



2013
ANNUAL REPORT

**leading innovation
in home health,
hospice, and
community-based care**

MESSAGE FROM LEADERS OF VNA HEALTH GROUP

Dear Friends,

Visiting Nurse Association (VNA) Health Group had much to celebrate in 2013 as we provided exceptional home health care, hospice care and community-based care to more than 112,000 individuals throughout the state. In addition, VNA Health Group was focused on elevating the organization as a valued partner and leading force in the rapidly changing health care environment.

As our nation's healthcare system continues to change to a system that rewards value, outcomes, efficiency and population health, VNA Health Group is ready, as it has been for more than 100 years, to innovate, seize the opportunities and continue to meet the needs of patients, families and health care providers. Unquestionably, there is an unprecedented opportunity to accelerate the adoption of home-centered care strategies to meet our nation's health care needs.

In the pages that follow, you will see that VNA Health Group is growing, leveraging our expertise and resources, piloting programs, expanding and developing new partnerships. A prime example is VNA Health Group's leadership of the Central New Jersey Care Transitions Program (CNJCTP), a demonstration program funded by the Centers for Medicare & Medicaid Services focused on reducing avoidable readmissions and improving care transitions.

In 2013, VNA Health Group launched the 2020 Vision Campaign, a strategic initiative to help strengthen and enhance our organization's ability to provide community-based care for vulnerable children and families, development of mobile and digital technology to improve care at home, and to expand the utilization of hospice and palliative care for those with chronic and end stage illness.

In addition to focusing on excellent outcomes, quality and patient experience, we remain fiercely dedicated to our mission of caring for those in the shadows who are most vulnerable. From birth to end of life, VNA Health Group continues to provide vital safety-net programs for children, adults, seniors, individuals with disabilities, and the mentally ill. Thanks to the generous support of donors and volunteers, we are there for people "when the chips" are down, helping them to experience a brighter day and better future.

With your continued support, VNA Health Group will be there for your family, your neighbors, and your community. We are pleased to present you with a recap of the year's major achievements and want to express how grateful we are for your continued and generous support. Thank you!

Sincerely yours,



Steven Landers, MD, MPH
President and
Chief Executive Officer



James S. Vaccaro III, Chairman
VNA Health Group Board of Trustees



Mindy Minerva, Chairman
VNA Health Group Foundation
Board of Trustees



Dorothy P. Bowers Chairman,
VNA of Central Jersey Board
of Trustees

Steven Landers, MD, MPH
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VNA Health Group
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Chairman, VNA Health
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Dorothy P. Bowers
Chairman,
VNA of Central Jersey
Board of Trustees

In 2013, VNA Health Group marked its 101st year of helping the people of New Jersey manage their health and well-being, wherever they need it and regardless of who they are. On any given day, VNA Health Group cares for nearly 5,000 individuals in all circumstances. Every year we touch more than 112,000 lives, and have grown into the largest non-profit provider of home care, hospice, and community-based care in New Jersey – and the second-largest VNA in America. But unlike others around the country, we offer a wide array of health programs for vulnerable, at-risk populations including children, people with disabilities, and seniors.

We have expanded in order to meet ever-increasing demand for our services, from prenatal guidance to end-of-life care, and from care at home to healthy family programs. But even as we've expanded our reach, our focus always remains on the unique needs and special difficulties of each individual we serve. Our connected-health innovations have enabled us to make great strides in efficiency and responsiveness. But technology for us is never a substitute for personal attention. In the hands of our expert and compassionate caregivers, every tool we use is chosen to deliver the personalized care our patients need more promptly and effectively.

America's population is aging, a shift that year-by-year is increasing the demand—and the expense— for care across the country. At the same time, new economic pressures have sparked a movement for delivering health care at lower cost. Other health providers are reacting to these new realities by cutting programs. VNA Health Group has a different plan. We are seizing the special challenges of 21st-century healthcare as opportunities, and positioning ourselves as a leader and innovator of home care and community health – not just in New Jersey, but nationwide.



