



Fall 2011

Dear Friends,

HONORARY CHAIRS

Mr. Darren Sudman
Mrs. Phyllis Sudman

EVENT CHAIRS

Lori Miller
Michelle Ruder

PRESIDENTS

Harriet Conn
Karen Schecter Dayno

MEMBERS

Nori Brown
Wendy Cohen
Susan Cramer
Shirlee Friedman
Jill Goldwater
Gwen Green
Jackie Levine
Marsha Milakofsky
Liz Rultenberg
Vicki Smith
Gail Weilheimer
Marci Weitz

From the Heart is a group of women in the Philadelphia area who provide financial support to worthy local social and medical causes. Each year, we select one specific charity and dedicate ourselves to raising funds for that purpose. In the past few years, we have committed our resources to Gilda's Club, Laurel House, The ALS Hope Foundation, The Variety Club Family Resource Center for Autism, our local chapter of The National Parkinson Foundation, The Noreen O'Neill Foundation for Melanoma Research (FMR), Montgomery Child Advocacy Project and Mission Kids, just to name a few. Because of your generous and overwhelming support last year, we raised in excess of \$162,000.00 to benefit Jill Just Wants 2 Help.

As we approach our **25th Anniversary** event, we are grateful to benefit **Simon's Fund**. Phyllis and Darren Sudman founded **Simon's Fund** in memory of their son, Simon who died of sudden cardiac arrest as an infant. The Fund's mission is to save children's lives, by raising awareness about heart conditions that lead to sudden cardiac arrest and death. The Fund's goals, in part, are to provide free heart screenings to students throughout the Philadelphia region, and to educate parents, pediatricians, school faculty, and other child service professionals about the warning signs of the conditions that lead to sudden cardiac arrest. To date, Simon's Fund has offered free cardiac screenings to over 3000 children and adolescents; over 30 lives have been changed as a result of these screenings. Additional screening events have been scheduled for this fall; information for these events can be found at www.simonsfund.org.

We are pleased to announce that this year, in honor of our upcoming **25th Anniversary**, we will return to our signature event, a premier dinner/fashion show gala. On Wednesday, April 18, 2012, **From the Heart** will host our annual event to benefit **Simon's Fund** at Green Valley Country Club in Lafayette Hill, Pennsylvania. We are thrilled that **Neiman Marcus** will provide the fashions for our **25th Anniversary** premier fashion show. The evening will feature cocktails, fabulous cuisine and, of course, our prestigious raffle event featuring luxury raffle baskets, including weekend get-a-ways, sporting events, dazzling jewelry and much more.

Please join us in support of Simon's Fund by participating in our Ad Book. We rely on the generosity of donors such as you to make this Ad Book a success. By placing an Ad, you will promote the important mission of Simon's Fund and help to ensure continued free screenings to children and adolescents in the greater Philadelphia area. Please submit your Ad on the enclosed form by March 10, 2012.

On behalf of **From the Heart**, we sincerely appreciate your generosity in support of our efforts.

Very truly yours,

Lori Miller & Michelle Ruder
Event Co-Chairs

