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Gloria Andreozzi, Lillian Beretta, Carrie Burdy, Gabrielle Shepherd,
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Beth Roman, Susan Orr, Carlton Boleyjack, Sharon Smith

Special Recognition

Cookies: Jennifer & Don Belveny, Climo Catering

Production: Jeffrey Holland (@fullframecinema)

Santa Claus: Roy Stone (@jamstonemagic)

Comedian: Jonnie W. (@jonniecomedy)

PR: Lisa Vucelich

Printed Marketing: Cheryl Becker, Gill Studios

Shooting Locations: The Standard Club at the Smith House,

Family House Pittsburgh, HHH Nashville

ON BEHALF OF OUR BOARD AND THE
FAMILIES WE SERVE, **THANK YOU!**



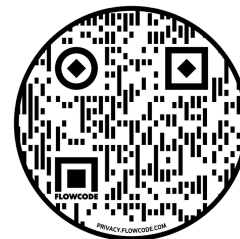
Heart & Home Holiday Party

Saturday, December 5, 2020

Benefitting The Joe Beretta Foundation

@IHeartTJBF #JBFheartandhome

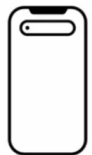
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Open the
camera on
your phone



Aim it at
the QR
Code



Tap the
banner that
appears

WELCOME TO OUR HEART & HOME HOLIDAY PARTY

Although 2020 was a tough year that saw so many shut downs and stoppages of service, here at The Joe Beretta Foundation we are proud to say we never stopped helping. End stage heart failure doesn't take a back seat to tornadoes, pandemics, or anything else that comes its way. It is relentless and fierce, and requires an equally aggressive counter approach.

As a nation, as families, we look forward to the Holidays as a time to regroup, refresh, and remember all the important things that make us family. As the Beretta Family, we thank everyone who has stood beside us as we, one more time drew a line in the sand and said "no". No to families sleeping in their cars, no to the many hard choices end stage heart failure families and hospitals have to make because of lack of finances.

We thank those of you who have helped us in this battle and look forward to getting to know those who are new to the fight and are suiting up with us. We wish you a marvelous Holiday season and pray God's richest blessings on you and your families this coming year.



With warm regards,

Lillian Beretta
President of the Board

EVENT PROGRAM

Welcome

Santa Claus, JBF Ambassador

Entertainment

Johnny W, Comedian

Interview

Dr. Ashish Shah, Vanderbilt University Medical Center
Director and Chairman, Department of Cardiac Surgery

Our Story

Lillian Beretta, Board President

Awards

The Pete Huttlinger Volunteer of the Year Award:

Nashville Awardee: Nadine Oglesby

Pittsburgh Awardee: Lisa Allen

2020 Award of Distinction: awarded to Mark Wasko

JBF Circle of Honor: awarded to Angelo Roman, Jr.

What We Do

Davey Shepherd, Executive Director

Client Testimonials

Closing

Lillian Beretta, Board President

Let's Connect!



@IHeartTJBF #JBFheartandhome

SILENT AUCTION DONORS

This evening would not have been possible without the generosity of...

- Active Life Chiropractic
- Aqua Bella Day Spa & Hair Studio
- Brianna Meder, Bri's Bakery
- Bradly and Brooke Gresock, Greaseathletics
- Carla and Jeff Simmons
- Carnegie Science center
- Cindy Swanberg
- Climo's Catering
- Danielle Vogan, Favored Wellness
- Dillards
- The Duquette Family
- Gloria Andreozzi, AP Branded Solutions
- Grain To Glory
- Guidance Whiskey
- Hero K9 Academy
- Heather Blum, Petagogy
- John Media Photography, Inc
- JoJo White, Sewickley Spa
- KiNiMi Kitchen
- Karen Kubicko
- Local Joe's Cafe
- Mark and Lisa Wasko
- Marty Smith, Bruton Morris Prints
- Nothing bundt Cakes
- Perfectly Posh
- Rena's Hair and Nail Salon
- Richard Owens, Trek Bicycle Pittsburgh Shadyside
- Shenot Farm Market
- The Standard Club at the Smith House
- Subvino
- Tom Huey

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HEART FAILURE IS A MONSTER

6.5 million adults in the United States have Heart Failure. It is a progressive disease and there is no cure. Despite the fact that heart disease is the #1 killer in the U.S.

