

The Children's Clinic

A Community Newsletter

North Country Children's Clinic

FALL 2008

From the Executive Director

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The bad news is that each day, in dental, mental health and pediatric medical programs we see far too many children who are "underinsured". These children come from families who are covered by insurance, but have a plan with such a high deductible that they are unable to meet the family's financial obligation for services. It's not uncommon for us to treat a family with



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NCCC Staff Pulls Together to Make Sure Kids Get Care They Need

Our staff members not only uphold our mission by doing their jobs with skill and dedication, they go beyond their job descriptions to help make sure our doors stay open to the most vulnerable families in our area. **How?** Staff members volunteer their time at agency events. They often absorb the cost of supplies, mileage, and other miscellaneous agency expenses. Many contribute directly to our Richard E. Charles Memorial Fund and some even find creative ways to raise additional funds to help us care for the children who need us most.

Jennifer Crestani, our “accounts payable” department deals every day with our struggle to cut costs and maximize revenue. When she read about an idea called *Shop with Scrip* that returns a portion of the sale of gift cards for national chain stores, restaurants, gas and grocery stores, to a sponsoring agency – she was curious. Jennifer did the research, set the program up and promoted it so successfully that she has raised over \$2,000 for us in just six months! *Shop with Scrip* has now joined shopping through amazon.com as one of our most popular ways for staff and friends to support the agency.

For a listing of participating gift card merchants visit www.shopwithscrip.com. To find out how your everyday shopping can benefit North Country Children’s Clinic, call us at 315.782.9450 or e-mail jcrestani@childrens-clinic.org or jhodge@childrens-clinic.org and learn how simple the process is!



We Applaud our Valuable Volunteers!



(l to r) Maria Roche, Barbara Peck, Paul Kraeger, Ada Santaferra, Michael Forcier, Angela Gray, Robert Garofalo, Josy Delaney, Stacy Spaziani, Margaret Sorensen, Carol Paluck, Jeffery Hellinger, Christine Powers, Michele Ledoux, and Christina Dickinson.
Missing from photo are Scott Mathys, Ellen O’Connor, Cathy Pircsuk and Barb Spadaccini

When it comes to volunteering, no other group puts in more hours or provides more valuable advice than our Board of Directors. Our Board is a diverse group, representing each of the four counties in which we provide services. Its members live and work in towns from Saranac Lake to Lyons Falls and bring expertise in areas from finance to childcare. They come together because of their commitment to the children of the north country and their belief in the critical importance of the services the Children’s Clinic provides.

Our Directors are active in agency oversight and events, in recruiting, marketing and fundraising and they play a major role in bringing our message to the communities in which they live and work. Board President, Barbara Peck, says *“The work the Children’s Clinic does is absolutely critical. They provide a safety net for families with essential medical and dental services that aren’t available anywhere else.”*

In an outstanding show of their dedication, fifteen members of our Board recently joined 17 staff members for an all-day strategic planning session held at SUNY Canton. The session was led by Dr. John Deans and Betsy Penrose, Jefferson Community College Vice President for Students. The group used SWOT data submitted by participants prior to the session, discussed NCCC core values, reviewed the mission statement and established priorities for the coming year and beyond. The day gave us a renewed energy to continue our efforts to make the Children’s Clinic the best that it can be in these times of economic hardships and uncertainties. A summary of the group’s top-ranking goals for the next five years:

- Strive for operational excellence in all programs
- Secure sustainable funding source(s)
- Develop a recruitment & retention plan
- Develop our ‘brand’
- Fully address our leadership transitions
- Develop ongoing community partnerships

Our next step will be to form work groups to move ahead with a plan for the next five years.



Eat Well, Play Hard

Zachary Beutel, age 4, enjoys a pint-sized exercise bike. The bike and a nice selection of other toys to keep children active (and occupied) during their visits to our WIC program, were purchased through a mini-grant from Jefferson County Public Health.



THANKS to our most recent contributors!

The Richard E. Charles Memorial Fund was established to pay for the care of uninsured children. The following friends of the Children's Clinic have responded generously to our last appeal. This list reflects donations made from 9/01/08 to 9/30/08.

American Legion
Colon Couch Post 821
Barb Arthur
Kathleen Arthur
Art's Jug
Dr. & Mrs. Floyd Bajjaly
Ms. Florence Bajjaly
Joel & Danielle Bartlett
Clifford Bennett
Les & Liz Berghorn
Rosemary Bintz
Mike & Betsy Bommer
Borders Watertown
Paul & Martha Brown
Mike & Dayle Burgess
Mike & Kate Burgess
Anne Burnham
Barbara Butts
Brian Caird
Dr. & Mrs. Daniel Cappon
Car-Freshner Corporation
Cerow Agency
Janice Charles
Chaumont Presbyterian Church
Mr. & Mrs. James Christopher
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Phil & Kathie Compeau
Cota Flooring
Mike & Jennifer Crestani
Anthony & Rose Mary Crupi
Sharon & Bill Daly
Bill & Mary Dasno
Ed & Grace Davis
Marlea Dempster
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Dragon Benware Crowley & Co.
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Dale Fikes
Gwen Fillhart
Mark & Valerie Finkel
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John Gonzales
Dr. David Gregor
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Dick & Valerie Halpin

