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**Transforming Health Care  
Through Philanthropy**  
2021 Impact of Giving

# Our Donors' Impact 2021

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 2021, **more than**

**2,200 donors**  
**invested nearly**  
**\$10.1 million**

in Virtua's programs and services.

Together through philanthropy, we were able to:

- ▶ Expand access to healthy, affordable food for our neighbors in need.
- ▶ Remove barriers to care for children and adults.
- ▶ Support COVID-19-related health issues and vaccination efforts.
- ▶ Enhance a broad range of clinical programs...and more!

Virtua's caring colleagues and dedicated trustees demonstrated their commitment to Virtua's Culture of WE.

**1,228**

Virtua colleagues, including every senior leader, supported the colleague giving campaign.

**100%**

of Trustees made a gift in 2021.

The Lourdes Health Foundation and Virtua Health Foundation Boards of Trustees took significant steps in their journey *two-gether*, officially merging in March 2022. As one board, they will effectively carry out their shared purpose of advancing the philanthropic mission of Virtua Health.

## Creating a Brighter Future for Our Children

In 2021, we celebrated Virtua's Pediatric Mobile Services program and its three years of impact by unveiling our beautiful, newly branded vehicle. The program, which is supported by the Joseph Lacroce Foundation and other generous donors, has provided **more than 6,000 local children with free developmental and health screenings** in its first three years.

The Pediatric Mobile Services program aims to address social determinants of health and create a foundation for a healthy life through education, screenings, and connections to health resources.

Thanks to the generosity of our donors, we have been able to better meet the needs of children and their families. In 2021, we increased health screening events from four to seven per week. Clinical and non-clinical volunteers provided much-needed support, and we even integrated pet therapy into screening events. Additionally, we vaccinated nearly 150 children against COVID-19.



**4,414**  
**children served**  
23% referred to  
additional services.



**276**  
**screening and  
vaccination**  
events held in 2021.





## Improving Community Health through *Eat Well*

At Virtua, we are working hard to ensure our neighbors, regardless of what zip code they call home, have access to fresh, nutritious, and affordable foods.

Fueled by philanthropy, in 2021 we saw the latest addition to our mobile platform come to life. In February, **the new Eat Well Mobile Grocery Store began providing a dignified shopping experience to customers in Burlington and Camden counties,** particularly in under-resourced areas without easy access to healthy food options. In its first year of operations, the grocery store on wheels held 303 markets and provided more than 3,000 transactions. Notably, the store's offerings of fresh food and pantry items were 42% less expensive on average when compared to traditional grocery stores.

We added a refrigerated cargo van to our mobile fleet to enhance operational efficiency for the entire Eat Well food access program. This purchase was made possible through philanthropy and the van has been dedicated in memory of former Virtua trustee Bob Silcox.

The Eat Well Mobile Farmers Market continued to make an impact by providing communities in need with fresh produce at affordable prices. The mobile farmers market team completed 7,468 transactions in 2021, increasing the program's impact by 250% compared to the previous year. Additionally, nearly 250 patients receiving care for chronic disease and other illnesses at a Virtua hospital or physician practice, and who are food insecure, received support through one of Virtua's Eat Well Food Farmacies.



# 26,839

times Virtua's Eat Well team supported people with healthy food.



# 90%

of Mobile Grocery Store customers reported having more access to healthy food.



# 242

patients received free food and nutrition counseling at a Virtua Food Farmacy.



# Nurturing the Educational Needs of Nurses

At Virtua, nurses are at the heart of everything we do. They play a vital role, caring for patients through nearly every aspect of their health care journey.

Thanks to the kindness of many philanthropic partners in 2021, Our Lady of Lourdes School of Nursing students and employed Virtua nurses benefited from academic scholarships, reducing financial barriers to achieve their educational goals. Over the past five years, **Virtua's donors have funded scholarships for more than 175 School of Nursing students and Virtua nurses** working toward nursing, bachelor's, master's, and doctoral degrees.



# 31

**scholarships**

awarded to Our Lady of Lourdes School of Nursing students and Virtua nurses in 2021.



# Reducing Barriers to Cancer Screenings and Enhancing Support Services

In 2021, donors to Virtua's Mobile Mammography and Cancer Screening program helped us provide free screenings to more than 1,184 uninsured and underinsured people in Camden and Burlington counties. The need to increase access to these life-saving screenings is tremendous. Thanks to the generous support of our donors, **Virtua will launch a new Mobile Health and Cancer Screening Unit in 2022 to offer even more screenings** for cancer as well as other health conditions.

