



*The*  
**Power**  
*to Heal*

**A BEACON OF  
HOPE & HEALING**

Transforming Healthcare  
for Camden



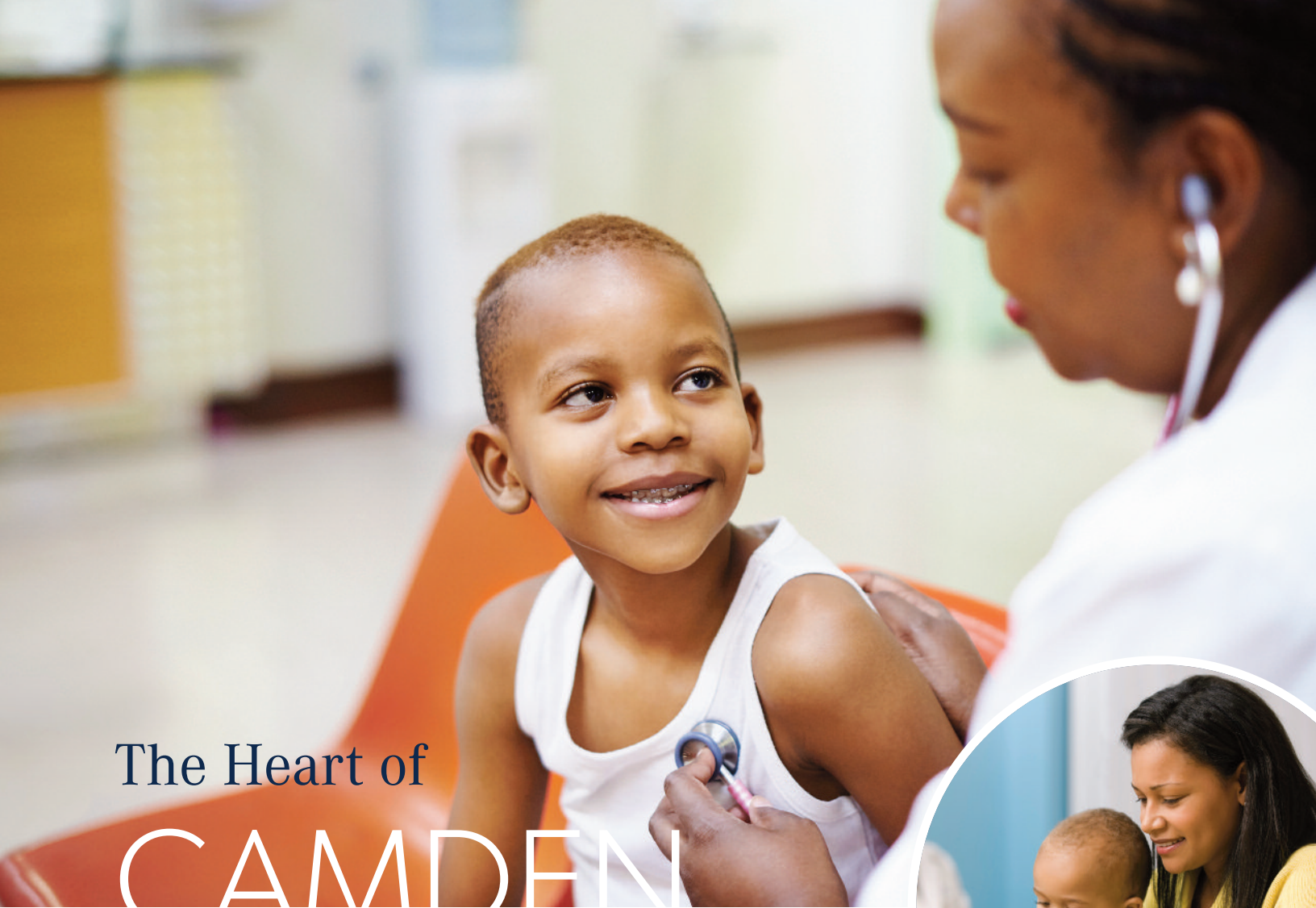
# The *Power* to *Heal*

Virtua is launching a comprehensive fundraising campaign that will make a difference in the lives of the children and families we are privileged to serve. The healthcare landscape is changing rapidly. Insurance reimbursements are decreasing, especially for Medicaid and Medicare where only a portion of the cost for service is covered. Now, more than ever, the programs and services that make Virtua so unique need philanthropic support.

One of our key fundraising priorities is Virtua Camden. For so many in this struggling community, we are the only resource when their child has a life threatening asthma attack, is struggling with behavioral issues at school, or simply needs fruits and vegetables to grow up healthy and strong. Both adults and children in the city need primary care; dental care; behavioral health therapy; transportation to access services; and even basic items such as thermometers, toothbrushes, and fresh food.