ONLY **3%** OF HOSPITALS TREAT
ADVANCED HEART FAILURE

Most patients battling advanced heart failure are

- Stressed
- Scared, and
- Far from home

An advanced heart failure patient's only hope for survival is a heart transplant or a VAD

Though 250,000 patients suffer the debilitating effects of advanced heart failure, only 2,000 heart transplants are performed each year.

The VAD, or Ventricular Assist Device, is a surgically implanted mechanical pump that helps circulate blood to the rest of the body.

VADs dramatically increase survival rates and quality of life.

VADs are miraculous but imperfect, so patients & caregivers must spend

4 - 6 WEEKS

within 60 miles of the hospital where they're being treated for outpatient, post-op care. If they do not agree to incur the costs of relocating during this time, they will **NOT** receive the VAD.

Because we believe no one should suffer alone...

We provide emergency housing, emotional support and stability in crisis so advanced heart failure patients can say **YES** to lifesaving treatments.

OUR STORY

Sometimes life takes an unthinkable turn. I learned this first hand when my father was diagnosed with sudden advanced heart failure and our family was thrown headfirst into a terrifying new world of hospitals, medical procedures and statistics. After a few long weeks in the hospital, my dad's team determined that he needed a Ventricular Assist Device. The VAD is imperfect and complex, but a medical marvel nonetheless. It is, quite simply, a game changer for a family battling advanced heart failure.



The Beretta Family

After he received the VAD, my dad started making huge improvements. As he got increasingly more stable we started to relax a bit and observe what was happening around us. We started asking the nursing staff questions and discovered the litany of obstacles the majority of VAD families experience. It's easy to get tunnel vision in a crisis, and to be honest we weren't looking for a moment of perspective, but it just wasn't possible to ignore the heavy burden these precious families carried.



Joe Beretta

Our lives took a tragic turn in July of 2016 when Papa had a series of unforeseen complications we were unable to overcome. After he passed, our family was faced with a choice. Should we forget what we'd seen and leave the world of heart failure and VADs behind us? **Or might it be possible to take a story about heartbreak and turn it into one about hope?** My father was famously generous and hospitable. Shocked into action, we decided to honor his memory by standing in the gap for patients and families in desperate need of peace, hope and rest.

-Gabrielle Beretta Shepherd

Our Mission: To meet the practical needs of advanced heart failure patients & their families.

But what does that actually mean?

*The most common need we're asked to address is lack of local housing, but there are **so many** other barriers that prevent patients from being able to experience good health. We have an opportunity to offer a better outcome, and it's oftentimes through comparatively small acts of kindness.*



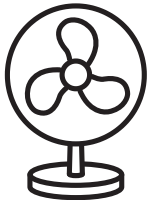
Prior to Jerome's heart failure, his wife Amy had never driven a car. We paid for Amy's driving lessons so she could get a license and safely transport Jerome back and forth to his appointments.

Debbie and Jeffrey made big sacrifices in order to pay their bills throughout Jeffrey's treatment, but they just weren't able to work the high cost of healthy groceries into their budget. We provided them with gift cards to support the heart healthy diet Jeffrey needed for his recovery.

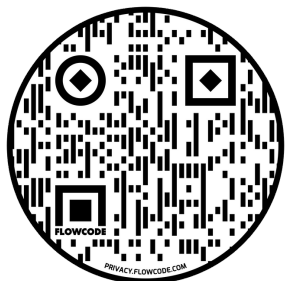


Bobby lives in Northeast Tennessee and was having trouble coming up with gas money to make it to Nashville for his bi-monthly checkups. We were able to provide his family with gas cards so they didn't have to miss any appointments and risk a setback in his health.

When Ms. Johnson became the primary caregiver for her son, Bernard, she knew the space she was preparing for him in her home wouldn't work. Bernard's room had no air conditioning, and the harsh heat of summer was set to make life with an LVAD unbearable. We purchased a unit for Bernard's room so he could have a comfortable place to rest and get stronger.