2013 Annual Report



Welcome, Congressman Pallone and Assemblywoman Casagrande

VNA Health Group hosted two New Jersey legislators, both of whom lauded the organization for its valuable services. Congressman Frank Pallone visited the Special Supplemental Nutrition Program for Women, Infants and Children (WIC) center in Perth Amboy to learn more about the federal nutritional supplement program for low-income pregnant and post-partum women and children up to age 5. Expressing his gratitude to our staff of nutritionists, dietitians and breastfeeding peer counselors, he pledged to “continue to fight in Congress for full funding of this important program.” WIC is a federal grant program for which Congress authorizes a specific amount of funding each year for program operations.



Assemblywoman Caroline Casagrande met with our Nurse-Family Partnership team and senior VNAHG executives at their Red Bank headquarters. After listening to the program's many success stories in educating and coaching new mothers about the benefits of breastfeeding, the Assemblywoman, a mother herself, said, “Monmouth County is very fortunate to have Nurse-Family Partnership located in its backyard. It is a vital part of our community as its top rate staff offers first-time moms the care and support they need from pregnancy through their child's first two years.”



CHILDREN AND FAMILY HEALTH

The spectrum of services VNA Health Group offers to families and children is a complete continuum, from prenatal care to school-based nursing. VNA Health Group is a safety-net provider for all kinds of families. Some may be homeless; others may have resources but need expert guidance for their family members with special needs.

In 2013, our trained staff cared for more than 77,000 children and their families statewide through our Federally Qualified Health Centers and Pediatric Home Care nurses, and an array of grant-funded programs such as Nurse-Family Partnership, Early Intervention, School-Based Nursing, Special Child Health Services, and the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC). Our diverse staff met children and families in homes, hospitals, community settings and schools, providing the care they needed where they needed it.

A unique program for first-time, low-income mothers, Nurse-Family Partnership provided weekly or biweekly visits by intensively trained, multilingual Maternal Child Health Nurses. In early 2013, the U.S Department of Health and Human Services granted Maternal, Infant, Early Childhood Home Visiting (MIECHV) expansion funding to our NFP program, allowing us to begin serving Somerset County in addition to Middlesex County. Meeting the diverse needs of nearly 200 patients in 2013, through more than 2,500 visits, this comprehensive, home-based intervention service returned \$5.70 in savings for every \$1 spent, an average \$29,605 per family served.

In 2013, our Special Child Health Services and Early Intervention programs helped families take care of nearly 11,000 children with special health, developmental, and behavioral needs, from birth to age 21 with more than 45,000 episodes of care. We worked with toddlers struggling developmentally after being exposed to violence at home, with teenagers who have to manage disabilities, with children whose asthma or hearing impairment posed special challenges in day care or the classroom. SCHS case managers provided a seamless bridge from hospital to home for premature babies, and offered guidance and support to parents whose children had been diagnosed with complex conditions such as autism, Down syndrome, spina bifida, cerebral palsy, and cystic fibrosis.

10,742 children treated in **45,308**

episodes of care by our Special Child Health
Services and Early Intervention team.

Healthy Families/TIP is a program that helped expectant and new parents in New Jersey get their children off to a healthy start. It is a program that encourages child development, aids breastfeeding, helps parents manage psychological or drug-related difficulties, and supports ongoing education. In 2013, among participants in our Monmouth County HF-TIP program, 90% of the mothers and 91% of the children were successfully enrolled in WIC, 88% of pregnant women were on schedule for Prenatal Visits, 85% of the children were up to date with immunization, and 100% had a primary-care provider.

Also in 2013, the New Jersey Department of Health's Division of HIV, STD and TB Services approached Prevention Resource Network (PRN) a program of VNA Health Group, about developing new initiatives to serve lesbian, gay, bisexual, transgender and questioning youth (LGBTQ) in Monmouth County. In 2013, PRN began working on two important initiatives to reverse the alarming trend of increased HIV/AIDS transmission among young gay men. One is a Mobile HIV Testing Unit, which offers rapid, confidential testing throughout Monmouth and Northern Ocean Counties. Results are available in 20 minutes, and trained counselors will provide support and referrals as needed. The other is a youth LGBTQ drop-in center called Project R.E.A.L. (Real Empowerment on All Levels). Project REAL offers a safe environment for LGBTQ youth with a primary focus on HIV prevention, awareness, and education.

