

Impressions

WINTER 2015

Compassionate
care at the
worst time

HEALTHIER FUTURE
FOR CAMDEN FAMILIES

COMMUNITY PARTNERS
IN ACTION

FAMILY LOUNGE:
A BREAK FROM
THE BEDSIDE



2015 Virtua Foundation Board of Trustees

OFFICERS

Brian M. Guest, Esq. – *Chairman* *
Michael Kuntz – *Vice Chairman* *
Christopher Warren – *Treasurer* *
Richard P. Miller – *Virtua President & CEO* * †

TRUSTEES

Mary F. Campagnolo, MD
Randolph Deger, MD
Christopher Derivaux, MD
A. Theodore Eckenhoff *
Albert Ferrari, MD
Dennis Flanagan * †
Lynn Fryckberg
Thomas Gibson
William Hyland, Esq.
George Kozub
Mark Kramer
Kevin Kutcher
John LaProcido
Kenneth Lynch, CPA
Francis Manning, Esq.
Scott Marcus, Esq.
Wendy Martinez, MD*
James McAleer
Karen Miller*
Barbara Murphy *
Janice O'Neil *
John J. Parker
Frank Rizzieri
Jill Ross
Allen Salm, MD
Anthony Sauerwein, MD *
Steven L. Shapiro, CPA
Tariq Siddiqi, MD *
Robert Silcox
Richard Silpe, Esq.
Craig Turner, DO
Earl Waxman*
Alan Weinstein, MD*
Brian Welch *

HONORARY TRUSTEES

Thomas Bantivoglio, Esq.
Barry Brown
Barbara Fiala
John Juzaitis **
Charles Krueger, MD
Geraldine Ostrov
Robert Scarborough **
Marcel Schulmann, MD
Earl Siegman**
Gary Simmerman
Albert Stiles, Jr. **
George Van Instendal

* Executive Committee † Ex-Officio ** Deceased

Dear Friends,

As 2015 comes to a close, I want to wish you and your family a happy, healthy holiday season. This is a time of giving and gratitude and we are all grateful that you chose Virtua as a philanthropic priority. Your gifts to the Foundation make the incredible work of our clinicians and staff possible. It allows us to plan for the future and continue to offer innovative programs and world-class care. As you will see in this issue of *Impressions*, the impact of your support is evident in so many areas throughout Virtua and our community.

Your generous gifts and meaningful partnerships have a direct impact on the needs of families in our community. You can read an inspiring example about the Nixon family on page four. They are on a long journey to heal following the death of their twins, Kyle and Abigail. During the last 12 years, they have turned to Virtua for comfort and relied on many of the programs that are made possible by our donors. Their story is a true example of how your commitment strengthens our community.

As you consider your year-end giving and plan for 2016, I hope you will include Virtua Foundation again. Together, we can continue to improve the health and well-being of families right here in South Jersey.



With gratitude,



Christina Mattison
Senior Vice President Virtua Foundation

IMPRESSIONS IS PRODUCED BY VIRTUA FOUNDATION

Christina Mattison, Senior Vice President
E-mail: cmattison@virtua.org

Dia Williams Adams, Director, Foundation Operations
E-mail: dwilliamsadams@virtua.org

Kim Caulfield, Editor, Communications Consultant
E-mail: kcaulfield@virtua.org

COMMENTS AND INQUIRIES SHOULD BE ADDRESSED TO:

Virtua Foundation
50 Lake Center
401 Route 73 North, Suite 301
Marlton, NJ 08053
E-mail: VHF@virtua.org

For information about making a contribution to Virtua Foundation, call (856) 355-0830 or visit foundation.virtua.org.



On October 14, business leaders and philanthropists from across the region joined Virtua and the Foundation for Starry Night, a special evening in the garden at Virtua Camden. Following a tour of the facility, guests heard firsthand from Virtua's CEO, Rich Miller, about exciting new plans for the future of Camden.

