

# THE FRIENDS OF JERRY SEGAL TO BENEFIT MAGEE REHABILITATION HOSPITAL

## INTRODUCTION

**The Jerry Segal Classic to benefit the patients of Magee Rehabilitation Hospital** is a major fundraising event that directly benefits individuals with spinal cord injuries, brain injuries, stroke and other disabilities. Ranked among the top rehabilitation hospitals by U.S. News & World Report, Magee is Philadelphia's original provider of physical and cognitive rehabilitation services. Over the last 19 years, the Jerry Segal Classic has built a reputation of greatness and broken golf-event fundraising records, raising more than \$7 million for the patients of Magee.

Following is information about the event's founder and namesake, **Jerry Segal**.

## ABOUT JERRY SEGAL

*Jerry Segal, a Philadelphia attorney, greets you at the door of the Center City law firm he started in 1967. He shakes your hand, walks you to his office, and shows you to a seat. He then sits at an executive chair behind a law partner's desk. None of this is unusual, unless you consider how many people told Jerry he would spend the rest of his life in a wheelchair.*

*Jerry walks with the assistance of am crutches. He refuses to be limited by anyone's notions about what he should and should not be able to do. A former patient of Magee who has a spinal cord injury, Jerry ignores the fact that doctors told him he would never walk again. He has quadriplegia, which means he has no feeling from the neck down.*

*Since beginning rehabilitation, "let me try" has been his philosophy. Take golf. You wouldn't think that a person with quadriplegia could play golf, but it is one of Jerry's passions. "Golf is a lot of effort for me. It's work, but I feel good about being able to do it."*

*Jerry accepts that he isn't as good as he once was on the green. "But it gets better each time," he says. Because he has no sensation, he cannot really feel the club in his hand. Early in his effort to relearn the sport, he would sometimes lose grip of the club on his back swing. That made things pretty dangerous for those with whom Jerry played. Since then, he has learned new strategies which have improved his grip and lowered his handicap.*

*Every Thursday, while Jerry was a patient at Magee, his friends would visit and take him out to dinner. When the idea of a golf outing came up, Jerry said, "Let's do it for Magee. It's payback time, and I owe them so much."*

*The Friends of Jerry Segal was formed and on September 25, 2009 the group will hold the 19th annual **Jerry Segal Classic** at Green Valley Country Club and ACE Golf Club. The Friends of Jerry Segal is a non-profit organization comprised of an outstanding group of business leaders. The mission of the group is to raise money to help the patients of Magee reach the highest quality of life possible.*

*"Through the dollars we raise at this outing, maybe other Magee spinal cord injury patients can be where I am today, walking, working, living independently," says Jerry. "Maybe, with the extra support, they can accomplish what I have accomplished."*

*"Persons with disabilities should be given the freedom to do until they can't do anymore," he says, adding that the more he tries, the more he is able to do. "Who knows what strengths can come back. I always hope that tomorrow I'll be able to do more than I did today. I go through every day thinking things are going to get better."*

*"Magee has done great things for me," he says. And Jerry has done great things for Magee. The proceeds from the first 18 Classics amount to over **\$7 million**.*

While it's true that Jerry Segal has a drive that is unique, his return to independent life after injury is just one of many success stories at Magee Rehabilitation Hospital.

Patients are admitted to Magee with physical disabilities resulting from spinal cord injury, brain injury, stroke, amputation, and other injuries and illnesses. Their goal upon admission to the hospital is to improve their physical condition, gaining strengths for independence. These types of injuries never heal and patients must learn how to cope. For many patients, the goals for independence include returning to work, school and the community.

With these goals in mind, the hospital serves as a valuable community resource. Dollars spent on care programs are not "charity" dollars. They lead to increases in independent and productive living. Thus, your sponsorship is a good investment in the community, and a worthy outlet for corporate giving.

### **ABOUT MAGEE REHABILITATION HOSPITAL**

*Magee Rehabilitation Hospital is a not-for-profit healthcare provider that specializes in physical medicine and rehabilitation. It is nationally recognized for its outstanding and comprehensive rehabilitation programs for spinal cord injury, brain injury, stroke, orthopedics, amputation, chronic pain, and industrial health.*

*US News & World Report has consistently named Magee one of the top rehabilitation hospitals in the United States. Magee, in cooperation with Thomas Jefferson University Hospital, serves as the federally-designated **Regional Spinal Cord Injury Center of Delaware Valley**. Only 14 such facilities exist in the country. Magee's excellence in spinal cord injury rehabilitation earned the facility this distinction.*

*The hospital's doors opened in 1958 through the goodwill of benefactress, Anna Magee. Her generosity led to the establishment of Magee as the first free-standing rehabilitation hospital in Philadelphia. Today, Magee has over 500 employees committed to the hospital's mission: helping patients to build on strengths for independence.*