In our Healthy Families/TIP program, **88%** of pregnant women received Prenatal Visits, **85%** of children were brought up-to-date with immunizations and **100%** of them were assigned a primary-care provider.

A Nurse-Family Partnership Success Story

Lisa had a very rough year in 2013. At the time she enrolled in the Nurse-Family Partnership (NFP) program, she was 15 years old and 27 weeks pregnant. She lived with her sister and mother, who was battling lung cancer, and she'd recently lost her father to brain cancer. When the baby arrived, she dropped out of high school to care for her infant, and a few months later her mother died. Now an orphan and a single mother, Lisa faced eviction from her home.

Mary Schwartz, an NFP nurse, helped turn things around. She worked with Lisa to manage the funeral expenses, gain access to food stamps, and find temporary housing at a local hotel. Schwartz then made regular visits to the hotel to ensure that Lisa's and her baby's needs were met and that their living situation was safe, and when they moved to an apartment in New Brunswick, Schwartz encouraged her to finish high school. With her nurse's support, Lisa enrolled in the Youth Corp program, obtained her GED, and recently started classes at Middlesex County College.



Mary Schwartz, RN

A Healthy Families/TIP Success Story

Manna House, a transitional housing program in Keyport, NJ, referred a 25-year-old first-time mother to our Monmouth County Healthy Families/TIP program. Lia had a history of substance abuse and knew she needed help. Our Family Support Worker (FSW) taught her activities that would aid in her child's development, encouraged her breastfeeding, and gave her the tools she needed to manage her emotions. With the FSW's support, Lia sought therapy at Manna House and Narcotics Anonymous. Together they set up goals that Lia could achieve. One of Lia's most cherished goals was to attend college. The FSW helped her fill out an application for Brookdale Community College, and she was accepted. When the combined demands of school and childrearing seemed too much, the FSW was a shoulder to lean on. In May, Lia finished her first semester and made the Dean's List. Now, Lia has a job in Brookdale's technology department.



Older patients, new technologies

VNA Health Group was among 100 organizations nationally selected by the Centers for Medicare and Medicaid Services (CMS) to lead the Central New Jersey Care Transition Program (CNJCTP) a coalition of 3 hospitals, 4 home health care agencies, and 3 area agencies on aging.

CNJCTP helps thousands of at-risk seniors return home from the hospital successfully and has embraced technology and digital technology in a big way to prevent readmissions. The health coaches who run this Medicare-funded program use a customized app called Carebook to manage their workflow. Carebook lets coaches communicate among each other about patients instantly.

Coaches use their smartphones, tablets or computers to share information and high-quality medical files. The program brings together both nurses and social workers, and Carebook makes medical records accessible seamlessly and simplifies billing. Unburdened by paper, our digitally savvy health coaches can assist their older patients in the transition from hospital to home -- while preserving the environment for future generations.

The care transitions program also uses cutting-edge technology for mentoring coaches. Zoom, a state-of-the-art conferencing software, is used to organize virtual interactive conferences where coaches share presentations and brainstorm solutions. Sitting at their cameras and computers, our coaches are learning the best ways to assist Medicare patients and prevent them from bouncing back to hospitals.

CONNECTED HEALTH

Connected health is the nexus where two of the most crucial factors in 21st-century health care converge: the growing need and desire for a wide range of health services in the home, and the vast array of rapidly developing new mobile technologies that are opening up exciting new possibilities in the flexibility of such care. Few developments in the health care sector offer us more potential for better meeting our core community services than connected health, and that's why VNA Health Group is making the smart and innovative use of such technology a top priority.

Nowhere is mobile health technology more relevant than in the home health sector and VNA Health Group is well positioned to be a national leader in the expanded use and innovative application of digital resources. VNA Health Group is already a leader in telehealth for remote monitoring of patients living at home and managing an acute or chronic illness. We were one of the first home-health agencies to incorporate in-the-home telehealth monitoring services, at our own expense, since Medicare and private insurance currently do not cover these services. With in-the-home telehealth monitoring, we are able to measure blood pressure and blood oxygen, and record weight and blood glucose levels. This vital service has helped to improve the quality of life of our patients by promoting independence and self-management and reducing ER visits and hospitalizations. In 2013, we cared for 1,481 patients through telehealth remote monitoring with an average of only 3.75% all-cause readmissions.