A Healthier Future for Camden Families

Transformation planned for Virtua Camden

For more than a century, Virtua has been an unwavering beacon of support for the citizens of the City of Camden. Virtua is committed to providing families with the resources they need to create healthier lives for themselves and their children. Still, too many Camden residents are plagued by chronic disease. Diabetes, hypertension, cancer and cardiac ailments affect families in Camden at an alarming rate.

Both adults and children in the city need primary care, dental care, behavioral health therapy, transportation to access services, and even the most basic items such as thermometers, toothbrushes and fresh food.

Virtua Camden provides these vital services and more to Camden families today. But Virtua's commitment to caring for Camden families will go even further. Plans are underway to develop programs to educate and empower the residents of Camden to make personal decisions that help prevent the onset of chronic disease and enable them to live a healthy life from birth through adulthood.

With the help of philanthropic support, Virtua will transform the Camden campus and enrich the resources we offer families today. We look forward to sharing our plans and partnering with you to create a healthier future for families in Camden.

Virtua
SKINNY
Black Tie
Gala
2016

2016 Virtua Gala to
Benefit Camden Families

Saturday, March 5, 2016
Borgata Hotel Casino and Spa

Find information about tickets and
sponsorship opportunities at
foundation.virtua.org.

See a video about Virtua's commitment to
Camden at foundation.virtua.org.

The Calendar Year is Almost Over.

Please consider taking a moment to make a gift to the Virtua Foundation.
On behalf of the patients and families we are privileged to serve, THANK YOU!

Call the Virtua Foundation to make your tax deductible gift today at (856) 355-0830 or
visit foundation.virtua.org to make a secure gift online. You can also mail your gift to:
Virtua Foundation, PO Box 70260, Philadelphia, Pa 19176-9703.



When the Unthinkable Happens

Kyle and Abby Nixon were born very ill and just 24 weeks into mom Jill's pregnancy. Kyle lived for just three days. In the early morning hours on the day of his funeral, his sister Abby passed away.

"During those five days, while we were living a lucid nightmare, we learned the importance of grief training," said Jim Nixon.

Nurses in the Neonatal Intensive Care Unit at Virtua Voorhees made sure the Nixons took steps that would help them begin to heal from their devastating loss. Giving Abby her first and only bath is a happy memory they still hold onto.

"Most of the staff we interacted with were compassionate, caring and supportive," said Jim. "They seemed to know when to say something and when to just sit with us quietly."

Not all caregivers are skilled at helping families through a loss. This can unintentionally make a heart wrenching situation worse.

Virtua created a new community-focused program that aims to change that. It is fully funded by generous donors, including families who know what it feels like to lose a pregnancy or an infant.

Through Virtua's Perinatal Bereavement program, Ann Coyle, RN, visits hospitals and physician offices across the region to educate caregivers about proper perinatal bereavement counseling. She teaches them what to say - or what not to say - in the moments following a loss. She also provides resources to support families after they leave the hospital.

At Virtua, the support system for bereaved families is far reaching including counseling, education, and comfort to families who face difficulties at any stage of the pregnancy journey. This can include infertility, miscarriage or infant loss, as well as a new pregnancy after a loss.



“

If our children were here with us today, they would thank you for what you've made possible. Your generous donations and support will continue to provide families, like ours, with the programs that enable us to heal.”

– Jill Nixon



“We help families begin the grieving process by making memories in the very short time they have with their babies, with hopes of turning a very negative experience into a caring, loving time with their babies,” said Coyle. “Our new program reaches out beyond the parents and educates everyone involved in their care.”

Coyle is a former NICU nurse who led HOPING, a support group for families who experience a loss, for more than a decade. She was instrumental in establishing the Angel Garden at Virtua Voorhees, a memorial for babies who have passed away.

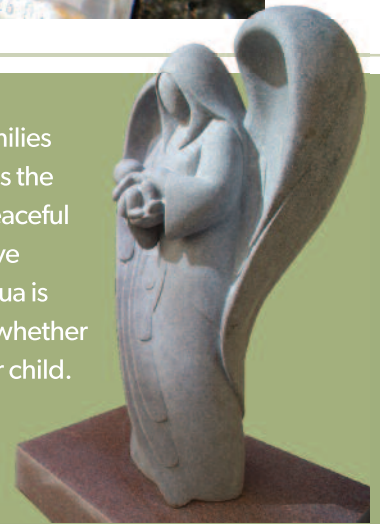
“The support group, the Angel Garden and all of the tools Virtua has provided us to help with our grief - if they weren’t here, I don’t know that I would be,” said Jill Nixon.



