

UPMC PINNACLE FOUNDATION

# ANNUAL DONOR REPORT 2021

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*what's inside*

MISSION MOMENTS • COVID 19 UPDATES  
STORIES OF GRATITUDE  
COMMUNITY PARTNERSHIPS  
COMMUNITY IMPACT • EVENTS NEWS

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Thank you to the Pinnacle Health Auxiliary for their continued support of the UPMC Pinnacle Foundation and UPMC in Central Pa. For more than 130 years the Auxiliary has supported the needs of the health care system by providing more than \$5.7 million in funding for our patients, programs, and communities. We are so grateful to this group of incredible volunteers for lending their time and talents to support the work that we do and for their commitment to our mission and values.



Follow the impactful work of the Pinnacle Health Auxiliary

2021



# OUR MISSION. YOUR PASSION.

*The UPMC Pinnacle Foundation exists to provide resources to meet the needs of our most vulnerable patients, promote health and lifelong wellness in our communities, and support our workforce so we can attract, train, and retain the best and brightest talent at UPMC in Central Pa.*



KEEP UP WITH ALL OUR EXCITING STORIES, UPDATES, EVENTS, OPPORTUNITIES AND SO MUCH MORE ON FACEBOOK AND LINKEDIN @UPMCPINNACLEFOUNDATION

**READ ON TO WITNESS LIFE-CHANGING  
GENEROSITY AT WORK**



*Maria, Chad, Matt, Beau, Jade, Emily, Ken,  
Nancy, Jessica, Casey, Andrea, Stephanie*



# By the Numbers

Here are just a few examples of how your life-changing generosity impacted our Central PA community.



**1,361 ABUSED CHILDREN** began to heal at the UPMC Child Advocacy Center of Central Pa.

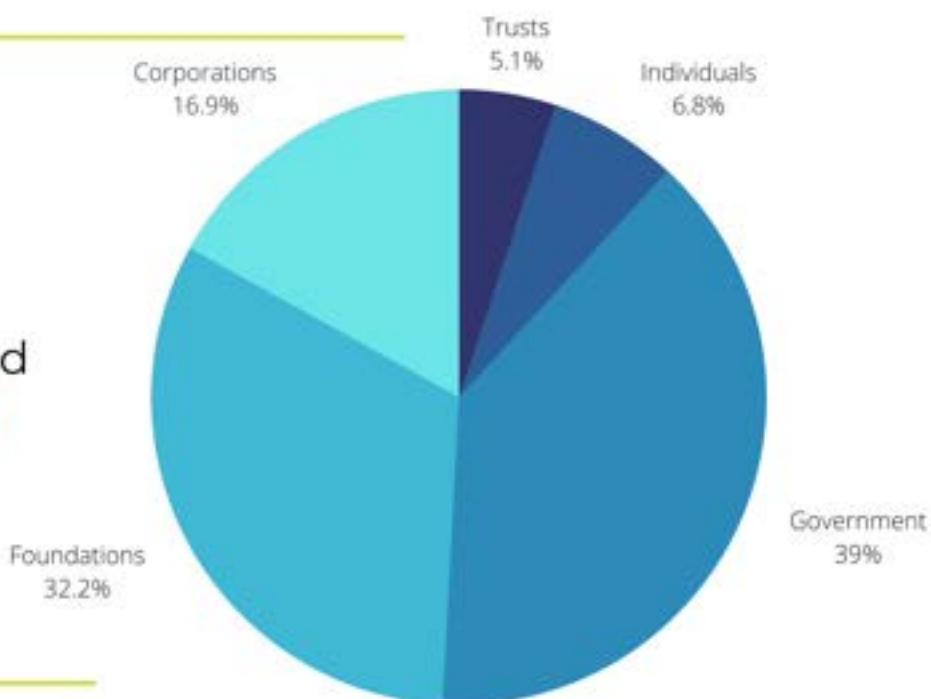


Part of an integrative approach, **126 ACUPUNCTURE TREATMENTS** were provided to cancer patients in need.



The Helping Hands Fund served **1,150 PATIENTS IN NEED** with transportation, medication, and much more.

In 2021 the UPMC Pinnacle Foundation had **879** new donors. **2,253** total donors helped us raise over **\$14 million** in support of our communities.



