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Dear Friends,

As 2014 comes to a close, we want to extend our deepest gratitude to all of you who generously supported Virtua Foundation and the patients and families we care for each day. Your gifts allowed us to impact the health and well-being of this community in so many meaningful ways.

Whether you became a community partner, donated your time and services, introduced us to new friends, or made one gift in support of a Virtua program you care about, we thank you. Please know that each and every action made a difference for someone here.

We are especially grateful for your support of some of our newest programs and initiatives. The response we received for the Honor Your Caregiver program has meant a great deal to the nurses, physicians and other Virtua employees recognized by the generosity of grateful patients.

In December, we were astounded by the number of donors, partners, friends and even strangers who helped spread the word about our first #GivingTuesday campaign. Thanks to your "likes" and "shares" on Facebook and LinkedIn, we raised significant funds for Virtua's Camp Oasis, a one day getaway in South Jersey for children and teens who have a loved one with cancer.

As we look forward to the new year, we hope you will continue to enjoy family, friends, and good health. We are inspired by your choice to share your kindness, offer words of encouragement, and take action that will change the lives of others.

With our deepest gratitude,



Rose McManus Coleman
Senior Vice President,
Virtua Foundation



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Chairman, Virtua
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Left: The Ruff family
Bottom: Johnston & Hamilton Ruff



Helping Babies Grow and Thrive

Patient Care Fund eases pain and discomfort for mom of preemies

Leslie and Woody Ruff knew some stress would accompany the birth of their twins. But when the boys arrived early and were admitted to the Special Care Nursery at Virtua Memorial, concern over their low birth weight had the Ruffs feeling especially overwhelmed. This worsened when the topic of breastfeeding came up.

Leslie had experienced significant discomfort while nursing and using a breast pump with her firstborn so she was “dead set” on bottle-feeding twins Johnston and Hamilton. When she spoke with Virtua lactation consultant Shirley Donato about the health benefits breast milk would have for her preemies, Leslie’s thinking shifted.

There was only one glitch: Because Leslie had to divide her time between the hospital and home, and because preemies sleep a lot and don’t quickly get on a feeding schedule, she would need to rely on a breast pump to supply milk when she couldn’t be present. Based on the family budget, renting or buying a hospital-grade breast pump was out of the question and insurance didn’t cover the cost.

Thanks to the generosity of donors, Virtua Foundation’s Patient Care Fund was used to provide Leslie with a breast pump that best allowed her to nourish her new twins.

For Leslie, who had only associated breast pumps with pain, inefficiency and frustration, the opportunity to create a positive breastfeeding experience truly changed how she bonded with her newborns.

“Having Virtua Foundation as a resource made a huge difference for us. It’s been so comforting to know that I can give the boys what they need nutritionally,” said Leslie. “I’m grateful for the support I’ve received. I couldn’t have done this without Shirley or the nurses here.”

 [Read more of the Ruffs’ story at foundation.virtua.org](https://foundation.virtua.org)

Patient Care Fund

This fund, supported by gifts made to Virtua Foundation, ensures that patients with financial hardships have access to the resources they need to heal and get well, even when they leave the hospital. Visit us online to support the Patient Care Fund today.



Lisa Shaw, Lisa Farmer and Linda Hutchinson.



SATURDAY
SEPT. 20, 2014

MORE THAN
300
runners/walkers

OLDEST
PARTICIPANT
AGE **83**

18:50 TIME OF
OF
🕒 1st place finisher
with a pace of 6:03

YOUNGEST 5K PARTICIPANT **AGE 7**

97
VIRTUA
EMPLOYEES
PARTICIPATED

72
participants
in the 1-mile
Fun Walk

FASTEST CHILD
AGE **16** with a time of 20 min.

\$17,750
raised to support Cardiac
Services at Virtua Memorial

What a Difference a Year Makes

Runner's remarkable VMA 5K accomplishment

Lisa Farmer never imagined she could run a 5K. At nearly 300 pounds, she faced high blood pressure and other weight-related health complications. Then, she turned to Virtua's Bariatric Program for help.

She enrolled in the comprehensive program of pre- and post-surgical care, including fitness, nutrition, psychological counseling and support groups. She also joined the program's bariatric support group on Facebook.