The Angel Garden at Virtua Voorhees

The Angel Garden at Virtua Voorhees is a healing place for families who have experienced the loss of a pregnancy or an infant. It is the only memorial of its kind in the region. The centerpiece is a peaceful water wall adorned with plaques to honor the babies who have passed away. A guardian angel statue overlooks the wall. Virtua is honored to be able to open this unique garden to any family, whether or not they were a Virtua patient, to create a memorial for their child.

▶ Help support grieving families at foundation.virtua.org.



Run with the Docs for Bereavement Support

Your support can help grieving families, like the Nixons, dealing with the devastating loss of a child. Join Virtua’s OB/GYN and Maternal Fetal Medicine physicians at the 2nd Annual Run with the Docs 5k. Last year, this event raised more than \$32,000 to support Virtua’s perinatal bereavement program!

Visit foundation.virtua.org/run-with-the-docs for sponsorship information and to register.



2nd Annual Run With The Docs
Sunday, June 5, 2016
Virtua Voorhees
100 Bowman Drive
Voorhees, NJ

From Thrift to Gift Donations to Auxiliary's Thrift Shop Help Heal the Community

You know that dress in your closet, the one you never, ever wear? You know the pots without lids, the lids without pots? And that box, in the garage – with the garden elves? You've had these things for ages. You haven't touched them... in ages.

So donate them.

Taking your gently worn clothing, housewares, and small furniture to the Virtua Memorial Thrift Shop is a wonderful way to unclutter your life **and** give back to your neighbors and your community. The thrift shop is operated by the Virtua Memorial Auxiliary, a nonprofit organization dedicated to supporting Virtua Memorial for more than 60 years.

In the last six years, donations to the Memorial Thrift Shop have raised more than \$225,000 toward upgrading equipment and amenities for newborns and their mothers at Virtua Memorial Hospital in Mount Holly. Thrift shop donations also help pay for improvements to the hospital's chemotherapy center, where patients spend long hours while being treated for cancer.

Shop or Drop (off)!

Memorial Thrift Shop

798 Woodlane Road
Westampton, NJ
(609) 267-8922

Donations can be dropped off between 9:00 a.m. and 4:00 p.m., Monday through Friday, with occasional Saturday hours (please call for Saturday times)

Learn more about the Virtua Foundation auxiliaries at foundation.virtua.org.

Signature EVENTS



It's safe to say that this year's Taste of Virtua was one to remember! The Barry D. Brown Health Education Center proved to be an ideal setting for this special event. Thanks to our generous sponsors and guests, we raised over \$35,000 for Virtua. Event proceeds will assist families through the healing process, including cancer patients during treatment, babies in the NICU who are striving to grow and thrive, and patients in need of transportation assistance.

THANK YOU TO OUR PRESENTING SPONSOR
Computer Design and Integration LLC



Steve Lieberson of Computer Design Integration, presenting sponsor, and Rich Miller, Virtua CEO.



Centerpiece courtesy of Classic Cakes.



Bob Silcox, Virtua board member, and his wife, Marsha.



John LaProcido, Virtua board member, his wife, Trish, Bill Swanson, Turner Construction and Bob Stoeckle, Aegis Property Group.



Guests of dinner and award sponsor, Hyland Levine LLP, Bill Hyland, Ben Levine, Mark Shapiro and Scott Bennett enjoy the links.

On September 21, sponsors and their guests raised more than \$60,000 to support Virtua's Healthy Baby Project. Proceeds helped to establish the Breastfeeding Resource Center at Virtua Voorhees. The Center provides services to all mothers with questions or concerns at any stage of the breastfeeding journey. All mothers will have around-the-clock access to experts and education to help ensure a successful breastfeeding experience.