The CNJCTP is led by VNA Health Group and operates through shared governance. Pictured at a monthly steering committee meeting are: back row, L to R: Nicole Berner, RWJUH; Sabine Nicoleau, VNAHG; Kristi Dillon, VNAHG; Marie Perillo, VNAHG; Vicki Peck, VNAHG; Susan Grinkevich, Holy Redeemer Home Care; Sherry Stein, RWJUH; Lucy Ankrab, Trinitas Regional Medical Center. Front row, L to R, Fran Benson, Union County Division of Aging; Kimberly Mora, VNAHG; Sherl Brand, VNAHG; Karen Kinpe-Simone, St. Peter's University Hospital; Maria Mullen, Jewish Family Service of Central Jersey.



Building on our successes in telehealth technology, in 2013 VNA Health Group was selected as the lead agency for the Centers for Medicare & Medicaid Services (CMS) Care Transitions program. The goal of the program is to improve the transition of Medicare beneficiaries with complex medical conditions discharged from hospitals to home or facilities who are and who have been at risk for a 30-day hospital readmission. Although the program did not fully launch with all of its coalition partners until November, 439 patients had been enrolled into the program and were connected to a health coach by the end of the year.

Now we're working with technology partners to develop more efficient and cost-effective digital health solutions, like digital apps and patient portals, to improve care coordination, quality of life, and outcomes. An explosion in mobile digital technology promises a more innovative, enhanced and efficient model of health care, with the use of video consoles, virtual check-ins, and smart home monitoring for dementia patients.

But simply having access to such technologies is never enough. The priority at VNA Health Group, says Dr. Vikranta Sharma, our newly appointed Medical Director of Hospice and Palliative Care, is always to use connected health "in a way that is compassionate and competent."

In 2013, **1,481** patients received telehealth monitoring and on average only **3.75%** were readmitted to a hospital for any cause.

"The video conferencing makes it easy and affordable for coaches to learn from other coaches," says Kimberly Mora, RN, one of the CNJCTP program managers at VNA Health Group. "Technology is transforming the way we get to deliver healthcare."

Central New Jersey Care Transition Program (CNJCTP) a partnership between:

Acute Care Hospital Partners:

- CentraState Medical Center
- Raritan Bay Medical Center
- Robert Wood Johnson University Hospital
- Robert Wood Johnson University Hospital at Rahway
- Saint Peter's University Hospital
- Trinitas Regional Medical Center

Home Health Agency Partners:

- Visiting Nurse Association Health Group
- Holy Redeemer Home Care
- Community VNA
- Robert Wood Johnson Visiting Nurses

Community Partners/Offices on Aging:

- Monmouth County Division on Aging, Disabilities and Veterans Services
- Middlesex County Office of Aging and Disabled Services
- Union County Division on Aging/ADRC
- Jewish Family Service of Central Jersey



Cape VNA Wins HomeCare Elite Top 100

Cape Visiting Nurse Association, a VNA Health Group agency, was named to the Top 100 of the 2013 HomeCare Elite, a compilation of the top-performing home health agencies in the United States and the only performance recognition of its kind in the home health profession.

"The 2013 HomeCare Elite winners demonstrate a commitment to providing patient-centered care and serving as leaders in the home health community," said Susan L.

Henricks, President and COO of National Research Corporation, the parent company of OCS HomeCare. "Their success offers data-driven proof of being well-managed and high quality care providers." Winners are ranked by an analysis of publicly available performance measures in quality outcomes, process measure implementation, patient experience, quality improvement, and financial performance. In 2013, under the leadership of Clinical Director Marge Dishon, RN, MSN, government studies showed that Cape VNA outperformed New Jersey and national agencies in 19 out of 22 measures.

As Marci Heydt, project manager for the post-acute-care group DecisionHealth, notes, "Home health agencies that have earned recognition among the HomeCare Elite demonstrated that they not only can adapt to an evolving marketplace but continue to excel in clinical, patient experience, quality improvement, and financial outcomes."