*Your generous support will help sustain essential programs and services in Camden now and in the future, as well as launch new initiatives to meet the city's growing and changing needs.*





# The Heart of CAMDEN

For more than 130 years, Virtua has been a beacon of hope and healing for Camden, a city that faces many daily challenges, including crime, poverty, and drugs, as well as a lack of basic human necessities such as fresh, affordable food and easy access to healthcare. This harsh reality impacts nearly every household in some way, with many Camden residents considered to be “most in need.”

Virtua is committed to giving families in Camden the best opportunities to create healthier lives for themselves now and for generations to come. Virtua Camden offers comprehensive services in a convenient, accessible location. This is an important resource for families plagued by chronic diseases like diabetes, hypertension, cancer, and cardiac ailments—which are increasing at an alarming rate. Adults and children in Camden face more stress and require more care, across a broader range of conditions, than ever before.

To continue to serve the city’s growing and changing needs, Virtua Camden must expand its services to bring even more affordable, high quality, customized care to more people in Camden. Central to this effort is a new Family Health Center that will allow us to focus on the unique needs of patients in an urban setting and provide a seamless team approach to treatment that also includes primary care, dental care, behavioral health therapy, social work, education and a pharmacy—all in one place.

Plans also are underway to develop programs within the new Family Health Center to educate and empower the residents of Camden to make personal decisions that will 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, enrich the resources we offer today, and create a healthier future for so many in Camden.

LAST YEAR, WE PROVIDED:

90,000 Annual Visits

36,000 Emergency Department Visits

25,000 Children's Behavioral Health Visits

16,000 Primary Care Visits

6,000 Dental Visits





# VIRTUA CAMDEN'S CAMPUS FEATURES:



## **EMERGENCY CENTER**

A comprehensive Emergency Center provides 24/7 care for patients of all ages.

## **KYLE W. WILL FAMILY HEALTH CENTER**

Advanced primary care for adults and children, including infants.

## **DENTAL CENTER**

The Evans-Wisniewski Dental Center provides affordable dental services in a state-of-the-art environment, through a fully-accredited general practice post graduate dental residency program.

## **PODIATRY OUTPATIENT CENTER**

The Podiatry Outpatient Center specializes in diabetes-related foot care and limb preservation.

## **CHILDREN AND ADOLESCENT BEHAVIORAL HEALTH PROGRAM**

The CASTLE (Children Achieving Success through Therapeutic Life Experiences) program offers high quality mental health services geared to help children who have severe emotional, behavioral, or psychiatric disorders.

## **OUTPATIENT REHABILITATION PROGRAM**

Outpatient Rehabilitation offers a full range of physical therapy for conditions ranging from stroke to broken bones and sprained muscles.

But we must  
do more.

# VIRTUA CAMDEN



Virtua has been privileged to serve the City of Camden for more than a century, but in the last fifteen years, Virtua Camden has gone even further — to become a vital part of the community. Virtua Camden listens to the residents of Camden and strives to bring them what they need. Some of its community-oriented services and programs include:

- A mobile dental unit for children and adults travels to schools, community centers and outpatient facilities to provide dental care.
- Camden Community Day, an annual family-friendly event that educates families on how to live a healthy and active lifestyle in an urban setting.
- Virtua Camden Farmer’s Market provides fresh produce, health education, screenings and fun activities for families.
- Home health monitoring equipment allows patients from the Kyle W. Will Family Health Center to track their own blood pressure. This can mean fewer emergency doctor visits and improved overall health.
- The CASTLE food and coat drive provides necessities to students and their families during the winter, while the Backpack Blitz ensures children in the CASTLE program have the supplies they need to start the school year off right.

To realize Virtua Camden’s vision of doing more for families, it must expand its campus and build a new Family Health Center. Incorporated into the center will be new programs to educate and empower the residents of Camden to make healthy choices that can prevent chronic disease and ensure their well-being from birth through adulthood.

With the continued support of its generous donors, Virtua will be able to help even more residents, enriching the resources it offers families today to create a healthier Camden tomorrow.





## Camden Farmer's Market

An apple a day may keep the doctor away, but apples are hard to come by in Camden. The city has few grocery stores, and the only options for residents with limited transportation are inexpensive, processed, sugary foods from corner stores and fast food restaurants. The limited selection of healthy foods is one primary cause of medical issues that plague city families, such as childhood obesity, diabetes and heart disease.

Fresh fruit and vegetables are so difficult to obtain in Camden, the United States Department of Agriculture named it one of the country's nine worst "food deserts." Fortunately, that desert also has an oasis: the Virtua Camden Farmer's Market.

