



AUXILIARY NEWS

Celebrating 50 Years of Service

Letter from the President

Happy New Year volunteers and friends. 2024 was a very good year for the Hospital Auxiliary and I would like to thank all of you for your ongoing efforts to improve healthcare in the Low Country. We have a great bunch of folks with a lot of talent, and the Hospital appreciates all that you do!

There were lots of changes in 2024, the largest being the acquisition of Hilton Head Regional by Novant Healthcare, which is a not-for-profit healthcare corporation. During the year, Novant transitioned all of the accounting, business and HR systems from the old owners to the new. In addition, Novant announced that they would be investing hundreds of millions of dollars in our region, with the construction of a new 50-bed acute care hospital and associated facilities in Bluffton. Finally, Novant has posted the new full-time position of Volunteer Coordinator and is currently reviewing candidates. We all look forward to working with the new Volunteer Coordinator in 2025.

The Auxiliary's charitable giving was very active in 2024. We provided \$65,000 in grants to USCB and TCL, which was distributed to 36 students in need and \$25,000 in direct scholarships to 10 Novant employees or children of employees. We spruced up the Children's Memorial Garden at Hilton Head Hospital, and supported the annual ceremony in early May, which was attended by more than 100 people. During National Hospital Week, we handed out snacks to all the departments at both hospitals. We continue to provide trolley services on the Hilton Head campus, and to support Dr. Ringer and the Women's Breast Health Center by providing educational materials to patients. Also, the Auxiliary continues to support uninsured and underinsured patients via the ACT Program.

In the community, the Auxiliary has made a major investment in the SC Nurse Retention Initiative, as it directly contributes to reducing employment turnover and keeping nurses working in our two hospitals. We also introduced a new category of participation - Friends of the Auxiliary - for people that want to support the Auxiliary without doing volunteer work. Finally, we had a successful volunteer luncheon in September to acknowledge and thank all of our volunteers for their incredibly valuable contributions to healthcare in our community.

On the fundraising front, we had a very successful golf tournament in November. Over 280 players participated on two beautiful days and had lots of fun. We had more than 40 different sponsors who contributed cash and prizes to the cause. The tournament netted about \$95,000 that will go directly to charitable activities in 2025. Our two Gift Shops had the best year since Covid and netted about \$24,000 for us to distribute this year. In addition, we received donations from a variety of sources and were successful with several grant applications.

As we enter 2025, we anticipate working closely with Novant and expanding our reach in the healthcare community. I look forward to working with all of you!

Mike Rosenfeld



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2024 Hospital Auxiliary Officers

Mike Rosenfeld - President
Nancy DeSanti - Treasurer
Vivi Kempf - Corresponding Secretary
Sybil Mitchell - Recording Secretary

A "healthy" reflection on the year - 2024



The 37th Annual Auxiliary Golf Tournament was a tremendous success. Over 280 players enjoyed 2 days of golf at Wexford and Harbor Town. With over 40 sponsors and prize donors, this was our most successful tournament ever. Bob Elliot, Tournament Director, the tournament committee and Auxiliary Board were able to raise about \$95,000 for the Auxiliary's charitable activities.



Abigail Hayes, an Auxiliary scholarship recipient spoke at the Golf Tournament banquet about the impact our scholarship has had on her ability to pursue a nursing degree at USCB and was met with a standing ovation. She was joined by Dr. Christina Beall who is the head of nursing at USCB.



2024 Scholarship recipients with Mike Rosenfeld at USCB. (Pictured left)

2024 Scholarship recipients with Scholarship Chair, Janet Porter and Mike Rosenfeld at TCL. (Pictured right)



Through the funds the Auxiliary received from a Power:Ed grant, we were able to distribute \$30,000 in scholarships to deserving nursing students at USCB and TCL. TCL recipients are pictured left. Power:Ed is a philanthropy of the South Carolina Student Loan Corporation. Over the past several years, Power:Ed has awarded almost \$4 million to support economically marginalized, minority and first-generation students to improve access to college and advanced degrees. This support helps create pathways to quality workforce opportunities for these disadvantaged students.



SC Nurse Retention Initiative

The Hospital Auxiliary provided financial support to the South Carolina Nurse Retention Initiative which was created to help attract and keep nurses employed in Primary Care at both Novant facilities at Hilton Head and at Coastal Carolina Medical Centers.

Under the leadership of Auxiliary Board Member JoAnne Barrs, The Hospital Auxiliary supports The Women's Breast Health Center. In December, they celebrated with a Pink Christmas tree.



Shop for a Cause during Breast Cancer Awareness month brought additional donations to the Auxiliary from WHIP Salon of Hilton Head and J. McLaughlin. Pictured is President Mike Rosenfeld with the ladies of WHIP Salon.



Pink Magazine - December Partini

The Hospital Auxiliary participated in Pink Magazine's December Partini at Hilton Head Hospital, attended by over 100 guests



Children's Memorial Garden - The Hospital Auxiliary continues to support The Children's Memorial Garden and an annual Children's Memorial ceremony for families who have lost loved ones.



In October the Auxiliary held a Volunteer Luncheon at the Port Royal Clubhouse to recognize the thousands of hours of service that Auxiliary volunteers contribute to our Low Country hospitals. Pictured Mike Rosenfeld, Joel Taylor (Novant President) and some of our most dedicated volunteers.



The Auxiliary Gift Shops which serve as both an amenity for staff and visitors and a fund-raising arm of the Auxiliary raised almost \$24,000 in 2024. Special thanks to Marge Sieban who manages the Coastal Carolina Gift Shop, and Leslie Poole who manages the schedule at Hilton Head for the Gift Shop and the Front Desk.

HELP WANTED

Volunteers are needed for the Coastal Carolina Hospital Gift Shop.
Work once a week from 10 AM - 2 PM. Pick up an application in the Gift Shop
or go to our website: www.hhiaux.org and download an application from the Volunteer page

Hilton Head Gift Shop: 843-689-8459
Coastal Carolina Gift Shop: 843-784-8191



The Hospital Auxiliary continues to run trolley service around the Hilton Head Campus for patients and visitors with mobility issues. We can always use more trolley drivers, so if you'd like to help out contact the Auxiliary.

Want to support healthcare in the Low Country? Join the Hospital Auxiliary.

For more than 50 years, the Hospital Auxiliary has been serving our local hospitals and community. How can you help?

- Volunteer at Hilton Head Hospital or Coastal Carolina Hospital
- Become a Friend of the Auxiliary
- Shop in the Hilton Head and Coastal Carolina Gift Shops

For more information and to explore the opportunities available email **hospauxiliary@gmail.com** and a member of the auxiliary will be happy to provide answers to your questions and assist you in becoming more involved.