*Independence is achieved through an integrated team approach at Magee. Each patient has access to a physiatrist (a doctor specializing in rehabilitation medicine), nurse, occupational therapist, physical therapist, speech/language therapist, psychologist, social worker, and recreational therapist working with him or her. What is unique about Magee's approach is the involvement of patients and their families as part of the goals-setting process.*

*Structured rehabilitation programs also are offered for outpatients as part of Magee's comprehensive follow-up system of care. Therapies are enhanced by other Magee services which include vocational counseling, support groups, nutritional counseling, job placement services, and recreational activities.*

## **THE JERRY SEGAL CLASSIC - A HISTORY OF SUCCESS**

The Jerry Segal Classic started in 1990 and has raised more than **\$7 million** for patients of Magee Rehabilitation Hospital. All funds raised by the Jerry Segal Classic directly benefits patients of Magee; no money goes toward administration or staff. Therefore, your investment will directly and totally benefit patients and programs at Magee Rehabilitation. Following is a summary of funds raised and programs supported.

<b><u>YEAR</u></b>	<b><u>FUNDS RAISED</u></b>
1990	\$56,000
1991	\$75,000
1992	\$102,500
1993	\$120,000
1994	\$135,000
1995	\$165,000
1996	\$200,000
1997	\$238,500
1998	\$257,500
1999	\$400,000
2000	\$412,500
2001	\$436,000
2002	\$500,000
2003	\$550,000
2004	\$765,000
2005	\$822,000
2006	\$1,000,000
2007	\$1,070,000
<b>TOTAL</b>	<b>\$7,235,000</b>

Funds raised from the Jerry Segal Classic support numerous programs and projects including:

- Four wheelchair accessible buses to transport patients;
- Building of a center for community skills on the roof of the hospital. This center emulates a city street complete with uneven curbs, potholes, gravel, automobile, phone booth, front porch, and more! Patients can practice maneuvering around real-life obstacles in a therapy setting;
- Renovations to family guest rooms;
- Meal program for families that has served over 50,000 meals;
- Equipment fund for needy patients that has purchased wheelchairs, cushions, walkers and more;
- Community re-entry program for brain or spinal cord injured patients to re-integrate them back into the community;
- Improved therapy and treatment programs for spinal cord injured patients;
- Speaker phones for every patient room on the spinal cord injury floor;
- Numerous pieces of equipment for patients such as a Universal Gym, Gate Rite, Pressure Mapping System, computers, and Balance Master;
- Medical education programs for clinical personnel;
- New televisions and free television service in every patient room;
- Computer training center for patients and former patients;
- Community center for stroke survivors;
- Renovations to the spinal cord injury floor to better serve patient needs;
- Renovations to accommodate a body weight supported treadmill system that enhances the rehabilitation of patients with spinal cord injuries; and
- Funding of community outings and trips for patients (i.e. trips to museums, ballgames, etc.).

## **THE JERRY SEGAL CLASSIC – HOW TO GET INVOLVED**

There are several levels of commitment from which you can choose to help *The Friends of Jerry Segal* in their support of the work being done at Magee Rehabilitation Hospital. At whatever level you select, you will receive exposure to a targeted, high-quality consumer audience and will be affiliated with an event and an organization that are both first class. In addition, you will make a difference in the lives of current and future Magee patients.

### **PRESENTING SPONSOR (\$25,000) or Greater**

- Sponsor's name will be featured with the event in a manner mutually determined.
- Sponsor's name will be prominently displayed in all event publicity and promotional material, dining room, hole signage, and dinner program.
- 20 golfers & 40 dinner guests.

### **SEGAL CUP SPONSOR (\$15,000)**

- Sponsor's name will be prominently displayed in dining room, hole signage, and dinner program.
- 12 golfers & 24 dinner guests.

### **CLASSIC CUP SPONSOR (\$10,000)**

- Sponsor's name will be prominently displayed in dining room, hole signage, and dinner program.
- 8 golfers & 16 dinner guests.

### **GOLD & SILVER SPONSORS (\$5,500 & \$3,500)**

- Sponsor's name will be displayed in hole signage and dinner program.
- 4 golfers for \$5,500 & 2 for \$3,500.
- 8 dinner guests for \$5,500 & 4 for \$3,500.

### **RECEPTION SPONSOR (\$1,000)**

- 2 guests at the Segal Classic Grand Hors d'oeuvres Reception & Dessert

Please contact *The Friends of Jerry Segal* or the Development & Public Relations Office at Magee Rehabilitation Hospital should you want further information about **The Classic** or Magee.

Carolyn Segal, Executive Director  
The Windsor-Penthouse Suite  
1700 Benjamin Franklin Parkway  
Philadelphia, PA 19103  
215-569-4600  
FAX 215-569-3930  
[GSESQ@aol.com](mailto:GSESQ@aol.com)

Ron Siggs, Vice President  
Magee Rehabilitation Hospital  
Six Franklin Plaza  
Philadelphia, PA 19102  
215-587-3090  
FAX 215-568-3736  
[rsiggs@mageerehab.org](mailto:rsiggs@mageerehab.org)