Every Thursday from June through October, the Virtua Camden Farmer's Market is bustling with residents eager to purchase locally-grown produce. Located on the Virtua Camden campus at Mt. Ephraim and Atlantic avenues, this seasonal market was established in 2008 to address a need in the community for healthy and affordable fresh food options.

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## Community Day

Virtua Camden Community Day is an annual event focused on health education and fun for children and adults. Each September, Virtua clinicians teach families how to live a healthy and active lifestyle in an urban setting. They host sessions on diet and nutrition, cooking, food selection and exercise. Children can participate in sports clinics, Zumba for beginners, live music and dancing, face painting, a moon bounce and pony rides. Children are given a free teddy bear that can be examined and treated by Virtua staff at the Teddy Bear Clinic; the activity helps expose children to a positive health screening experience by providing dental, x-ray and emergency room care to their teddy bears.

Families in attendance can also take advantage of Virtua Camden health services, as well as blood pressure and diabetes screenings. Community organizations provide Camden residents with tools and resources to utilize what they learned and manage their health and wellness at home.

“

Without this place, I would have been lost,” says Leslie Paige, who is raising two grandsons. “As I see them grow and change and use the tools that they’re learning here to build their self-esteem, it builds my self-esteem.”





## CASTLE Program

Crime, poverty, drugs and their predictable consequences impact nearly every household in Camden. Children suffer the most when families are stressed. Often, they must cope with things that no one should have to face—fear of abandonment, witnessing violence, and trauma involving physical, mental or sexual abuse. Children growing up in Camden are faced with the growing epidemic of community violence. They need specialized care to heal and thrive. That’s where Virtua’s CASTLE program comes in.

CASTLE gives kids facing emotional or behavioral challenges the tools they need to build self-esteem, develop coping mechanisms, and master life skills. It offers three levels of care: a full-day partial hospital program, a half-day after school program, and outpatient individual and family therapy. Treatment is geared especially towards children who live and deal with the daily stress of living in a poverty-stricken, often violent urban setting.

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CASTLE also provides music and horticultural therapy and collects food, coats, and backpacks full of school supplies for children. Virtua’s CASTLE program has helped to give so many children in Camden the support they need and a chance to just be a kid and grow up strong.

Camden had **1,895 violent crimes** in 2014, meaning the city averaged **25.66 violent crimes per 1,000 residents...** six times higher than the national average of 3.8.





## Music Therapy

One of CASTLE's most popular features is Fitness Fridays. Led by Sara O'Brien of Community Rocks! Corporation, this therapeutic program mixes yoga and other forms of exercise with music and lessons about self-confidence and sensitivity. Play, music, and dance help students cope with stress and anxiety, while also allowing them to get outside and just be kids.

"It has been a joy to witness children who normally struggle to communicate and engage with others become playful, energetic and even loud when Ms. Sara comes with her guitar," says Amy Quick, director of the CASTLE Program. "Doing something fun so kids don't know they are getting therapy is just as important."

Fitness Friday is a highlight for many students, who look forward to being outside. In the Court Jester group room, the seven and eight-year-old students work up a sweat as each gets a chance to be the leader. They pretend to be superheroes and strong warriors who keep their heads held high and don't let anything get them down.

"It shows how play, music, and dance and being connected are ways to cope with stress and anxiety. These life lessons are powerful when taught directly by someone like Ms. Sara," says Quick. "Fitness Fridays has been a gift to the CASTLE program. We hope to continue the program for years to come, and provide therapeutic experiences like this to as many children as possible."







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Amy Quick,  
Director of the CASTLE Program



## Horticulture Therapy

New to the program is Horticulture Therapy, made possible by grant dollars combined with funding from Virtua, which were used to turn an existing atrium on the Virtua Camden campus into a new garden. CASTLE patients use the space for a variety of therapy sessions.

“It allows the patients to interact with nature, in a beautiful garden designed to meet their needs,” says Quick. “It provides them with a new, peaceful environment where we discuss the importance of caring for living things, caring for others and for ourselves.”

Horticulture therapy promotes the development of social skills, enhances nurturing and fosters responsibility. It is also a creative outlet that can help build confidence in children.

## Art Therapy

Children in need of therapy often find it scary or difficult to express themselves in a clinical setting. In addition to or in lieu of standard therapy methods, young patients can use art to more clearly communicate their thoughts and feelings to the adults who want to help them deal with their life challenges. Art therapy can also be a creative outlet for children struggling with the circumstances of their lives.

