



Virtua
Health

**Transforming Health Care
Through Philanthropy**
2020 Impact of Giving

The Lasting Impact of Your Gifts 2020

We are deeply grateful to our philanthropic partners for making health and wellness a priority. Thanks to your generous support, Virtua Health is addressing the most serious health needs of our community and providing care for our patients...mind, body, and spirit.

In 2020, **more than**

2,500 donors
invested
\$6.7 million

in Virtua Health's programs and services, partnering with us to:

- ▶ Respond to the COVID-19 crisis
- ▶ Expand food access for our communities in need
- ▶ Support education for clinicians
- ▶ Enhance a broad range of clinical programs
- ▶ Provide critical resources to sustain Virtua's commitment to a healthier community
- ▶ ...and more!

Virtua's caring colleagues and dedicated trustees showed their support in record numbers this year. Their enthusiasm and commitment propels us forward in our mission to be Here For Good.

1,273

Virtua colleagues supported Give for Good.

100%

of Trustees made a gift in 2020.

Eat Well

a *fresh* approach

Expanding Food Access to Help Our Neighbors Eat Well

In March 2020, we shared our bold new plan to expand Virtua's food access initiatives with the launch of a mobile grocery store. Seven months later, Virtua Health publicly debuted the new Eat Well Mobile Grocery Store.

This year-round, 40-foot store-on-wheels will serve as a critical resource for our community members across Burlington, Camden, and Gloucester counties who are struggling with increasing food insecurity.

"The Eat Well Mobile Grocery Store means that our neighbors in South Jersey, regardless of what ZIP code they call home or whether they own a car, can have access to the healthy and affordable foods they deserve," said Virtua Health President and CEO Dennis W. Pullin, FACHE.

Fueled by our generous philanthropic partners, the mobile grocery store is the only one of its kind in the tri-state area. Our new mobile grocery store joins **Virtua's Eat Well Mobile Farmers Market**, which has been a reliable resource



Mobile Grocery Store Unveiling Ceremony, October 20, 2020



for our community since 2017, and two **Eat Well Food Farmacies**, which have provided free food and nutrition education to patients since 2018.

In 2020, we set a \$4 million fundraising goal to cover the cost of retrofitting a decommissioned city bus generously donated by **NJ TRANSIT**, renovating and outfitting a warehouse, hiring staff, and underwriting the cost of the program for its first five years.

Thanks to lead donors **Bob and Donna Platzer of PJW Restaurant Group** and **the Piperno family of the Domenica Foundation**, along with many other benefactors, **gifts in support of the Mobile Grocery Store now total more than \$2.8 million.***

“This simple idea – of transforming a city bus into a supermarket on wheels – has inspired many generous gifts in support of the project. We are incredibly grateful to our donors who have joined in being part of something so special,” said Sarah Fawcett-Lee, CFRE, senior vice president and chief philanthropy officer at Virtua Health.

Responding to Food Insecurity during the Pandemic

Due to the COVID-19 pandemic, the ability to access food has become an even greater challenge. In 2020, Virtua’s plans to expand our “food as medicine” approach to health care became even more urgent. With the support of our generous donors, we adapted our food access programs at the onset of the pandemic to ensure that those in need could continue to receive healthy, quality food from a safe, reliable source while following guidelines for social distancing.

In March, our Eat Well Mobile Farmers Market quickly converted its operation to distribute a wider range of foods and pantry items to our neighbors in need. **Between March and September, we distributed 16,519 bags of free food.** Additionally, in what is now a Thanksgiving tradition, in November the Eat Well Food Access team distributed **more than 1,500 free turkeys and bags of fresh produce** to local families in need.



180,000
pounds of food

distributed in 2020
through the
Eat Well program.



10,134

requests fulfilled for free food
and pantry items from
our neighbors
struggling with hunger.



427 patients

with chronic disease and
food insecurity received
free food and nutrition
counseling at the
Eat Well Food Farmacies.

*Gifts as of January 2021.

Coming Together in Extraordinary Times

Your generosity and kindness has helped us respond to COVID-19.

As we respond to the coronavirus pandemic, Virtua Health has been fortunate to receive many philanthropic gifts and messages of support from our community. At the onset of the pandemic, Virtua Health established a Coronavirus Emergency Fund, supporting our efforts to meet the growing needs of our patients, community, and our health care workers.

Since March, countless generous donors have given in support of Virtua's Coronavirus Emergency Fund.