# Caring For Our Neighbors

## Diversifying Doulas works to address racial inequities in childbirth in Lancaster County

The UPMC Pinnacle Foundation is committed to serving the central PA community, and throughout 2021, we were proud to partner with several organizations to meet the unique needs of our community.

In July 2021, the UPMC Pinnacle Foundation committed to giving \$50,000 annually over the course of five years - a total gift of \$250,000 - to Diversifying Doulas, an initiative developed by Patients R Waiting in Lancaster. Because Black and Latinx women are four times as likely to die in childbirth as their white counterparts, Diversifying Doulas is addressing this inequity by hiring over 60 women of color to work as certified doulas, providing services to pregnant women of color.

This gift by the UPMC Pinnacle Foundation will allow for more sustainable funding so the program can hire more doulas of color while growing the program to Harrisburg, Carlisle, and York.



Tiffany Rose Cooley

"I absolutely couldn't have made it through without them.... (they) not only supported our decision as far as our birth plan, but educated us on how to make informed decisions while in labor."

- *Diversifying Doulas patient Tiffany Rose Cooley*



# Appreciate Great

Through numerous challenges in 2021, including several surges of COVID-19 cases, our staff have never wavered in their commitment to providing exceptional care. Because they continue to go above and beyond for our patients, the UPMC Pinnacle Foundation decided to go above and beyond for them as a small show of thanks for the incredible work they do. The Foundation rolled out the Appreciate Great initiative at the end of 2021 for all UPMC in Central Pa. staff. This initiative provided funding to our clinical and non-clinical staff, allowing them to plan a meal, holiday party, or other team-building activities for their teams to show appreciation for all their hard work in the wake of the pandemic. It was a privilege for the Foundation to fund 313 events and other projects benefitting 10,600 incredible staff.

"This is a great way to show staff how much they are appreciated for all the hard work and dedication they put into their jobs."

- Amber Dubs, Operations Specialist  
UPMC Express Care

These are just a few personalized experiences our staff got to enjoy:

- Staff at UPMC Surgical Associates in Lemoyne got to enjoy a relaxing Appreciate Great event with and a pizza party and chair massages from Full Circle Spa and Bodyworks!
- UPMC Hanover Pulmonary Rehab Team members Amy Borneo, Julie Antonaccio, Sandy Gates, and Cheryl Krentler got to enjoy an Escape Room experience!
- Staff at UPMC Harrisburg and many other UPMC Central Pa sites got to take well-deserved breaks to snap some photos and snuggle with the cutest baby kangaroos.
- Susan Comp and her leadership team at UPMC Harrisburg got to spend some much-needed time out of the office making their own wreaths at Firever Pines in Mechanicsburg.

Our staff accomplished incredible things together in 2021, and the Foundation looks forward to continuing to support them as they provide exceptional care to our patients in the coming year.









# Caring For Our Neighbors

## Call. Push. Shock. Saving lives with the Peyton Walker Foundation

The UPMC Pinnacle Foundation is proud to partner with the Peyton Walker Foundation, one of the country's most prominent heart screening advocates and leaders in providing CPR and AED training and equipment donations, as well as a strong advocate for education about the prevalence of sudden cardiac arrest.

Together through our partnership, we have placed over 250 AEDs with various nonprofit organizations, schools, and police departments, increasing the likelihood that an AED will be quickly accessible in the event of a cardiac arrest. We look forward to continuing that work in 2022 and highlighting the importance of education and heart screenings.

"Our partnership with the Peyton Walker Foundation, aimed at engaging the community in efforts to increase overall sudden cardiac arrest awareness and training, is something we take pride in and value tremendously," said Matt Connors, major gifts officer. "Together, we will continue to work diligently towards making the Central Pa. community a safer and more enjoyable place to live."





# By the Numbers Continued...

Here are even more examples of how your life-changing generosity impacted our Central PA community.



\$90,000 served over  
**500 FAMILIES IN NEED**  
for a year via the Central Dauphin  
County NutriPacks Program

"Good food equals better lives for these kids. What pushes us is realizing that we can walk past a child on the street who doesn't have access to food or good nutrition."

- Pam Jones, Director, NutriPacks Program



## 1 BRAND-NEW MAMAVA

The all-inclusive, private nursing solution for moms at UPMC Memorial campus.

