



Funding Opportunities



Advancing Well: Camden – Virtua Our Lady of Lourdes Hospital is setting course on a multi-year renovation with the sole intention of becoming the choice destination for trusted, specialized care in the community. By supporting this fund, you can help bring Virtua’s vision to life while being a vital part of South Jersey’s legacy.

Advancing Well: Burlington – Virtua Mount Holly Hospital opened its doors for the very first time in 1880. Generation after generation has entrusted us with their care. Virtua is excited to write its next chapter by dramatically modernizing this historic institution, in collaboration with our community and philanthropic partners who want to take part.



Behavioral Health Programs – Virtua provides a continuum of behavioral health services for people of all ages at our campuses in Burlington and Camden counties. Our multidisciplinary team of psychiatrists, clinical nurses, social workers, and addictions specialists, provide high-quality, compassionate, and confidential treatment. Gifts to this fund help ensure that our team can meet the physical and emotional needs of our patients, whether they are in crisis, experiencing behavioral issues, working to overcome a substance use disorder, or seeking ongoing therapy support.



Breast Care Comfort Fund – The Tyanna Barre O’Brien Breast Care Comfort Fund supports breast cancer awareness and education, early detection, and provides care and comfort items for patients and their families. Since 2009, the fund has allocated more than \$1 million, supporting patients with prescription and transportation assistance, walkers and shower chairs, lymphedema sleeves and other post-surgical garments, and more.

Cancer Education & Screening Services (NJ CEED) – An initiative of the NJ CEED program, Virtua offers free screenings for breast, cervical, colorectal, and prostate cancers to qualifying uninsured and underinsured Burlington and Camden counties.

Camp Oasis – Camp Oasis is a spirit-lifting one-day getaway camp offered twice per year for children and teens who have a parent or loved one battling cancer. Camp Oasis fosters positive connections and friendships, empowers campers with the tools to process and talk about their feelings and fears, and gives them a day to have fun and just be a kid.





CASTLE – The CASTLE (Children Achieving Success through Therapeutic Life Experiences) program, located in Camden and Berlin, provides therapeutic support to children ages 3 through 15 with emotional, behavioral, or psychological challenges. Gifts to CASTLE support a range of therapeutic resources including art therapy, technology upgrades, backpacks and school supplies, a library, and calming room.

Center for Innovation – Virtua is reimagining the way health care services are delivered so our patients have the very best experiences and outcomes. Team members and forward-thinking partners collaborate to foster and implement advanced technologies that enhance patient experiences and improve population health.

Center for Organ Transplantation – As the only provider of kidney, pancreas and liver transplant services in South Jersey, this program guides eligible patients through their pre- and post-transplant experience, with some of the best outcomes in the region.

Cherry Hill Free Clinic – Founded by Virtua physician Dr. Jubril Oyeyemi, the Cherry Hill Free Clinic is staffed by volunteer clinicians who provide free primary care to uninsured and underinsured residents in our community. Gifts to the Cherry Hill Free Clinic support a variety of needs including equipment and facility upgrades.



Child Life – Virtua's Child Life team provides coping techniques, procedural support, play and therapeutic activities, and more, creating a safe, supportive environment for pediatric patients and their families as they manage the stress of a hospital stay. Gifts to Child Life cover the cost of technology such as iPads and video game systems, special sensory tools, educational and diversion activities, and professional development for our dedicated specialists.

Clinical Leadership & Education Fund – This fund provides the financial resources for clinicians throughout Virtua to have greater access to continued training, education, and professional growth opportunities.

Colleague Care Fund – Funded primarily by the Virtua family, this fund provides financial support to any Virtua colleague who is in dire financial distress due to unforeseen circumstances. Since the start of the pandemic in 2020, this fund has become an even more important resource, serving as a lifeline to help more than 250 colleagues avoid eviction, prevent utility service shut off, establish safe housing and necessities after house fires, tornados, floods, and more.





Coronavirus Emergency Fund – This fund was established to help Virtua’s care team respond to the growing needs of our community during the COVID-19 pandemic. Gifts have helped us purchase medical equipment, expand telemedicine capabilities, support vaccination and education efforts, provide fresh, healthy food to families in need, and more.

Dental Health Center – Located at Virtua’s Camden Health & Wellness Center, this fully accredited general dentistry practice specializes in affordable dental care for adults and children. Here, general dentists, post-graduate residents, and dental assistants provide routine check-ups and treatment, emergency care, oral cancer screenings, and cosmetic services.

Diabetes Education & Management – Virtua Health has a team dedicated to diabetes education, services, and support, with offices in Moorestown, Camden, Washington Township, and Voorhees.

Eat Well Colleague Markets – As part of Virtua’s effort to support and sustain our workforce, in 2022 and 2023 we will be opening dedicated Colleague Markets across Virtua so that any colleague with a need for support can take home nutritious food and personal care items at no cost. Colleagues can also seek assistance from our social work team, access job training opportunities, and be referred to other resources to help them and their families thrive.



Eat Well Food Farmacy – With locations at Virtua Camden Health & Wellness Center and Virtua Mount Holly Hospital, the Food Farmacy program uses "food as medicine" to advance health equity and assist patients with chronic disease who are also experiencing food insecurity.

Eat Well Mobile Farmers Market – The Mobile Farmers Market sells produce at significantly reduced prices in communities throughout Burlington and Camden counties all year long, incorporating health education and literacy about eating well and its connection to reducing chronic disease.

Eat Well Mobile Grocery Store – In 2020, Virtua converted a city bus into a beautiful mobile store with an aisle of fully stocked shelves, coolers, and freezers for customers to browse and shop with dignity, just as they would at any grocery store. The 40-foot mobile store operates year-round, makes regular weekly stops to communities with limited access to a grocery store, and offers reduced pricing on all food and pantry items.