Jack & Sharon Hammond
Virginia Harrington
Gene & Jill Hayes
Dr. Day Hills
Mr. & Mrs. Peter Hludzinski
Mr. & Mrs. Bruce Irwin
Michael & Nancy Johnson
Jim & Evelyn Kanik
Joyce Keegan
Dale Kenyon
Kinney Drugs Foundation
Paul & Eileen Kraeger
Jane LaRock, Esq.
David & Uli Larrabee
Mr. & Mrs. Archie Laverty
John & Virginia Lennox
Chris Liberatos
Liliane's Alterations
Brenda Malone
Robert and Amy Mann
Len & Elsa Marsh
Michael & Kathleen Maurer
McGrann Paper Corporation
Mike & Tammie Miller
Sarah Mooers
Tony & Kay Morgia
North Country Insurance Co.
Dr. & Mrs. James Oliver
Ed Olley
Craig & Julianne Painter
Thomas & Barbara Peck
John Petit
Burt & Barbara Phillips
Pine Cleaners, Inc.
Cathy Pircsuk & Jim Burr
Mike Plummer
Fritz & Martha Pott
John & Dorris Powers
Mr. & Mrs. Wilfred Proulx
Joseph and Dora Queior
Susan & Joe Raymond
Joe & Carol Rich
Brent & Gail Richardson
Shirley Richardson
Ed & Marsha Roache
Terrence & Maria Roche
Harold & Gloria Rothschild
RSI Roofing
Kris & Bill Sammons
Dr. & Mrs. Douglas Sanford
Schwan's Home Service, Inc.
SEI/Aaron's
Rich & JoAnn Seiler
John Sheehan
Nelson & Judy Sholette
Betty Slack
Margaret Sorenson
Barb and Philip Spadaccini

St. Lawrence County Health Initiative
Silvia Strickland
Mr. & Mrs. Michael Swiecki
Nort Taylor
Sara Treadwell
John & Alice Tyler
Rich & Julie Uhlig
Alan & Jennifer Vail
Craig & Georgiena Veley
Alex Velto
Lori & Scott Wade
Waldenbooks Massena
T. Urling & Mabel Walker
Wal-Mart Massena
Wal-Mart Ogdensburg
Jerry Walsh
John & Mary Rose Warneck
Mrs. Barbara Webber
Ted & Joan White
Doris Whitehead
Mr. & Mrs. P. Owen Willaman
Pat & Tom Willis
Mr. & Mrs. Richard E. Wiseman
Patricia Wood
Anna Belle Wratten
Peter & Katherine Wyckoff
Zion Episcopal Church



North Country Children's Clinic recently received two generous and much-needed grants – \$25,000 from The Wal-Mart Foundation and \$10,000 from The M&T Charitable Foundation. Each grant will help us provide essential care for uninsured and underinsured children. Both were received because of enthusiastic support for The Children's Clinic from local staff.

Tina Gokey, Sam's Club, Watertown, encouraged the Children's Clinic to submit an application to the Wal-Mart Foundation. The proposal sought funding for the Richard E. Charles Memorial Fund to provide dental care, including exams, cleanings and x-rays, restorative care and fluoride treatments to 200 children in Jefferson, Lewis and St. Lawrence Counties who otherwise would not be treated.

Another funding request to the M&T Charitable Foundation was supported by local branch manager Sherri Hermanson who noted that "the Children's Clinic does such good work in our community." The M&T funding will be used to offset the cost of providing medical care to the families that are unable to pay for care.

These grants come as the Children's Clinic kicks off our year-end annual appeal. This year's need is greater than ever before and the support of M&T Bank and Wal-Mart has been a wonderful way to begin!



In August, The Kinney Drugs Foundation presented \$33,000 to North Country Children's Clinic. The funds were raised during their Annual Children's Charity Event - a golf & fishing tournament. This brings the total investment by the Kinney Drugs Foundation in providing care to the children we serve to over \$300,000. since 1992!



North Country Children's Clinic
238 Arsenal Street
Watertown, New York 13601

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*Address changed? e-mail jhodge@childrens-clinic.org
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WHY We Give

Tom & Barb Peck, Chaumont



The Pecks began investing in the Children's Clinic over ten years ago, by contributing to the Richard E. Charles Fund which helps to cover the cost of caring for our underinsured and uninsured patients. They were strong supporters of the 2004 Capital Campaign that helped us purchase and renovate 238 Arsenal Street, and they continue to support the Children's Clinic annually, both financially and with their time and talents. Barb joined our Board of Directors in 2004 and has served as president since 2007.

Asked why they choose to support North Country Children's Clinic Barb says it is *"because there is no other agency in the north country that does what the staff at the Children's Clinic does. The medical, dental, mental health and school based health care are provided right where local families need it most—in their own community."*

We are honored to have the support of individuals like Barb & Tom Peck and work hard to see that their contributions have maximum impact on the children of the north country.

New Project helps Moms Bond with Newborns

A special initiative, funded by a grant from Excellus Blue Cross Blue Shield, is helping young mothers learn about child development and save precious memories - through scrapbooking! The project is offered to participants in the Clinic's Adolescent Pregnancy Program (APP) in Jefferson and St. Lawrence Counties. During monthly APP visits, in addition to learning about how to take good care of themselves during pregnancy and how to prepare for childbirth, Children's Clinic nurse educators encourage young moms-to-be to write down some of their thoughts about their pregnancy and impending birth. . . and they also snap a photo of them in their final months. The photography and journaling continue during monthly visits after the baby's birth. In addition to general observations and feelings, the young moms, and sometimes dads as well, learn about milestones in child development.



APP Nurse Educator Phyllis Myers helps Melissa Gibson as she designs a scrapbook at the first educational scrapbooking session held in Watertown. A similar event was held in Gouverneur in late October.

The project culminates in a quarterly scrapbooking party with other young parents, when participants are given their own blank memory book and access to every imaginable type of paper and decorative craft supply to add to their photos and journal entries to create an individualized growth log - something to treasure.

I think you are a very good baby. It's amazing being your mother. Daddy graduates from high school this year. You are starting to laugh and trying to roll. I breastfed you for 2 months.

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