from the College of Staten Island and a certificate in executive leadership for non-profits from Duke University. She is a business council member of the Staten Island Economic Development Corporation and is fluent in English and Hebrew.

Michael M. Menicucci is the founder and managing partner of Menicucci Villa Cilmi PLLC, one of New York's leading law firms with a focus on banking, finance and real estate development. A member of the New York State Bar for over 25 years, Michael launched his practice in 1988 after working with federal and New York City elected officials. Today, Michael is one of the New York region's foremost authorities on the legal details of banking and finance, including federal regulatory-compliance issues, residential and commercial real estate transactions, and commercial litigation.



Gregory Zenna is the former managing director and co-head of the trading floor for Goldman Sachs, NYSE. He is also the former governor of the NYSE. He is active on the Seton Foundation for Learning board of directors and the Members Handicapped Children Fund, and volunteers at the Seton Foundation.

Richmond University Medical Center Foundation Board of Directors



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Robin Lefkowitz



Philip Otterbeck, MD



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Dom Famulari



Anthony Libecchi



Pankaj R. Patel, MD



Jay Chazanoff
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Lina Fang



Sally Malfi



Patricia Perfetto



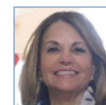
Marcello Sciarrino
Secretary



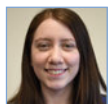
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Robert Cutrona



Grandmaster
Jhong Uhk Kim



Frank Oswald



Vincent Theurer



Charitable Gift Rollover

Give from your IRA account: If you are 70½ years old or older, you can take advantage of a simple way to support the Richmond University Medical Center Foundation and receive tax benefits in return. You can give up to \$100,000 from your IRA directly to a qualified charity such as the Richmond University Medical Center Foundation without having to pay income taxes on the money.

Why Consider This Gift?

Your gift will be put to use today, allowing you to see the difference your donation is making. You pay no income taxes on the gift. The transfer generates neither taxable income nor a tax deduction, so you benefit even if you do not itemize your deductions. If you have not yet taken your required minimum

distribution for the year, your IRA charitable rollover gift can satisfy all or part of that requirement. It is wise to consult with your tax professional if you are contemplating making a charitable rollover gift from your IRA account.

Prospective donors are urged to consult their personal tax and financial advisors concerning the specific consequences of making gifts to the Richmond University Medical Center Foundation. We would be pleased to discuss, in confidence, ways in which you may support the Richmond University Medical Center Foundation.

Please feel free to contact Laura Gajda at (718)-818-2103 or LGajda@rumcsi.org with any questions you or your advisor may have.

Giving Appreciated Stock

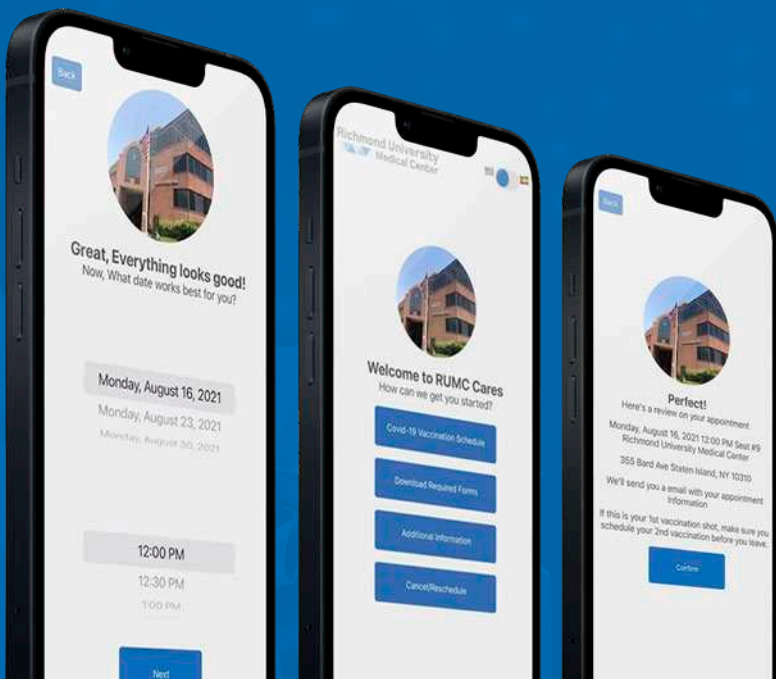
Giving stock can help combine your charitable giving goals with effective estate and financial planning. By giving appreciated stock to the Richmond University Medical Center Foundation, you can potentially avoid capital gain taxes that would be due as a result of its sale. This way, you can turn stock market gains into community investment to care for those in our community.