"It's awesome for moms... it's comfortable, clean, warm, and friendly... That tells her our hospital supports breastfeeding and we took the time to get the absolute best for her."

- Lorna Deibert, Sr. Profess Staff Nurse/Labor and Delivery



## 3,550 PULSE OXIMETERS

for patients suffering from Covid-19 symptoms, enabling patients to monitor their oxygen levels from home.



# Caring For Our Neighbors

UPMC Pinnacle Foundation partners with Central PA Food Bank to address food insecurity in our community

The UPMC Pinnacle Foundation also remains committed to our partnership with the Central PA Food Bank. In 2021, we provided \$100,000 in funding to address food insecurities in the community, a need that has been exacerbated by the COVID-19 pandemic. We also provided \$25,000 to the Food Bank for emergency food boxes. These boxes are provided to patients who screen positive for food insecurity as part of a broader medical check-up, allowing us to address food needs as a health issue within the clinical setting.

As part of this process, the Food Bank also refers patients to the SNAP program and/or community food pantries to provide a long-term solution for patients in need.

Health and wellness don't stop at the hospital, and the UPMC Pinnacle Foundation is proud to have made these gifts to benefit the Central Pa. community and foster wellness for our neighbors.

"UPMC Pinnacle Foundation's \$100,000 gift will provide more than 600,000 meals to those in Dauphin, Lancaster, Cumberland and York Counties, who are still working hard to get back on their feet in the wake of COVID-19."

- Joe Arthur, Executive Director Central Pennsylvania Food Bank







# A Helping Hand

Whether the family of a pediatric patient needs help paying for medications they can't afford, or an oncology patient needs help getting to and from their infusion appointments, the mission of the Helping Hands Fund is always the same: to help our patients in need in any way that we can.

Thanks to the Helping Hands Fund and the incredible work of our Social Services team, we were able to care for our patients in need in significant ways in 2021.

- We covered the cost of medication, in full, for seven pediatric patients.
- We arranged for transportation to and from the hospital for the partner of a woman who was hospitalized for four weeks prior to delivering her baby.
- We helped an oncology patient in danger of eviction with rental assistance.
- We gave a prostate cancer patient a dignified death through Hospice of Central PA when he had nowhere else to go.

"Every person should have the ability to afford medications, attend their doctors' appointments, and have supportive services for their healthcare needs," says Jamie Snyder, Manager of Social Work at UPMC in Central Pa. "When you support the Helping Hands Fund, you are breaking down access barriers for patients. You are helping patients move toward better health."

Homeless since 16, Leroy Hill lives in Harrisburg's tent city. "She takes good care of me," Leroy says of the social worker who assists him through his cancer treatment with appointments, transportation, and medication.

Every person should have the ability to afford medications, attend their doctors' appointments, and have supportive services for their healthcare needs."



- Jamie Snyder  
Manager of Social Work  
at UPMC in Central PA



## 2021 CORNERSTONE MEMBERS

The Cornerstone Circle is a group of individuals who continually demonstrate the spirit of philanthropy through cumulative giving of \$1,000 or more annually to the UPMC Pinnacle Foundation. Many donors choose to support specific programs and initiatives, while others support immediate needs by designating their gift to the area of greatest need. As the cornerstone of our giving community, these generous donors ensure that we continue to meet the expectations of those we serve as the most caring, innovative, disciplined, and trusted healthcare system in central Pennsylvania.

### ANONYMOUS

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**S T O N E**





# Melissa's Story



*Dr. Torp pictured at center*

When school nurse Melissa Fitzgerald went to her doctor for a routine mammogram, she never expected that it would lead to her being diagnosed with breast cancer. In that moment, her world changed, and decisions had to be made quickly as to who would help lead the charge of her care. She was immediately advised by her provider to seek the best, Dr. Lisa Torp and the Breast Care team at UPMC in Central Pa.

Dr. Torp supported Melissa through every step of her journey. "You just know she's there for you," Melissa says. "The building could be falling down and she's still solely focused on you." During her pre-surgery appointment, Melissa brought a binder full of notes and questions to go over, but at the end, she found that Dr. Torp had already addressed all of them.