HOME HEALTH, PALLIATIVE AND HOSPICE CARE

Whatever our patients' home-care needs, VNA Health Group was there to help. We managed all patients' needs, from short-term post-operative nursing care and rehabilitation therapy to nutritional counseling and live-in care. In 1980, we were one of the first home-care agencies to provide an in-home hospice care program, and now have decades of experience in helping terminally ill patients achieve the highest quality of life while helping their family members with grief and bereavement services. VNA Health Group brings a holistic approach to home, palliative and hospice care, addressing the physical, social, emotional and spiritual needs of our community with knowledge and compassion, all in the comfortable surroundings of home, family, and friends.

VNA Health Group steadily expanded and improved upon its home health, palliative and hospice care services to meet the booming demand with increased efficiency and patient satisfaction. In 2013, our four agencies – **VNA of Englewood, Robert Wood Johnson Visiting Nurses, VNA of Central Jersey, and Cape VNA** – served more than 30,000 home and hospice care patients statewide, providing a combined total of over half a million episodes of care. We also extended our volunteer and outreach programs and all four of our hospice programs received CHAP accreditation through 2015.

In 2013, our home health and hospice care team served **30,141** patients through **526,865** episodes of care.



Our home and hospice-care group quantified its commitment to superlative, patient-based care with the introduction of Evidence Based Practices (EBP). Our goal with EBP was to improve performance in six key measurements: re-hospitalization rates, heart failure, dyspnea, medication, flu, and patient satisfaction. And the results exceeded benchmarks in nearly every criteria. Our agencies showed marked improvement in 30 of out of 32 benchmarks when compared to 2012. And our agencies' hospice-patient satisfaction rates in the four key areas of bereavement, bowel regime, pain, and dyspnea exceeded state and national benchmarks across the board

VOLUNTEERS CONTRIBUTE 30,000 HOURS OF SERVICE



Hospice volunteers like Barbara (pictured right) make weekly home visits to hospice patients; often relieving caregivers.

VNA Health group volunteers are an essential complement to VNA Health Group's professionals, administrators, office staff, patients, and our VNACJ Thrift Shop. In 2013, volunteers contributed more than 30,000 hours of their time for a variety of projects.

They visited 642 hospice patients in their homes, made 943 calls to check in on patients and see if they had any unmet needs, and made 644 calls to comfort grieving family members. They provided vital administrative

support services such as assembling hospice charts and assisting with special events. A dynamic group of volunteers are instrumental in running our VNACJ Thrift and Consignment Shop in Manasquan, NJ.

In addition, volunteers are a driving force behind both the "Hearts of Remembrance" grief and bereavement support services and the "Seasons of Hope" program, the latter which in 2013 provided more than 650 families with clothing, toys, and essential items during the holiday season. Thank you for your service.

Dr. Vikranta Sharma Takes Helm of Hospice and Palliative Care



On July 1st, 2013, VNA Health Group was proud to welcome Dr. Vikranta Sharma, MD, to the head of our Hospice and Palliative Care program. As Medical Director, Dr. Sharma is a resource to the medical community and hospice field staff regarding symptom management, palliative care and hospice care, and she assists in the development of the agency's medical policies and procedures. She is currently developing VNA Health Group's "Transitions of Care" program, aimed at providing at home evaluations to recently discharged hospital and care-facility patients with the goal of dramatically cutting down the rate of readmission.

"As America is aging, the health care system needs to step up its involvement in care coordination of our vulnerable adult population with multiple complex medical issues," Dr. Sharma says. "Addressing goals of care and advanced health care directives ahead of time and honoring these wishes, when the time comes, has never been more important."

Dr. Sharma brings years of health care leadership and hospice and palliative-care experience to VNA Health Group: she was most recently the Hospice Medical Director at both Vitas Innovative Hospice and Gentiva NJ, and she provides palliative medical consultation as the director of the palliative program at the CentraState Medical Center in Freehold, New Jersey. She also brings a long record of serving vulnerable populations, which are at the core of VNA Health Group's mission. Immediately following her medical residency at SUNY Health Science Center in Syracuse, Dr. Sharma worked at New York's Cortland Memorial Hospital as a community-based physician providing holistic primary care for an underserved rural population.