DON'T MISS OUR SILENT AUCTION!



We have something for everyone on your Christmas list, including one of a kind items and experiences you can't find anywhere else. Remember, every dollar raised helps patients and families in the fight of their life! Scan the QR code with your phone's camera or visit www.TheJoeBerettaFoundation.com to bid. The auction closes **tonight** so don't miss out!



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**Special thanks to treasured
friends of Joe and the
entire Beretta family:**

**Felix & Mila Kaplun
and Frank & Janice
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HEALTHY
RELATIONSHIPS**

**HIRING, DEVELOPING,
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KEY TALENT**

Contact Jim Comenzo: ClientServices@JimComenzo.org

MEET MIKE & MITZY AVERY



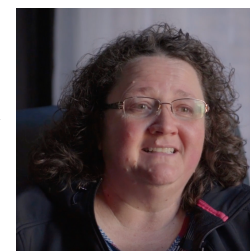
My name is Mike Avery, I'm 56 years old. I had heart failure and about two years ago everything just went downhill. My heart doctor in Chattanooga said there was nothing else he could do, so he sent me to Vanderbilt. He said Mike, you probably won't make it back if you go home. I finally got the LVAD and it was a blessing to me. I got to where I could breathe again.

Thank goodness for y'all helping us out with a place to stay because I don't know what we would do without it. When you get paid once a month it's hard to pay your bills at home, much less pay everything here. We just didn't know what we were gonna do.

It's devastating. You've got a family to feed. You can't work. It takes everything you've got to get through it. You wonder if you're better off to just go on and not be a burden. It about takes the manhood out of you. **Without people like y'all, people like us are gonna die. The Joe Beretta Foundation is saving lives.**

.....

I think, for the donors that are considering to give, think about the families. Without your help and support there would be so many families who would miss out on the opportunity to live, to thrive. We're one of them. **Without your help we would not be here today. I would not have my husband, my kids wouldn't have their father. Donating to The Foundation means so much. From the bottom of our heart, we're so appreciative.**



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WHAT WE'RE DOING RIGHT NOW TO ASSIST FAMILIES IN THE FIGHT OF THEIR LIVES

Holiday Outreach

One of the primary objectives of The Joe Beretta Foundation is to come alongside patients and families in difficult moments and remind them that they're not alone or forgotten. We provide gifts or meals for all inpatient families on Valentine's Day, Easter, Mother's Day, Father's Day, Thanksgiving, and all celebrations observed during the holiday season.



Emergency Housing

Our Emergency Housing program allows us to cover the cost of temporary lodging for families who would otherwise face rejection from the VAD program for financial reasons.



Hospital Visitation Team

We launched our hospital visitation team in an effort to provide support to patients walking through the difficult journey of in-patient treatment. We serve patients in both the Nashville, TN and Pittsburgh, PA areas and have a rotating schedule of volunteers that meet with patients and caregivers every week in their hospital room. They serve as a resource, meet small practical needs and offer conversation that isn't medically driven but rather focuses on how they're doing as a person. When you're in the middle of a crisis, there's something so special about having someone listen compassionately and stand in your corner. Our team does just that and more!

Comfort Bags

Most patients experiencing advanced heart failure are far from home and all are in critical health. The emotional and physical toll this takes on a family cannot be understated. We offer families comfort bags to assist in their adjustment to life in the hospital. Bags often include a warm blanket, travel and card games, toiletries, healthy snacks, and other comforts of home.



Short Term Financial Assistance

We're available to meet a number of additional needs for patients in dire financial situations. We gift gas cards, pay utility bills, connect clients with resources in their hometown for further assistance, and more.





TJBF BY THE NUMBERS



21

BOARD MEMBERS


WITH AREAS OF EXPERTISE
IN THE FIELDS OF...