Today, Melissa is on the road to healing thanks in large part to the incredible care she received at UPMC in Central Pa. "No matter what news [Dr. Torp] gave us," Melissa says, "she always had a plan and we knew we could handle anything."


'You just know she's there for you... The building could be falling down and she's still solely focused on you'

*- Melissa Fitzgerald*





# Henry's Story



When Henry Wardrop walked into his gym in Hanover on June 28th, 2020, he thought it was just another day. Instead, he experienced sudden cardiac arrest while exercising and was immediately transported to UPMC Hanover after CPR was performed. He spent four days in the Intensive Care Unit, where he was in a coma and on a ventilator, with his wife, Jane, at his side. "She remembers my time there vividly," Henry says. "She has expressed to me the great care and attention I was given by all staff members in the Emergency Room and on the Intensive Care Unit."

On July 1st, he was transferred to UPMC Harrisburg, where he remained in the Cardiac Intensive Care Unit for four days. He was then transferred to the Cardiac Care Unit in preparation for bypass surgery on July 7th, performed by Dr. A. Reza Abrishamchian.

"Unfortunately, I cannot name all the individuals who provided my care and with whom I interacted, but I can say without reservation or hesitation that I could not have received better care," Henry says. "Everyone, and I do mean everyone who makes up the patient care team, was always kind, respectful, professional, and genuinely had my best interests at heart."

Henry was discharged from the hospital on July 11th. On August 26th, one day before his 65th birthday, he met with Dr. Abrishamchian and his staff for the final time. "I am positive without the volunteers who performed CPR/AED at the gym and the high quality of care by the staff at both UPMC Hanover and UPMC Pinnacle [UPMC in Central Pa.] Harrisburg, I would not have been able to celebrate my 65th birthday," Henry says. "I am grateful and thankful."



Henry Wardrop



Dr. A. Reza Abrishamchian



# Henry's Story

But this story doesn't end there.

At the end of 2021, off-duty nurse Sarah Callender decided to join a new gym. She was working out when a man approached her and introduced himself. The man was Henry, and Sarah was that same off-duty nurse who had saved his life the year before. Their reunion was not only emotional but life-changing for both. After Henry's cardiac arrest, Sarah made the decision to become a stay-at-home mom to her children, remarking that life is too short to spend time away from those she loved.

"We talk all the time. He is part of my family at this point," said Sarah. "Here he is that I get to see him and talk to him every day. I was where I was supposed to be that day just as I was supposed to be back at that gym to find him again."

When thinking back to the critical moments during her life-saving efforts with Henry, Sarah was overcome with emotion. "We couldn't feel a pulse," she said, "He got a second chance at life. Everything happens for a reason."



*Sarah Callender*

"I was where I was supposed to be that day just as I was supposed to be back at that gym to find him again."

- Sarah Callender







# Gratitude Changes Everything

This is no doubt that 2021 was another trying year, and perhaps no one felt that more than health care workers. Physicians, nurses, and hospital staff alike continued to rise to each challenge presented by COVID-19 without hesitation, putting their own lives on the line to protect ours.

As our frontline workers felt the strain of the ongoing pandemic, the UPMC Pinnacle Foundation decided to focus on the positive and launch a Year of Gratitude – a year-long initiative to show our staff just how grateful we are for the exceptional care they provide. Our goal was to collect as many “thank you’s” and words of gratitude as possible through the Grateful Patient Program.

As part of A Year of Gratitude, September 21st marked the UPMC Pinnacle Foundation’s first-ever Day of Gratitude. Foundation staff spent the day onsite at our hospitals meeting patients and families and offering them the chance to give back by sharing their words of thanks and gratitude to their healthcare heroes. It was an inspiring day, and we hope that sharing words of kindness brought joy and happiness to our incredible caregivers.

During a Year of Gratitude, the UPMC Pinnacle Foundation collected

**240**

stories and words of gratitude from patients and staff across UPMC in Central Pa.





"I can't thank you enough for caring so much about my health, surgery, and follow-up care... you truly cared about how I was feeling."

- Denise Culbert, Ortenzio Cancer Center

"Cheerful, sunny disposition... Attentive to the needs of both patient and family concerns. Positive attitude, smiling behind the mask!"

- Audra Shwaller, UPMC Community Osteopathic



"From a warm blanket, a rolled towel under my arm, to kind words. These ladies exemplified professional care and going the extra mile. Great job!"

