

November / December 2017

A Culture of Philanthropy

A culture of philanthropy refers to any organization's approach to and attitude about philanthropy and fundraising. At Burke, our culture of philanthropy helps us achieve our core mission: meeting imperative healthcare needs. We are proud that every Burke employee, business partner, volunteer and donor knows they have a role to play in the Burke mission. They understand that fundraising is necessary to our continued leadership in rehabilitation services. In short, it's simply part of our culture.

Why I Give to Burke

Cathy Dwyer: A Personal Mission



Cathy Dwyer, Burke's Vice President & Chief Information Officer, began her career at Burke 17 years ago. Over the years, she's learned the value of donating to Burke. "Burke has been able to help many of my own family, friends, and neighbors through difficult times, and I want to see us continue to deliver the high level of care we've become famous for," she says.

Cathy's belief in Burke became highly personal in 2009, when her strong, healthy dad suffered an intracranial hemorrhage. After treatment at Montefiore, her dad was transferred to Burke for intensive therapy, where he went from "barely surviving" to being able to talk again and walk with assistance.

"Our family will be eternally grateful for the care he received. I give back to Burke because everyday I see what we do, how we do it, and who makes it happen. I strongly believe in our mission," she says.

What is #GivingTuesday?

You've seen it on social media and you've heard people talk about it—but what exactly is Giving Tuesday? It's a worldwide fundraising event that's held every year on the Tuesday after Thanksgiving to remind people of the power in giving back, especially in their own community. As you know, Burke itself was founded on a mission of giving back and we'll be taking part in Giving Tuesday this year. Keep an eye out for social media posts, e-blasts and more about how you can give to Burke—and please share them with your network. Together, we can help create a culture of philanthropy that extends well beyond Burke's doors.



W.M. BURKE CABINET

Chairman's Cabinet

As of 11-1-2017

- Adler Aphasia Center
- Auxiliary of Burke Rehabilitation Hospital
- The Charles A. Mastronardi Foundation
- David M.C. Ju Foundation
- Philip & Arline Diamond
- The Endeavor Foundation
- The Hearst Foundations
- Leona Kern
- Barbara & Steven Kessler
- Bryan & Kathleen Marsal
- Faith & David Pedowitz
- James Rowen
- Alex Solowey, MD
- Will Rogers Institute
- George Yancopoulos, MD, PhD

UPCOMING EVENTS

DECEMBER 2

Patient Tree Trimming

Join us in Burke's Patient Dining Room at 3:30 pm for an afternoon of holiday music, crafts and good cheer as we trim the tree.

DECEMBER 6

Burke Auxiliary Holiday Luncheon

Welcome the holiday season with Burke's Auxiliary at their annual Holiday Luncheon on December 6th at Buon Amici restaurant in White Plains. All are welcome. For more, contact Lucy Tocci at FYK1@verizon.net.

SAVE THE DATE

Burke Award 2018 is coming! Please mark your calendars for Thursday June 7th at Brae Burn Country Club. For more information, please call the Development Office at (914) 597-2847.

THIS HOLIDAY SEASON, WE'D LIKE TO EXTEND OUR DEEPEST THANKS FOR ALL THAT YOU DO FOR BURKE!