- Medicine
- VADs
- Finance
- Nonprofit Work
- Fundraising
- Social Work
- Marketing

PARTNERING WITH

 **75**
Volunteers

+

 **425**
Donors

To serve **4** hospitals in **2** cities

By assisting

650+

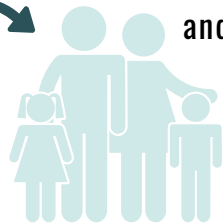
individuals,



providing over

1,800

nights of stay,



and preventing

70

families

from facing the impossible
choice between medical
homelessness or hospice

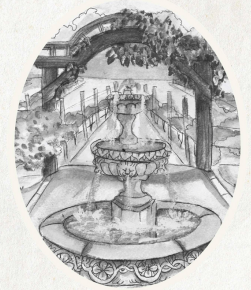
THANK YOU FOR PARTNERING WITH US

With your continued help we'll accomplish **much more!**

THE TALE OF THE BERETTA VINEYARD

The Tale of the Beretta Vineyard is a true story about family, loss and hope. Told in the style of a children's tale, we invite you to join the Berettas as they learn the secrets of their family vineyard. 100% of proceeds from every book sold are donated to The Joe Beretta Foundation. Each book purchased provides one night of stay for a family in crisis experiencing advanced heart failure.

THE TALE OF THE
BERETTA
VINEYARD



LILLIAN BERETTA

\$25

Purchase your copy at
www.TheJoeBerettaFoundation.com



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so that No One is Without Jesus!*

WATCH ONLINE: Facebook, YouTube, Calvarydelran.com

9 WAYS YOU CAN HELP

1

Engage with us on social media

Follow @IHeartTJBF on Facebook, Instagram and Twitter. Liking and sharing our posts is a great way to help spread the word about what we're doing!

2

Use Amazon Smile

AmazonSmile is identical to Amazon in every way- your login and account remain exactly the same- but when you select The Joe Beretta Foundation as your charity of choice, AmazonSmile will donate a small percentage of every qualified sale directly to us!

3

Sign up for The JBF Insider, our monthly e-newsletter

The easiest way for us to get in contact with you is via e-mail. We'd love the opportunity to stay in touch and keep you in the loop with all of our exciting news. We value your privacy and promise to keep your e-mail address to ourselves (and your inbox free of spam). To sign up, visit www.TheJoeBerettaFoundation.com and click 'Contact Us'.

4

Connect us with someone in your network

No matter who it is or where their specialty lies, we'd be so thrilled if you'd put us in touch! You can contact our Executive Director, Davey Shepherd, at 615-852-7804 or dshepherd@thejoeberettafoundation.com.

5

Join our Hospital Visitation Team

While our hospital visits are currently on hold due to the COVID-19 pandemic, we're still looking to grow our team. Volunteers spend one hour of their time once a month visiting with families in crisis and meeting practical needs. Contact Lillian Beretta (609-980-7955) for more information.

6

Participate in one of our other annual events

We're still working through the details of our next event due to the uncertainty of what COVID-19 restrictions will allow. We'd love the opportunity to keep you in the loop! Subscribe to The JBF Insider to be the first to get the scoop.

7

Make an in-kind donation

Maybe you'd like to donate an item for next year's silent auction or know someone who has a source for products or services we can gift to patients. We'd love to connect, contact Davey Shepherd at 615-852-7804.

8

Join The 25 Club

Through relationships made with local organizations, we're able to provide housing for patients who otherwise wouldn't be able to afford it at the rate of \$25 a night. By giving in the amount of \$25 a month, you will personally be providing one night of stay per month for a family in need.

9

Donate Funds

To make a tax deductible donation simply visit our website, www.TheJoeBerettaFoundation.com, or send a check to P.O.Box 777 Mt. Juliet, TN 37121.

AWARDS



The Pete Huttlinger Award

Pete Huttlinger was a gifted guitarist and VAD recipient who inspired others with his music, resilience and optimism. Over the course of his impressive career Pete played alongside John Denver, John Oates of Hall & Oates, LeAnn Rimes and many other notable artists. In recognition of Pete's kind spirit, tenacity and dedication to service, we're proud to annually present The Pete Huttlinger award to our Volunteer of the Year.



This year, we're thrilled to present two Pete Huttlinger awards; one to our Nashville Volunteer of the Year and one to our and Pittsburgh Volunteer of the Year.