- Terri Gisher, UPMC Hanover



"Sometimes you don't think it's going to be you, but it was us. And that's where UPMC West Shore came into play. I couldn't have my family with me physically, instead, the nurses and the staff from the 5th floor became my family."

- John Cominsky, recognizing UPMC West Shore





# 2021 Events

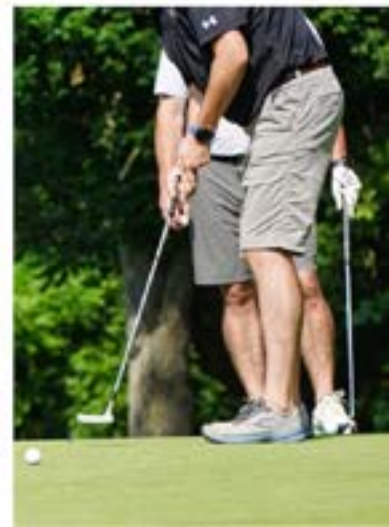
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## A Year in Review



Amidst the second year of the pandemic, the UPMC Pinnacle Foundation successfully hosted a series of fundraising events to support programs throughout UPMC in Central Pa. The Foundation has been supporting our hospital communities for more than 80 years, with all dollars staying local to programs and services right here in central Pennsylvania.

The summer tee'd off with three golf tournaments, each altering the typical shotgun-start format to using tee-times to allow for social distancing. Feedback from our attendees overwhelmingly showed support of continuing this format change. The 30th Annual Mary Jane and Cleve J. Fredricksen Golf Tournament was held June 21, 2020, at the Hershey Country Club. This is the Foundation's largest annual event and hosted 262 golfers spread out by tee-times over both the East and West Golf Course at the popular Country Club. The tournament brought in over \$167,000 with proceeds supporting the expansion of patient and family-centered care at UPMC Children's Harrisburg, bringing nationally ranked inpatient pediatric care to our community!







For the first time, the Foundation organized the 33rd Annual UPMC Hanover Golf Tournament on August 18, 2021. The outing hosted approximately 100 golfers for an afternoon of socially distanced fun in the sun and raised \$62,000 to support the UPMC Hanover Emergency Department Campaign, a campaign to support enhancements to behavioral health and emergency services for our community!

Brand new in 2021, the Foundation partnered with the Farley family to create A Charming Event on August 28, an annual ladies-only golf outing to support the newly established Farley Family Fund assisting cancer patients at UPMC Hanover. This year the non-competitive outing welcomed 57 women golfers who enjoyed 9-holes of play ending in a refreshing toast of champagne before lunch. Together we raised close to \$4,000 the day of the event, with many additional donations coming in after the event.







Last year,  
nearly  
**800 women**  
were able to  
receive  
screenings  
thanks to the  
generosity of  
donations to  
the MVP

In the fall, we did not let COVID-19 stop us from supporting The Mammogram Voucher Program (MVP). The Foundation headed into Breast Cancer Awareness month with the 12th Annual Tea for Mammograms on September 30th, hosting a wonderful virtual event for the second year in a row. The event raised \$40,045 to support MVP, assisting uninsured and under-insured patients in our community to receive life-changing medical care. If living in a pandemic has taught us anything, it's that life isn't about waiting for the storm to pass; it's about learning to dance in the rain.

MVP is life-changing. Sharon Williams can attest to that. She was a recipient of a free mammogram through the UPMC Pinnacle Foundation. "Pinnacle [UPMC in Central Pa.] has been very good to me - they save women's lives who are uninsured," she said. Sharon was staying at the YWCA and her social worker connected her with the program. A mammogram detected a mass and Sharon is grateful for the care and assistance she received. Sharon warmly recalls "The staff at UPMC is so wonderful and patient," Sharon warmly recalls. "They helped me and will continue to help others and save lives." Without the Mammogram Voucher Program, women like Sharon would be unable to receive critical screenings and treatable diseases would go undetected.





**UPMC PINNACLE  
FOUNDATION**

PO BOX 8700, HARRISBURG, PA 17105  
(717) 231-8080  
PN\_FOUNDATION@UPMC.EDU  
UPMCPINNACLEFOUNDATION.ORG