On the site, Lisa Shaw, bariatric surgery clinical program manager at Virtua, challenged members to participate in the 3rd Annual Virtua Memorial Auxiliary 5K and 1-mile Fun Walk.

Farmer accepted the challenge and joined the "Virtua Weight Loss Warriors" in training for the race. She had lost 161 pounds since her surgery in 2013 and was ready to set a goal she never before thought possible.

"I was tired of letting the weight hold me back. I feel better now than I felt when I was a teenager. I feel alive," said Farmer. "Many of us with weight struggles let the weight control us and it doesn't have to."

On September 20, she not only completed the VMA 5K, but ran her personal best. With tears in her eyes, Farmer crossed the finish line, hand in hand with her personal trainer and surrounded by fellow Warriors.

"My heart was beating so hard - not because I was running but because I was so excited and couldn't believe I was finishing a 5K," said Farmer.



Virtua Fund

Giving **together** for a healthy future

One gift to Virtua Foundation can change lives.

This is the best season to give back! It's a time for kindness, generosity and selflessness.

Please join us this season and make your gift to Virtua Foundation by December 31, 2014. You can help make 2015 a year filled with hope and good health for so many.

By making a gift to Virtua Foundation, you will help families who rely on Virtua for the best care, sometimes when they least expect it.

Gifts to Virtua Foundation stay in your community and help families you know.

As a non-profit organization, Virtua relies on gifts large and small. Your generosity is vital to our mission. Together, through acts of kindness and generosity, we have a powerful impact on the health and well-being of South Jersey families.

Caring Kids: Spark a Lifetime Commitment To Giving Back

As the New Year approaches and resolutions are made, many parents look for an opportunity to help their children make changes, too. Teaching children the importance of helping others can spark a lifetime commitment to make a positive impact on those around them.

Caring Kids, Virtua Foundation's youth philanthropy program, supports children and teens who wish to make a difference in the lives of patients and families at Virtua. It empowers young people to select a meaningful cause and take action.

▶ Learn more at foundation.virtua.org/caring-kids.

You'll find suggestions for individual and group fundraisers, as well as examples of projects Caring Kids have already done.

Caring Kids Spotlight

Meghann Herman, Patient, Volunteer, Donor

Meghann Herman spent the first days of her life in the Special Care Nursery at Virtua Memorial. As a teen, Meghann became a junior volunteer and provided care and comfort to babies and families there. She also organized a clothing drive, and with support from her community, donated essential baby items to families in the nursery.

"I wanted to do something to give back to the community and help someone else without expecting anything in return," says Meghann.



▶ Read more of Meghann's story at foundation.virtua.org/caring-kids

Harry and
Lynn Fryckberg



Inspired to Give

Family's connection to Virtua leads to a lasting legacy

Lynn and Harry Fryckberg's family have a relationship with Virtua that goes beyond patient care. They are also partners and advocates who give back to strengthen the health of their community.

"Whether it was giving birth to my son 24 years ago or visiting the ER years later for his sports injuries, Virtua has been there for us," said Lynn.

Lynn's support began when she enrolled in Virtua's animal assisted therapy program with her beloved dog Laine. She also serves on Virtua Foundation's Board of Trustees and is Chairperson of the Gift Planning Advisory Council.

In 2013, Lynn was inspired to do even more by Marvin Samson, donor and Virtua Board member, who said donors should voice their giving in the hope that others will follow.

Lynn then designated Virtua Foundation as a beneficiary of her will/trust and directed the gift to Virtua's nursing program.

Lynn developed a passion to support nurses during the hours she spent at the hospital with her dog, Laine.

"Nursing is very difficult work, but the Virtua nurses do it with a smile and are very involved with the families in a calming and professional manner," said Lynn.

The Fryckbergs' commitment to Virtua through the Foundation's planned giving program allows them to have an impact today and in the future, creating a meaningful legacy around a cause that's important to them.

"It's important to let people know while you are living what you would like to do with your assets," said Lynn. "The process of creating or updating your will shouldn't stop you. It is one of the easiest, most impactful, gifts you can make."