Health Sciences Library Fund – This fund supports the purchase of trusted and reliable quality information resources for Virtua’s Health Sciences Library. Ensuring that our colleagues and caregivers have 24/7 secure access to these resources will foster education, advance research efforts, and support quality patient care.

Hospital at Home – Virtua’s Hospital at Home initiative allows eligible patients to heal from the comfort of their home rather than a hospital room. The innovative care model is beneficial to both patients and providers and allows caregivers and families to directly support their loved one through the healing process. Through philanthropy, we can support patients enrolled in the program in a variety of ways, from technology to improving their home environment so it becomes a space suitable for at-home care.



Infant Nutrition Room at Virtua Voorhees Hospital NICU – This fund will help create a centralized Infant Nutrition Room staffed by dedicated milk technicians using the latest barcoding technology. The new room will provide a safe, separate environment for milk storage, processing, and preparation, greatly enhancing our care team’s ability to deliver the best nutrition to every baby.

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

Midwifery Birth & Wellness Center – The Midwifery Birth & Wellness Center in Voorhees is the only freestanding birth center in South Jersey and a destination for holistic health and wellness. The center offers gynecologic and prenatal care appointments, as well as intimate, family-friendly birthing suites that support natural, physiologic births. Gifts to this fund will help enhance the center through the addition of a garden with a walking path, as well as support patients with birth classes.



Mobile Intensive Care Unit (MICU) – This fund supports more than 165 Virtua paramedics on our MICU teams, providing trainings, advanced technologies and more so they can respond to potentially life-threatening emergency situations with innovation and exceptional teamwork, ensuring that patients arrive at the hospital safely and experience a seamless level of quality pre-hospital life support.



Mobile Health and Cancer Screening Unit – Launched in the spring of 2023, the new Mobile Health & Cancer Screening Unit is the latest addition to Virtua’s growing fleet of mobile community programs. The 40-foot unit, which was funded entirely through philanthropy, is custom designed to offer state-of-the-art 3D mammography, as well as a range of other critical cancer and health screenings for men and women.

Neonatal Intensive Care Unit (NICU) – Dedicated to treating premature infants and other newborns with special needs, Virtua’s NICU, including its Special Care Nursery and Small Baby Unit, offers advanced expertise in the complex care of the tiniest and most vulnerable babies, provided with the greatest compassion and skill.



Nursing Scholarships:

Scholarships for Virtua Nurses – Through this fund, we are able to invest in our nurses and foster their continued education by providing financial assistance to Virtua nurses who are pursuing their bachelor, master, or doctoral degrees.

Our Lady of Lourdes School of Nursing Scholarships – Thanks to the kindness of many philanthropic partners, Our Lady of Lourdes School of Nursing students have the opportunity to apply for financial assistance through several academic scholarships.

Patient Care Fund – This fund provides services beyond bedside care to ensure that patients in need can continue to get healthy at home and enables Virtua to support patients who need financial assistance to have prescriptions filled or for clothing, medical supplies, transportation, and other essentials.

Pediatric Early Intervention Program – Virtua’s team of more than 100 specialists travels to children throughout South Jersey to provide a wide array of therapeutic services that prevent and address developmental delays and empower children to grow and thrive.

Pediatric Mobile Services – Since 2018, this mobile program has provided children in under-resourced communities with pediatric services beyond the walls of our facilities, including screenings, education, flu shots, lead testing, resources, referrals to specialized services, and more. The program, which touches the lives of 6,000 children and families annually, plans to expand its impact in 2024 with the launch of a second mobile unit.



Perinatal Bereavement & Palliative Care – This program ensures that families who experience the loss of a pregnancy or infant have access to a multi-disciplinary range of services that provide comfort and support during a very difficult time. Gifts to this fund cover burial expenses for those who cannot afford these expenses, perinatal program supplies, Angel Garden expenses, and more.

Physician Innovation – Gifts to the Physician Innovation Fund provide physicians throughout Virtua Health with greater access to training, education, and professional growth opportunities.

Professional Nursing Practice – This fund ensures that all of Virtua’s nurses can stay on the cutting edge of advances, trainings, and professional development in their field.



RCCA Hair Boutique – The RCCA Hair Boutique gives patients undergoing cancer treatment a haven to receive professional salon services in a private setting. Located within the Virtua Samson Cancer Center, the boutique’s stylist provides clipper cuts, wig-fittings, headwrap styling, make-up tutorials, and more to Virtua patients, all free of charge.



Turkey and Produce Giveaway – Established in 2016, Virtua’s annual Turkey and Produce Giveaway provides families in Atlantic, Burlington, and Camden counties with everything they need to make a hearty and nutritious Thanksgiving meal, including a turkey, fresh produce, and healthy recipes. Through this initiative, donor funds help to support more than 1,000 families each Thanksgiving.

Visiting Paws Pet Therapy – Virtua’s animal-assisted therapy program harnesses the healing power of dogs to provide comfort, connection, and support to Virtua patients, families, colleagues, and clinicians during times of stress. Visiting Paws continues to grow, and currently boasts 32 certified therapy dogs and 27 individual teams. Recently, the program expanded to serve as a resource for local community group and schools.



Virtua Medical Group (VMG) – Through the VMG Fund, our primary and specialty care practices can respond to the ever-changing needs of the patients and families we serve. In recent years, this fund has provided educational and professional development for VMG clinicians.

Gifts can also be made to **specific Virtua sites** and **service lines**, including cardiac services, oncology, orthopedics, pediatrics, women’s services, and more.

For more information about Virtua’s programs and services, visit [virtua.org](https://www.virtua.org).