Community Partners in Action



Thank You Spirit Halloween!

Virtua's Child Life Program is expanding thanks the success of Spirit Halloween's annual Spirit of Children fundraising campaign. Customers at area stores used the "10 For 10" coupon to have 10 percent of their purchase donated to Virtua Foundation this season. Since 2011, the costume superstore has raised more than \$200,000 for Virtua's Child Life Program through this seasonal campaign. Spirit's gift will be used to add a child life specialist to the staff at Virtua, to ensure even greater support for pediatric patients and their families at Virtua Memorial and Virtua Voorhees in the pediatric emergency departments, pediatric imaging, and the inpatient units.

Teeing Off for a Good Cause

Ott's raised more than \$35,000 at its annual golf outing at Ramblewood Country Club on October 5. Proceeds will benefit the Tyanna Barre O'Brien Breast Care Comfort Fund that supports breast cancer awareness and education programs, early detection, and care for families facing breast cancer at Virtua. Gifts made to Virtua Foundation in support of this fund bring added comfort to patients during the most difficult days. Ott's is a local, family-owned restaurant group with multiple South Jersey locations.



Somerset Properties 5k

Somerset Properties held a 5k on September 10 and raised \$17,500 for Fitness Friday at CASTLE, a behavioral health program at Virtua Camden for children with emotional, behavioral or psychological challenges. Fitness Friday is a therapeutic program based on exercise, movement and music. Somerset Properties is a full service real estate investment and operating company with offices in Mount Laurel.

Partner with Virtua Foundation in the Community

Each year, our generous and dedicated Virtua Community Partners host fundraising events to benefit Virtua. These fundraisers are crucial to our success and help to increase awareness of Virtua's programs throughout the region. Have a great idea for an event? Become a Community Partner! Visit foundation.virtua.org to learn more or call the Foundation at (856) 355-0830.



A Change of Scenery Family Lounge is a Break from the Bedside

When your child is hospitalized, it can seem like the whole world stops. As the hours sometimes turn to days, time spent worrying at the bedside can be overwhelming and exhausting. A change of scenery can make a world of difference.

Thanks to a \$35,000 gift from the Carz N' Toyz organization, the lobby of the Marvin Samson Foundation Pediatrics and Pediatric Intensive Care Units at Virtua Voorhees was transformed into a special Family Lounge.

This space gives patients a chance to forget about the stress of being in the hospital for a bit and experience a more normal environment where they can spend time with their parents and siblings. Computer stations, comfortable furniture, toys, books, and a giant Teddy Bear make the refurbished space warm and functional. Families can utilize the space to share meals together or visit with guests away from the bedside.

Carz N' Toyz is a dedicated Virtua Foundation community partner and has raised \$55,000 to support the child life programs at Virtua. The organization's mission is to bring smiles to the faces of hospitalized children.

▶ Support pediatric patients at Virtua, make a gift at foundation.virtua.org.



50 Lake Center
401 Route 73 North, Suite 301
Marlton, NJ 08053

Virtua SKINNY Black Tie *Gala* 2016

Your support will help us make substantial changes at Virtua Camden that will have a profound impact on the community. Your gifts are vital to Camden's future and will be used to fulfill the most critical needs of children and families.

Saturday, March 5, 2016

Cocktails at 5 p.m.

Borgata Hotel Casino & Spa
Atlantic City, NJ

Featured Entertainment

The Blues Brothers starring
Dan Aykroyd and Jim Belushi

Honoring

2016 Virtua Foundation Humanitarian
Award recipient Marvin Samson

Presented by

Brandywine Senior Living

**Sponsorship opportunities and tickets available
at foundation.virtua.org/virtua-gala**

Cheryl Kreckel: (856) 355-0850 E-mail: ckreckel@virtua.org

Super 50/50 Raffle

Proceeds benefit families
cared for at Virtua Camden.

\$100 per ticket

Last year's winning ticket was worth

\$34,500!

(NJLGCC # 4295)

Tickets on sale now. Contact the Virtua
Foundation Office at (856) 355-0830.