Patients of the Penn Medicine | Virtua Health Cancer Program can benefit from several programs made possible through philanthropy. **The Tyanna Barre O'Brien Breast Care Comfort Fund provides patients with financial assistance** as well items that bring care, comfort, and dignity. For patients who are struggling with food insecurity, the Meals that Heal program provides nutritious food at no cost.

The **RCCA Hair Boutique offers professional salon services to patients who experience hair loss** during cancer treatment. The boutique reopened in November 2021 and in the first two months our stylist provided support to 29 patients. In 2022, we expect more than 200 patients will benefit from the boutique's services.



# 1,184

**free screenings**  
provided to people  
in Burlington and  
Camden counties.

# 727

**patients**  
received support  
through the Breast Care  
Comfort Fund.

# 138

**free bags of food**  
provided to patients  
undergoing radiation  
therapy treatment.

# Helping Our Colleagues in Crisis

The Colleague Care Fund is an invaluable **resource to assist Virtua colleagues who are in financial distress** due to the pandemic, unexpected loss, or other unforeseen circumstances. In 2021, a number of our colleagues were displaced from their homes due to a tornado that swept through parts of southern New Jersey. Funded primarily by Virtua colleagues, this resource demonstrates how we look out for one another during great times of need.



## \$160,000

given to help

**89 Virtua colleagues**  
in financial crisis.

**"I cannot express how much this has helped me not just financially but also mentally. Every support helps, and I'm grateful to be able to work for an organization that has supported me through these rough times."**

**- Colleague Care Fund recipient**

## Emerging Stronger through COVID-19

As the pandemic stretched into another year, Virtua continued to address the critical health issues our patients and communities faced as a result. Gifts from generous donors helped ensure we could do even more for those who turned to us for care.

**Through your generosity, we were able to:**

- ▶ **Create calming sensory rooms** at the Burlington County COVID-19 Vaccine Mega-Site for individuals with autism or with special needs. These specially designed spaces ensured a stress-free experience for guests as well as the people who care for them.
- ▶ **Reduce pandemic-related mental health issues** by creating a step-by-step virtual walk-through of the Mega-Site vaccine experience, providing behavioral health training for volunteers, purchasing anxiety-reducing equipment, and connecting vaccine recipients to community-wide mental health resources.
- ▶ **Support patients with care after COVID-19** through the purchase of remote patient monitoring equipment.
- ▶ **Increase COVID-19 vaccination rates** in our community by expanding our Pediatric Mobile Services program to offer vaccines to children (12 years and older) and families who may have limited access to transportation and health care.
- ▶ **Launch a bilingual language and literacy program for children** in the city of Camden to address increasing developmental delays related to reduced social interaction due to the pandemic.



# Your kindness is contagious!



THE  
lasting  impact  
PROJECT

In 2021, many of Virtua's patients and their loved ones were so touched by the outstanding clinical care and compassion they received, that they chose to make a philanthropic gift in honor of their caregiver. Their kind words and expressions of gratitude mean the world to our team. And, their gifts will help support the needs of our community and patients for years to come!

"Every single person who cared for us was exceptionally kind and experienced. Special thanks to our midwife Jessi, to Brenda and Jamieka, to Dr. Tran, and to Teddie and Trudy. Jessi gave me the best pep talk of my life as I was trying to get through contractions and started losing my nerve. She was incredibly kind and helpful."

- Terryn P.



"Never did I think that I was going to face a condition called cancer. I believe my faith presented a path to assist me in a fight for my life. That path has included all the people at Penn Medicine Virtua Radiation Oncology in Washington Township, who have devoted their lives to help a frightened man, namely me, face cancer. Early on, I met Dr. Alexis Harvey. Since my surgery, she and her staff have consistently displayed a kindness and compassion to me that I have never seen from anyone else in the medical profession. I am blessed having them involved in my treatment!"

- Ron D.



"My gift is in honor of the extraordinary people on the front lines who worked hard so my husband was able to come home. Not only was he cared for, but also no one ever seemed bothered by my countless calls. Everyone was kind, patient, and extremely helpful."

- Ivy W.