Art therapy can be used to assist children with a number of issues including:

- Death of a family member or friend
- Childhood trauma involving physical, mental, or sexual abuse
- Learning disabilities
- Emotional issues like fear of abandonment or phobias
- Improvement of cognitive abilities
- Coping with the challenges of serious diseases like cancer
- Treatment of mental disorders such as schizophrenia or depression
- Coping with physical disabilities
- Treating behavioral problems

In addition to these challenges, art therapy can help children relieve stress, increase awareness of self, and develop healthy and effective coping skills. Children of all ages, nationalities, races and cultures can benefit from art therapy. Programs are developed around a child’s strengths and abilities, so they can use the medium even if he or she has never picked up a crayon before.



# FAMILY HEALTH CENTER

The new Family Health Center will provide a unique opportunity to further address the needs of our patients, and allow us to bring greater access to affordable, high quality outpatient care based on the specific needs of the residents of Camden.







It's not unusual for parents to work long, unconventional hours, making it hard to access care when it's needed. To remedy this, we will offer expanded hours and urgent primary care visits in the evening and on weekends. This will increase access and continuity of care for more than 36,000 children and families annually, and help families avoid the emergency room for asthma flare ups, allergy attacks, and other urgent needs that are not life-threatening. The Family Health Center will also offer:

- Expanded access to immunizations so that every child in Camden can be fully vaccinated.
- Renovated space for the CASTLE program to provide a child friendly, welcoming environment so that children can heal.
- More access to dental care, including expansion of our give Kids a Smile Day, supporting more than 6,000 visits a year from children and families in Camden.
- Expanded services and education for the thousands of patients in Camden who are dealing with a chronic condition such as diabetes and obesity.
- Teen empowerment programs for adolescent girls and boys that focus on self-esteem, life skills, career planning and goal setting. Through philanthropy, this program will take place 3-4 times a year and give more than 100 children the confidence and tools they need to thrive.

The new Family Health Center also will bring more opportunities to provide families, and especially children, with the healthy food that is so important.

“ We build relationships here. I know all my patients, and that's the key to wellness,” says Amit Bhalodia, D.O., medical director of the Family Health Center. “This place matters because there is such a great need for the residents of this community to have a place where they can get their health care needs taken care of.”



*You have the*  
**Power**  
*to Heal*

For the residents of Camden, family is everything. With the support of generous donors like you, we want to honor them and provide the resources they need not just to survive, but thrive. We simply cannot realize our hopes for Camden without philanthropic support.

Donations to the Power to Heal Campaign will make this happen and touch every area of Camden, including our CASTLE program and other services for children and adolescents, primary care for adults and children, urgent care, dental services, and advanced care when it's needed.





In addition to the new Family Health Center, our key priorities, which rely on donor contributions, include:

### **Virtua Camden Farmer's Market**

Expand the Camden Farmer's Market and leverage our relationship with the Food Bank to make sure families in Camden are getting the nutrients they need.

### **CASTLE Berlin**

The demand for services beyond Camden is clear; there are so many more children in South Jersey who need the support of CASTLE. Virtua will expand the program into southern Camden County with a new site in Berlin, NJ, where there is a tremendous need for pediatric behavioral and mental health services. CASTLE Berlin will provide children with greater access to the specialized support they need.

### **CASTLE Music Therapy**

Philanthropic support will allow us to expand our wonderful music program to more than 700 children in our Camden and Berlin locations, giving more children opportunities to sing, dance and express themselves.

### **CASTLE Art Therapy**

Philanthropic support will help establish a new art therapy program so that children can express their worries and fears when words are hard to find. The addition of art therapy will give therapists an even greater opportunity to know what a child is going through, and develop treatment plans to support their needs.

### **CASTLE Care Fund**

Philanthropy will also help establish a CASTLE Care fund, which will help families deal with financial challenges so they can focus on their children's health.

Gifts to Virtua Foundation make possible the incredible work of our clinicians and staff. Philanthropy allows us to plan for the future and continue to offer innovative programs and world-class care.

Every donation makes a profound difference for the families who seek care at Virtua, and donors may direct their gifts to the services that mean the most to them. There are a variety of giving opportunities that can help you maximize your family's philanthropic goals. As you consider your gift to Virtua Foundation, please know that it may be pledged over a period of time, through diverse financial vehicles including stock, cash, estate and life insurance commitments.

No matter how you choose to give, you have the power to change lives every day, now and for future generations.

**To learn more about our plans for Camden and how you can help, please contact Virtua Foundation at 856-355-0830 or [vhf@virtua.org](mailto:vhf@virtua.org).**

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[foundation.virtua.org](https://foundation.virtua.org)

303 Lippincott Drive, 4th floor  
Marlton, NJ 08053