2020 Award of Distinction

The Award of Distinction is an annual award presented to a medical professional who demonstrates an exemplary level of service to the heart failure community. This year's recipient is being acknowledged for his dedication to crafting strategic partnerships in the pharmaceutical and medical technology community.



The Joe Beretta Foundation Circle of Honor

The Joe Beretta Foundation Circle of Honor recognizes unparalleled generosity and is the highest distinction awarded. Membership into the Circle of Honor is granted to corporate and individual donors whose contributions are so extraordinary, they result in a significant shift forward for the Foundation.



RECIPIENTS



A Note From Nashville Awardee, Nadine Oglesby

I am honored to serve on the Board of the Foundation and happy to further the Beretta legacy of loving and serving our neighbors. I don't at all feel worthy of receiving this award, but I am glad I have been able to use my talents and resources to help the Foundation carry out it's mission. Thank you for this tremendous honor!"

A Note From Pittsburgh Awardee, Lisa Allen

I am so very humbled and honored to receive the Volunteer of the Year Award. I am just one small piece of this fabric that has been woven together by so many to meet the needs of advanced heart failure families. It makes perfect sense that TJBF would meet family financial and emotional needs because it was formed by a group that has always valued family, service and inclusion of others. When I heard TJBF was expanding to Lillian's hometown of Pittsburgh, I was excited to be a part of the team. Thank you for the opportunity to serve!



A Note From Awardee, Mark Wasko

The Joe Beretta Foundation represents hope to heart failure patients and a sense that they are not alone. I'm proud to be a part of a group that is so giving and so willing... so generous that they offer their greatest asset - their time. Based on the many stories that I have heard, Joe Beretta was an individual who was "larger than life". What better way to honor such a man than to help heart failure patients and their caregivers in their daily lives so that they can focus on their loved ones and getting well.



A Note From Awardee, Angelo Roman, Jr.

I am humbled and appreciative to receive the Circle of Honor Award from the Joe Beretta Foundation. The opportunity to help so many families during their most difficult time warms my heart every day. I look forward to helping many more families in the future and to continue to honor the memory of Joe Beretta, one of the most incredible men I have ever known. Thank you so very much!



JOIN THE 25 CLUB AND GIVE A NIGHT OF REST



Step 1: Visit our website and join The 25 Club with a few simple clicks.

Step 2: \$25 will be automatically drafted from your account every month for one year.

Step 3: Know your gift provides one night of lodging every month for a family in crisis. What a beautiful expression of care!

CONTACT US

Interested in volunteering your time or talent, connecting us with in-kind donations or making a suggestion? Our Executive Director, Davey Shepherd, can be reached at dshepherd@thejoeberettafoundation.com or 615-852-7804.



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UPMC.com/HVI

An advanced heart failure patient's only hope for survival is a heart transplant or a Ventricular Assist Device (VAD).

If no one steps in to help, their story will end in tragedy.

Together, we have an opportunity to change a family forever.

MAKING AN IMPACT IS SIMPLE AND EASY! YOUR TAX DEDUCTIBLE DONATION OF...

\$25

Provides one night of lodging for a family in crisis through special rates with our partner organizations.

\$250

Gets the average family current on outstanding utility bills, lifting an incredible weight

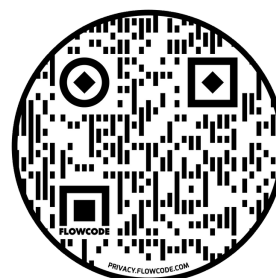
\$500

Provides a gift for each inpatient family spending a holiday at one of the four hospitals we serve.

\$1,500

Would cover the full cost of an average family's stay, ensuring they have a warm bed through treatment.

DONATE



We hope you'll consider partnering with us today by making a donation. To do so, visit our website at www.TheJoeBerettaFoundation.com (for a shortcut, simply scan this QR code via the camera on your phone), or mail a check to P.O.Box #777 Mt. Juliet, TN 37121. All donations are tax deductible and you will receive a giving receipt. We're grateful for you!