- DTC 8862
- Broker account 80503949
- Richmond Medical Center Foundation, Inc.
- Alan Friedman, Merrill Lynch
(212) 236-9045 (afriedman@ml.com)

Matching Gifts

Thousands of companies and corporate foundations will match gifts to Richmond University Medical Center. You can double or even triple the value of your gift by notifying your employer of your gift. You may be eligible to submit matching gift claims from both your own and your spouse's employer for the same gift. To inquire about a matching gift program, contact the human resources office at your employer, your spouse's employer, or even your former employer if you are retired.





The New RUMC App Lets Everyone Schedule COVID-19 Vaccination Appointments Faster!

Download the RUMC CARES mobile app today and make appointments without placing a call.



With the resurgence of COVID-19 and the spread of the delta variant, Richmond University Medical Center (RUMC) continues to implore everyone to get vaccinated. Now, getting a vaccination appointment at RUMC is faster and easier than ever before, thanks to RUMC CARES, a new, free and easy to use app available for download through the Apple App Store or Google Play.

“We continue to vaccinate more members of our community every week at our on-site vaccination center. To date, we have vaccinated over 17,000 people and we continue to see a steady stream of individuals, which is very encouraging, especially given the surge of the delta variant,” RUMC President and Chief Executive Officer Daniel J. Messina, PhD, FACHE, said. “Our new app will make it easier for people to schedule their vaccination appointments here at RUMC not just for themselves, but also for family and friends.”

RUMC CARES gives users the ability to select their vaccination date and time, set up multiple individual appointments for themselves, family and friends, and download registration forms to be completed before they arrive, and also gives them the option to cancel or re-schedule appointments if needed. RUMC CARES also protects all personal information by creating a unique registration code when someone makes their appointment, provides a confirmation email, sends reminder emails, and lets the individual immediately schedule their second dose once their first appointment is complete. RUMC CARES provides links to the RUMC website for the latest information on COVID-19, the vaccination process, and all healthcare services provided by the hospital.

“With full FDA approval just awarded for the Pfizer vaccine, we anticipate more people overcoming their vaccine hesitancy and stepping up to be vaccinated,” Dr. Messina continued. “Our new app lets them do that using just their fingertips.”

RUMC CARES was created through a grant from the New York City Department of Health and Mental Hygiene (NYC DOHMH). RUMC partnered with JMT Media, a Staten Island

based marketing and public relations firm, to develop RUMC CARES. JMT Media is a New York State and New York City certified Minority-Women Business Enterprise and was founded in 2015. JMT Media is managed by its founder and Chief Executive Officer, Jaclyn M. Tacoronte.

“As of one of the only MWBE’s on Staten Island focused on digital media and marketing, we are proud to work with Richmond University Medical Center’s ongoing efforts to stop the spread of COVID-19 and to distribute vaccinations for the entire borough and community at large...”

— **Jaclyn M. Tacoronte**
 Founder and Chief Executive Officer, JMT Media

Since last year when the pandemic began, RUMC has treated and discharged nearly 4,400 COVID-19 positive patients. In recent weeks, RUMC has seen an increase, largely in unvaccinated people, needing to be admitted for additional medical care, primarily because of the delta variant of the virus. “The vast majority of patients being admitted have been unvaccinated,” RUMC’s Chair of Medicine and Endocrinology Philip Otterbeck, MD, said. “This is most likely due to the virulence of the new delta strain which is more aggressive and infectious than previous variants.”

The public is strongly urged to get vaccinated to stop the spread of COVID-19 and to adhere to the safety guidance provided by the Centers for Disease Control and Prevention (CDC) as well as the New York State Department of Health, and NYC DOHMH.

“RUMC CARES is the fastest and easiest way to get a vaccination appointment at our hospital, which has protected and cared for the health of our community for over 116 years,” Dr. Messina said. “Scientific evidence has documented that the COVID-19 vaccines are safe and effective. These vaccines are the best opportunity we have at protecting ourselves, our loved ones, and our community.”