



**Virtua**  
Health

**Transforming Health Care  
Through Philanthropy**  
2023 Impact of Giving

## Our Donors' Impact | 2023

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

In 2023, more than

# 2,300 donors invested \$10.7 million

in Virtua's programs and services.

### Together through philanthropy, we were able to:

- ▶ Advance health equity by improving access to care and increasing health screenings.
- ▶ Grow our community outreach and deploy our mobile health platform to link under-resourced communities to care.
- ▶ Foster the development of South Jersey's health care workforce by supporting nursing education.
- ▶ Enhance a broad range of clinical programs, including oncology, women's and children's services, behavioral health, and more.

## 100%

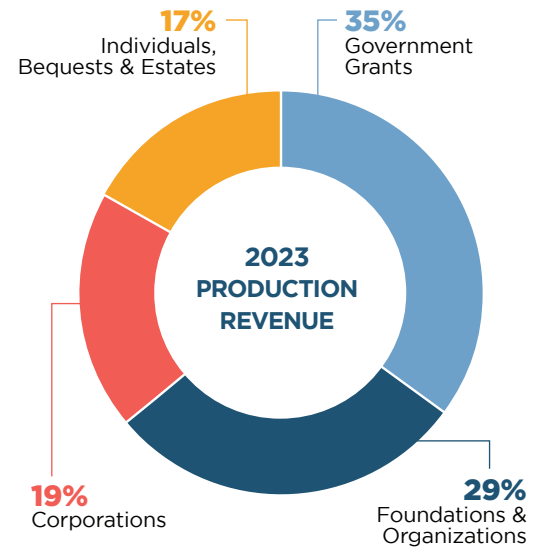
of Virtua trustees and senior leaders made a generous gift.

## \$495k

given by Virtua colleagues through the "Give for Good" campaign.

## 601

donors made their first gift to Virtua Health.



Virtua Health received three grants from the Health Resources Services Administration (HRSA), including:

- ▶ \$2 million to modernize, expand, and enhance Virtua's Advanced Organ Transplant Center, made possible through a Congressional Appropriation.
- ▶ \$1 million to expand Virtua's Children Achieving Success through Therapeutic Life Experiences (CASTLE) program to a new location in Burlington County, made possible through a Congressional Appropriation.
- ▶ \$250,000 to enhance Virtua's Pediatric Mobile Services dental screening and oral health efforts benefiting children in under-resourced communities



# Advancing Health Equity with Vital Screenings

In spring 2023, we launched the Mobile Health and Cancer Screening Unit, which is the newest member of our growing mobile health fleet. This 40-foot vehicle features leading-edge 3D mammography, an exam room, and a welcoming and patient-friendly registration area. Our team of clinicians and community health workers operate the unit and visit local businesses, places of worship, and community centers to provide access to potentially life-saving cancer screenings in Burlington County, Camden County, and portions of Gloucester County.



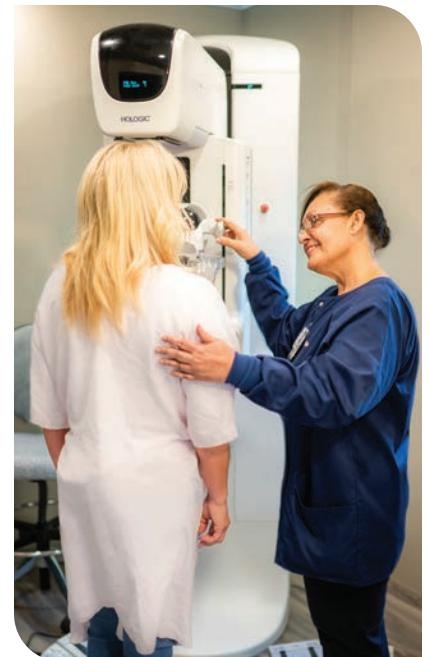
The impact that Virtua Health is having through our mobile community health programs has been fueled by our philanthropic partners. The remarkable capabilities of this new vehicle have inspired many generous donors to join us and be part of a project that will reduce health disparities in our region and save lives.

— Dennis W. Pullin, FACHE, president and CEO of Virtua Health



We are deeply grateful to lead philanthropic partner Aetna Better Health of New Jersey and other founding donors, including the Haines Family Foundation; the physicians of Virtua Health's Medical Staff South; Ott's Restaurants: Berlin, Washington Township, and Medford; the Virtua Memorial Auxiliary; and AmeriHealth. As of March 2024, more than \$1.7 million in philanthropic investments have supported the purchase of the vehicle, equipment, technology, and security system, and continued operations of the vehicle for its first four years.

From August through December 2023, the Mobile Health and Cancer Screening Unit team attended 37 screening events and screened 500 women, 79% of whom were uninsured, for various cancers. Through the New Jersey Cancer Education and Early Detection Program, in 2023 Virtua provided 1,322 free screenings for breast, cervical, colorectal, and prostate cancers.



**765**

cancer screenings  
provided from  
August-December.



**335**

mammograms  
provided.



## Growing Our “Food as Medicine” Platform

Virtua’s Eat Well food access program began in 2017 with the launch of the Eat Well Mobile Farmers Market. Today, we also have a mobile grocery store, a food farmacy program, seven colleague markets, and other service vehicles to support this busy enterprise.

Through philanthropy, Eat Well continued to grow in 2023. At the Eat Well Food Farmacy, 1,972 patients received nutrition education and free food, which is the highest number of patients we’ve served in a single year since the program began in 2018. Donor support also helped us provide countertop ovens to patients who might otherwise not have been able to cook food at home.

