



**Shriners Hospitals  
for Children®**  
Love to the rescue.™

May 3, 2013

# Sending our Love to the Rescue

*Good news updates from Donor Development*

## Just Dive -In

### A Message from H.I. Stroth - Corporate Director, Donor Development



In my travels I have the good fortune of meeting and speaking with many grateful parents of children helped by our medical team at Shriners Hospitals for Children. So often they'll ask "how can I help?" or "do I need to be wealthy to be a donor?"

My reply is no, you don't need to be rich, set some objectives, forge a plan, follow your heart and good things will happen. A recent example of this can-do spirit took place at the Shriners Hospital in Philadelphia, where A.J. Yenish was treated for Arthrogryposis, a rare orthopedic condition that causes severe contraction of the hands and feet.

A.J.'s parents Adam and Danielle discovered their son's condition during an ultrasound imaging. When A.J. was born, Shriners Hospital Doctors Harold vanBosse and Scott Kozin took action, working with the infant weekly to cast his feet and mold his hands to their correct position.

Today A.J. can walk and move his hands fluidly.

These amazing parents with no donor development experience set a very ambitious \$25,000 donation goal from their first fundraiser. The couple established a 501c3 and set off to launch the **Raise Your Glass Foundation** <https://raiseyourglass.org>. Staging an event at a Marriott Hotel (Bridgewater, NJ) on a Saturday night stacked the profitability deck against them, but they persevered.

Securing high-end donated gift baskets, trips to Mexico, sponsorships in a tribute ad book, holding a 50/50 raffle and attracting 330 guests, allowed Adam and Danielle to present the Shriners Hospitals for Children Philadelphia with a check for \$45,000 on March 1<sup>st</sup>.



Adam, A.J. Yenish, Stephanie Bywra, Danielle Yenish

This is a true example of tenacity powered by gratitude. I am humbled and equally grateful to the many fine people like the Yenish family who just bravely dive-in and make great things happen for our kids.

Fraternally and cordially,



H.I. Stroth, Jr.

*BREAKING NEWS-The Yenish Family just raised their fundraising bar, planning a golf outing for fall 2013. The "save the date" card below is a promotional preview of their first annual Golf Classic.*



**SAVE the DATE**

**10.14.13**

The Raise Your Glass Foundation's  
**1st Annual Golf Classic**

**Sponsorships Available!**

New Jersey National Golf Club | [www.njgolfclub.com](http://www.njgolfclub.com)  
Scramble Format

Full Breakfast | Golf | Cocktail Reception/Buffer Dinner  
**Prizes!** Closest to the Pin | Beat the Pro | Putting Contest  
Longest Drive | 1st/2nd/3rd place teams

benefitting  
**Shriners Hospitals**  
for Children™

[RaiseYourGlass.org](http://RaiseYourGlass.org) *Toasting those who make the impossible, possible!*



**Donor Insights from  
Terry Diamond  
Director of Development-  
Shriners Hospital for Children, Philadelphia**

This is a quintessential story of a family determined to give back to the hospital that literally altered the course of their son's life.

So moved by the family's passion for this event, several of A J's support team members from Shriners Hospital Philadelphia attended the gala, seeing first hand what a special evening this was.

I feel privileged to work with such an amazing family who began with a concept for a third-party fundraising event and converted their dream to a major gift (in record time).

The Raise Your Glass event succeeded because of a devoted organizing committee, family support, generous benefactors and the efforts of Stephanie Byrwa our public relations director, who wrote press releases, social media posts and links to event web site.

Terry summarized her feelings, saying "I love my job at Shriners Hospitals for Children because it keeps me grounded. Seeing children like A.J. Yenish progress and the unending devotion of the Shriners to our mission keeps me focused on what's important in life."

**Terry Diamond** has served Shriners Hospitals for Children, Philadelphia for 17-years. Prior to joining the hospital, she worked at the Police Athletic League of Philadelphia. Terry has managed the donor development program in Philadelphia since the role was created in 2004. She holds a BA in Communications from Temple University, Philadelphia, Pennsylvania.