Through your generosity, we were able to:

- ▶ **Distribute more than 16,519 bags of free food**, including fresh produce and non-perishable products, to local residents facing food insecurity.
- ▶ **Undertake an innovative telehealth expansion** to provide virtual care to patients safely and securely.
- ▶ **Support remote patient monitoring (RPM) efforts** with the purchase of 200 Bluetooth-enabled biometric kits so our clinicians can monitor patients after discharge while they heal at home.
- ▶ **Purchase disposable repositioning slings** to ensure that patients with COVID-19 can lie on their stomachs for better lung function.
- ▶ **Study how the pandemic is affecting the mental health of critical care nurses** through a partnership with Rutgers University.
- ▶ **Fund a range of clinical studies** that will help us understand the impact of COVID-19 on our patients and the communities we serve.
- ▶ **Support 118 Virtua colleagues in financial crisis** through our Colleague Care Fund.



Whether you made a gift to the Coronavirus Emergency Fund, delivered meals for our colleagues, donated supplies, or supported any of our programs and services, your kindness has meant the world to all of us, on the front lines and beyond. Thank you for joining Virtua Health in being Here For Good!

Driving Care and Resources Home to Children

Virtua Health's Pediatric Mobile Services unit has served the development and health needs of local children since 2018. The community-focused program is **making a difference for children and families across South Jersey thanks to the support of the Joseph Lacroce Foundation** and other generous benefactors.

In January 2020, the program's team of child specialists were recognized for their efforts with the New Jersey Hospital Association's prestigious HRET Community Outreach Award for reducing health disparities.



2,170
children served

28% referred to additional resources

Beginning in March, and through the summer months, the role of the program quickly shifted from offering screening services to children in underserved communities to also delivering food, medical supplies, diapers, toys, and other necessities. Later in the fall, the Pediatric Mobile Services team expanded its services to provide vision and hearing screenings as well as back-to-school physicals.

Saving Lives and Supporting People with Cancer

Ensuring our community members have access to cancer screenings, and supporting our patients with the resources they may need, is vital.

Virtua's **Mobile Mammography and Cancer Screening program has been highly impactful**, providing free cancer screenings to more than 900 uninsured and underinsured people across Burlington and Camden counties.

Also in 2020, the staff at Virtua Health | Penn Medicine Radiation Oncology established a special program to **provide patients who are food-insecure with a weekly bag of non-perishable foods**. Meals that Heal bags are free-of-charge, and are provided to patients in need for the duration of their radiation therapy.

900

free screenings provided for breast, cervical, colorectal, and prostate cancers.

600

women received free breast cancer screenings.

180

free bags of food provided to 49 patients undergoing radiation therapy.

NURSING SCHOLARSHIPS

\$47,500

in scholarships awarded to **26 Virtua nurses** to support their pursuit of bachelor's, master's, and doctoral degrees.

PATIENT CARE FUND

638 patients

provided assistance with costs of medications, transportation, utilities, and other urgent health needs to ensure their successful recovery.

COLLEAGUE CARE FUND

\$155,000+

provided to **118 Virtua colleagues** whose families experienced financial crisis due to the COVID-19 pandemic or other hardships.

Gratitude goes a long way.



THE
lasting impact
PROJECT

In 2020, Virtua Health's care team received an outpouring of support and kindness from our grateful patients and community. Some even chose to express their gratitude by making a gift in honor of their caregiver or team, as a way to give back and create lasting impact. Your thoughtfulness meant the world to us.

"My husband received such great care and we are extremely grateful for your efforts. Not only was he cared for, but no one ever seemed bothered by my countless calls. In fact, everyone was kind, patient and extremely helpful. I don't pretend to know what it's like being on the front lines, but just know that you are very much appreciated."

- I.W., West Deptford, NJ

"With deep compassion and wisdom, Dr. Rivlin listened intently to the care plan that we had envisioned for my mother, and she helped have the care delivered just the way we wanted without having to leave the hospital."

- H.C., Cherry Hill, NJ

"It was important for us to support those on the front-lines risking their own lives to fight COVID-19. With determination, faith, and love, we, as a community, united together to support those who are continuously choosing to fight for the lives of others every day in this pandemic."

- Vivian Ji on behalf of South Jersey's Chinese American Community

"We simply want to make a difference during these current trying times ... We recognize the work the mobile food bank is doing and want to be a part of it."

- Team McGuire
Recruitment Team

"I would like you to know that John Tyrrell is an ANGEL! He is so kind to the patients, and helpful. I witnessed all of his kind actions with my husband during his stay at the CCU at Virtua Our Lady of Lourdes."

- N.B., Marlton, NJ