In 2023, thanks to a generous grant, we held 16 “tandem” events featuring our Eat Well mobile units as well as our Pediatric Mobile Services unit and Mobile Health and Cancer Screening Unit. These events provided convenient access to nutritious and affordable food, in addition to health screenings and education, and connections to other community resources.

To help improve food access in other parts of South Jersey, Virtua proudly partnered with the New Jersey Economic Development Authority to bring the Eat Well Mobile Grocery Store to communities in Atlantic City. We also expanded our annual Thanksgiving turkey and produce giveaway to serve families in Atlantic City this year in addition to those in Camden and Willingboro – all thanks to our philanthropic partners.



**43,585**

times Virtua’s Eat Well team supported people with the food they need to be healthy.



**1,198**

preventive health screenings provided market-side with the mobile grocery store and farmers market.

## Caring for the Mind, Body, and Spirit

The generosity of our donors helps provide critical resources for patients in need, enabling us to care for them in mind, body, and spirit. Here are a few of the ways that support had an impact in 2023:

**408**

hospitalized patients aided through the Patient Care Fund to ensure they can continue to get healthy at home.

**72**

children attended Camp Oasis for a day of fun and support for a loved one’s cancer diagnosis.

**784**

patients with breast cancer and their families supported through our Breast Care Comfort Fund.

**276**

bags of food given to patients with cancer who are experiencing food insecurity.

**500**

children and adolescents received behavioral health services at Virtua’s CASTLE programs.

**141**

patients with cancer received free salon services, wigs, and scarves at the RCCA Hair Boutique.

# Doubling Services and Reach for Local Children

In 2023, the Joseph Lacroce Foundation pledged \$1 million in support of Virtua's Pediatric Mobile Services, making it possible to greatly expand this program. Thanks to their generosity, as well as the support of other philanthropic partners, we will be able to purchase a second vehicle that can help meet the overwhelming demand for services across Burlington, Camden, and Gloucester counties. With this new gift, the Joseph Lacroce Foundation has now committed a total of \$2 million to improve access to care for children who are 6 years old or younger.



**6,017**

children received free screenings, 23% referred to additional services.



The demand for this program has grown considerably over the years, and so has its reputation for excellent, compassionate care. We are deeply grateful to Sam, the Joseph Lacroce Foundation, and our many other philanthropic partners for helping us to achieve more than we ever thought possible and further dedicate ourselves to helping generations of South Jersey residents.

— Sarah Fawcett-Lee, FAHP, CFRE, senior vice president and chief philanthropy officer for Virtua Health



The program's care team travels to schools, daycare centers, and other community gathering places to provide a range of needed services, such as back-to-school physicals, vaccinations, and screenings for dental diseases, hearing and vision challenges, and developmental delays. When the second van launches in mid-2024, the impact on area children and families will grow by leaps and bounds.



Maria and Sam Lacroce

# Developing the Nursing Workforce of the Future

At Virtua, we recognize the importance of educating new generations of nurses and building a health care workforce that can meet the needs of our community today and for the future. Together with our philanthropic partners, we are helping to reduce financial barriers for both current and aspiring nurses and address the critical staffing shortages that are affecting health systems nationwide. In 2023, generous donors funded nearly \$100,000 in nursing scholarships.



**41**

scholarships given to Virtua nurses and Our Lady of Lourdes School of Nursing students.

# Hearts full of gratitude.



THE  
lasting  impact  
PROJECT™

Each year, we are deeply touched by patients, families, and community members who make gifts to Virtua to express their gratitude. In 2023, **nearly 100 clinicians, colleagues, and teams were honored** with a gift of gratitude from a patient or community member for the difference they made. The kindness of our donors has meant the world to us. And their generosity will have a lasting impact for those we serve for years to come!



“We’re very grateful to have patients who choose to give back. Our focus is always on helping our patients thrive post-transplant. When they go above and beyond to share their gratitude with us it’s very motivating for our entire team. It helps us stay focused on our mission. It reminds us why we’re here. And it helps us keep going forward for the next patient.”

— **Ann M. Thompson, DO**  
**Organ Transplantation Surgeon**  
**Virtua Our Lady of Lourdes Hospital**



“It’s extremely touching for our team when a family shares their gratitude and helps others facing similar challenges. The gift of being a NICU caregiver is being able to support our babies and their parents during one of the most difficult times of their lives. Knowing that so many of our families look back on their time in the NICU with heartfelt gratitude truly means the world to us.”

— **Renee Smith, BSN, RNC-NIC**  
**Nursing Director, Neonatal Intensive Care Unit**  
**Virtua Voorhees Hospital**



“When I heard that Will and I were recognized by one of our patients with a gift of gratitude, I have to admit that I was somewhat surprised. We don’t anticipate this type of recognition. We enjoy caring for people and love what we do.

This gift is a gracious reminder of the effect we can have in the relatively short amount of time we have with our patients. To know our care, support, and presence was meaningful enough to this patient that she felt moved to give this gift of gratitude is very special.”

— **Frank Aldridge, MICP**  
**Paramedic, Virtua Emergency Medical Services**



“When I read the letter from Maria and saw that she gave back to the hair boutique, it made me smile. It felt like a big hug. Knowing that she was touched by how much I care about the patients I support means a lot to me. I think it’s wonderful that she wanted to ensure that other patients who turn to the hair boutique will have the same resources and experience that she did.”

— **Pietra Dunmore**  
**RCCA Hair Boutique Coordinator**  
**Virtua Samson Cancer Center**