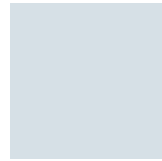
4

Easy Steps to Create a Will

- 1 Determine the value of your property; inventory your assets and debts:** You have to know what your assets are and how much they are worth before you can properly plan your estate.
- 2 Prepare a list of beneficiaries; consider charitable giving:** Decide how to divide your assets among your beneficiaries and if you want a set sum donated to charity. This will provide a charitable tax deduction for your estate and allow you to give back even after you are gone.
- 3 Choose an executor:** An executor has responsibilities such as notifying interested parties of your death, paying outstanding taxes, and distributing your assets according to your Will. If you don't have a Will or if your Will does not name an executor, the courts will appoint one.
- 4 Seek the advice of an Estate Planning Attorney:** Working with an estate planning attorney will help you create a Will that distributes your assets to your intended beneficiaries in a tax efficient manner.

▶ For more information on gift planning with Virtua Foundation visit virtualegacy.org.

-- Submitted by Stephanie E. Sanderson-Braem, Esq., Stradley Ronon Stevens & Young, LLP and member of Virtua Foundation's Gift Planning Advisory Council.



Virtua Foundation and the Community

1. Cooks Tour of Moorestown

The Cooks Tour returned to Moorestown on December 3 with four beautiful homes decorated for the holidays. Hosted by the Virtua Memorial Auxiliaries, this event raised funds to support renovations to the Oncology Infusion Center at Virtua Memorial.

2. Spirit of Children

Volunteers from Spirit Halloween threw a spook-tacular Halloween party for pediatric patients at Virtua Hospital Voorhees on October 16! Through its Spirit of Children program, the organization supports pediatrics at local hospitals with donations during the Halloween season. Since 2011, Spirit of Children has donated more than \$73,000 to Virtua Foundation.

3. McDonnell Golf

Guests and sponsors of the 36th Annual Wm. V. McDonnell Golf Invitational donated more than \$77,000 in support of Virtua's Lung Screening Program. Funds from the event, held September 22 at Trump National Golf Club-Philadelphia, will help construct a bronchoscopy suite at Virtua Voorhees where the screenings will be performed.

4. Taste of Virtua

Wine Works and Kramer Beverage joined forces with SJ Hot Chefs to make Taste of Virtua 2014 the most delicious event of the year. More than 250 guests sampled food, wine and beverages from around the world at Moorestown Community House and raised more than \$25,000 to support patient care at Virtua.

5. Burlington County Rotary

The combined efforts of rotaries throughout Burlington County resulted in a gift of \$11,000 to Virtua Foundation. The funds, donated by the Burlington County Rotaries and the eClub Rotary, will provide cancer screening and education for Burlington County patients and their families at Virtua.

6. Ott's Restaurants

The 12th Annual Ott's Golf Outing, held October 6 at Ramblewood Country Club, raised more than \$25,000 for Virtua Foundation's Tyanna Barre O'Brien Breast Care Comfort Fund. These gifts will be used to provide added comfort and peace of mind to families facing breast cancer at Virtua.

7. Cinnaminson Fire Department

In support of breast cancer awareness month and in honor of a beloved colleague, members of the Cinnaminson Fire Department held community-based fundraisers and raised \$1,100 for Virtua Foundation's Tyanna Barre O'Brien Breast Care Comfort Fund.



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We know Virtua helps families in our community

That's why we give to the Virtua Fund

We believe that generosity starts at home and for us, our home is the community where we live and work. After 11 years of being part of the Virtua family, we know that Virtua and its caregivers make a difference in the lives of families in our community. We are happy to be part of that and support Virtua to make the greatest impact we possibly can.

In past places I have worked, I never had the same connection to the community that I do here at Virtua. By giving to Virtua Foundation, we are able to help Virtua care for its patients in the hospital, in the physician's office and beyond. We are proud to be citizens of Virtua and citizens of the communities that it supports.

That's why we give.

- Dr. Shailen and Mrs. Deepali Shah



Please join us
and support the
2014 Virtua Fund by
making a gift today.

3 Easy Ways to
GIVE



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foundation.virtua.org/VirtuaFund