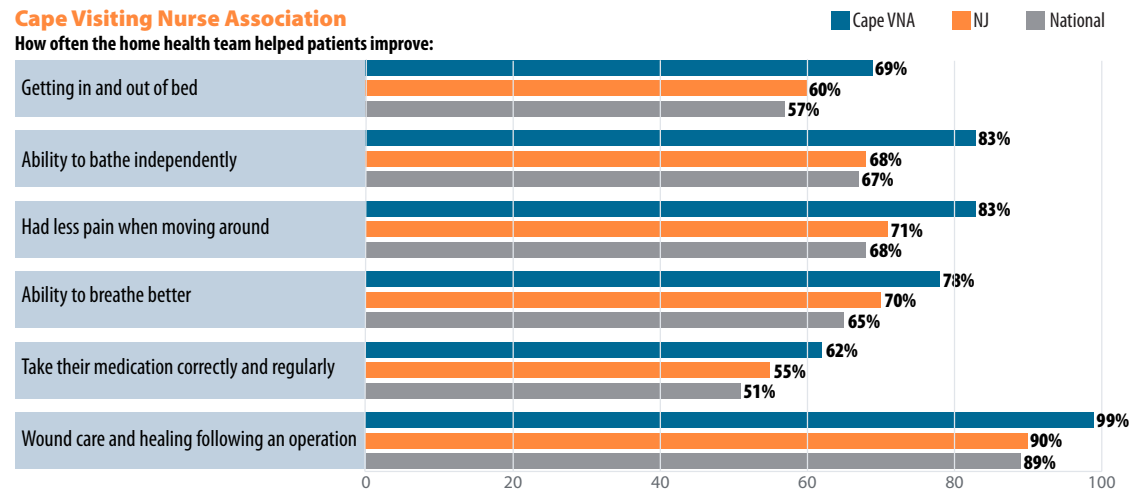


According to the Centers for Medicare & Medicaid Services Home Health Compare survey, VNA Health Group met or **exceeded** federal health and safety requirements in several categories of “Medicare-certified” home and hospice care.

HOW DOES VNA HEALTH GROUP COMPARE* On Federal Health Requirements for Home Health & Hospice Care

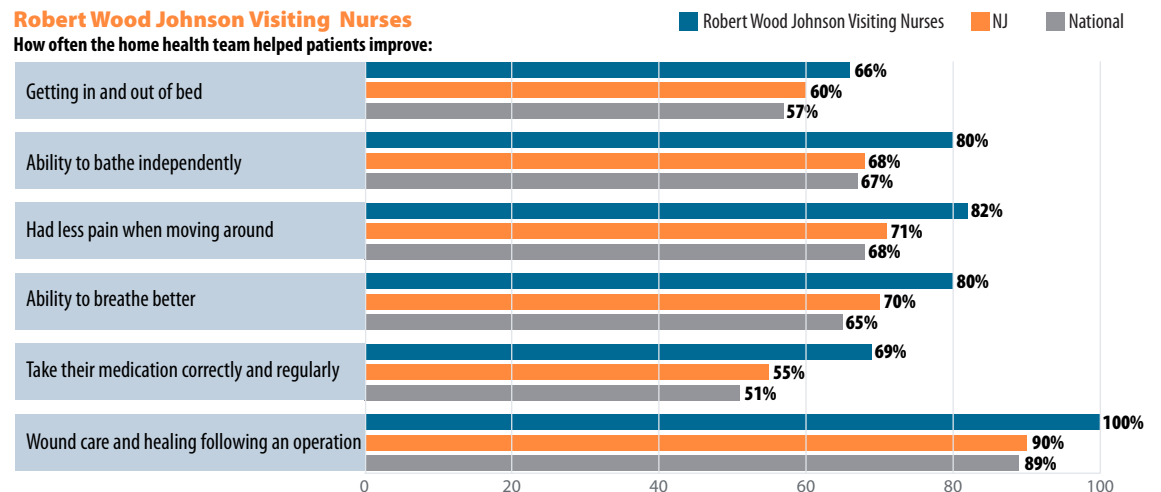
Cape Visiting Nurse Association

How often the home health team helped patients improve:



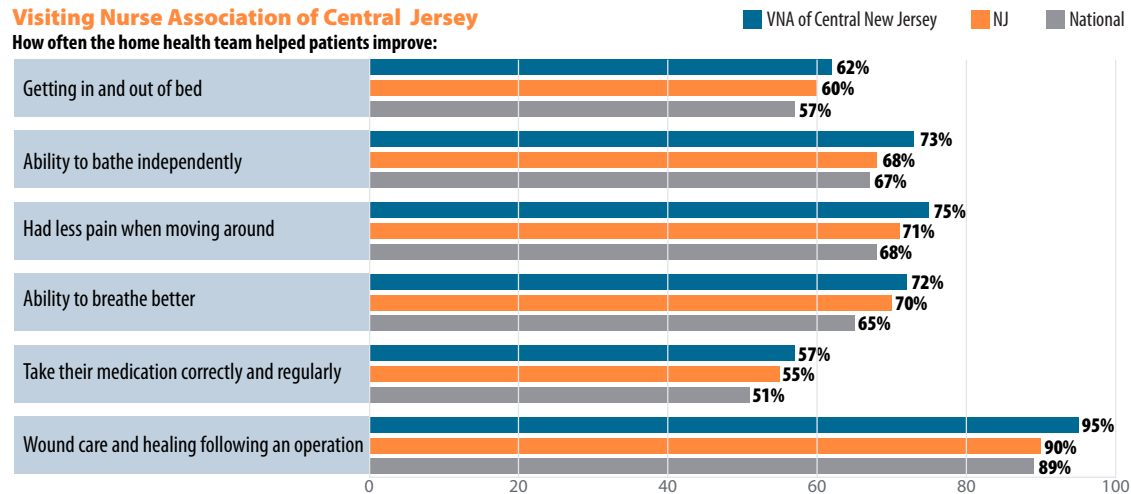
Robert Wood Johnson Visiting Nurses

How often the home health team helped patients improve:



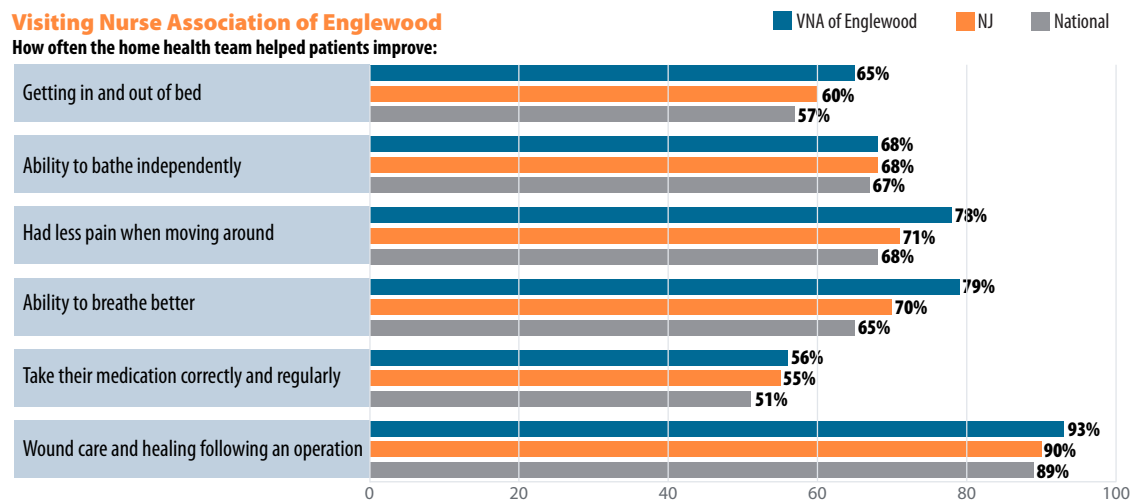
Visiting Nurse Association of Central Jersey

How often the home health team helped patients improve:



Visiting Nurse Association of Englewood

How often the home health team helped patients improve:



*Centers for Medicare & Medicaid Services Home Health Compare



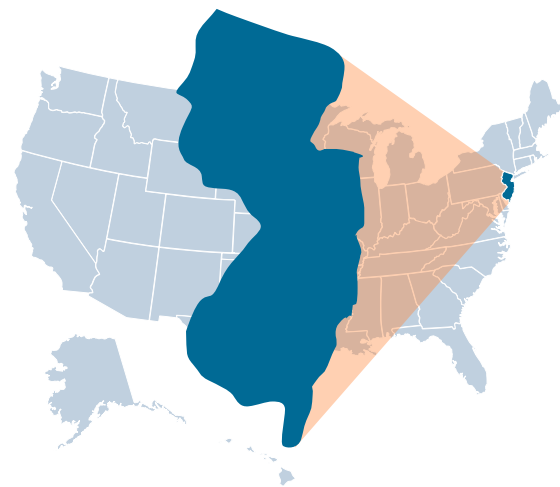


LOOKING AHEAD

2013 marked the beginning of a new era in American healthcare with the first full year of implementation of the Affordable Care Act. Healthcare reform is still evolving, and like all others in the industry, VNA Health Group is working hard to respond to the new realities, from transformed delivery models to changing revenue streams. At the same time, new challenges are arising: a national movement to contain health costs; a dramatic increase in the older adult population; an insistence on more patient-centered care; and an explosion of new mobile and digital health technology. Each of these developments presents opportunities for VNA Health Group to seize the leading role in high-quality, low-cost, and technologically intelligent care wherever it is needed.

The way forward for VNA Health Group is not to cut programs, but to assert ourselves as leaders in the areas where we've always been strongest – not just in New Jersey, but nationwide. In 2014, VNA Health Group is taking action by establishing three research and development institutes that will meet future challenges head on. A renewed spirit of innovation will allow us to better serve the state of New Jersey and to establish a national model of forward-thinking care.

Throughout this report you'll see references to our three programmatic institutes. The institutes emphasize three critical arenas of our work. The Children and Family Health



Institute will deliver a more seamless experience to the more than 77,000 families we serve annually, coordinating our vast array of existing family programs and anticipating patient needs with a vision that extends from the big picture to the individual home. The Advanced Illness Care Institute will focus on how best to help patients stay at home, offering greater care coordination, support for family caregivers, and fresh thinking about patients' needs. The Connected Health Institute will work with technology partners to develop efficient and cost-effective digital solutions to improve prompt response, quality of life, and patient outcomes. Research and development in these priority areas will be led by prominent experts whose reputation and relationships among key foundations, health care systems, government agencies, and corporations will enable VNA Health Group to seize opportunities and generate new resources, resulting in enhanced care and services for many more patients and community members. Through our work in these institutes, VNA Health Group is placing a premium on best practices and hard evidence, setting new standards for home- and community-based health care that can be replicated nationally. 2013 brought a seismic shift to healthcare in America. In 2014 and beyond, we're taking bold steps to reimagine how we can secure our future and improve care for all of our state's residents, including the most frail and vulnerable.

A renewed spirit of innovation will allow us to
better serve the state of New Jersey
and to establish a national model of
forward-thinking care.





\$38,000



Children Health Services

VNA Health Group Children's Auxiliary raised more than \$38,000 through their two signature events; Halloween Fest at Riverwind and Power of the Purse North. These funds ensured that at-risk children in day-care centers received speech therapy services at a critical stage of their development. In addition, funding was used to subsidize decreased funding in our Early Intervention program, which helped families detect special health, developmental and behavioral needs or whose children had been diagnosed with complex conditions.

SUPPORTING OUR MISSION

Philanthropic contributions from individuals, foundations, corporations and public grants totaled nearly \$15 million dollars in 2013. More than \$1.2 million was generated through memorial gifts, special events, the VNACJ Thrift Shop and planned gifts. In 2013, we launched the 2020 Vision Campaign, a major strategic funding initiative, which will support the establishment of the three programmatic institutes: Children & Family Health Institute, Advanced Illness Care Institute and Connected Health Institute.

VNA Health Group is grateful for the generous support of thousands of donors, funders and volunteers who helped to advance our mission of providing community-based and charitable care. These dollars ensured that our programs caring for children and first-time expectant mothers, seniors, and individuals with disabilities were available to all in need.

Community Benefit and Community-Based Programs

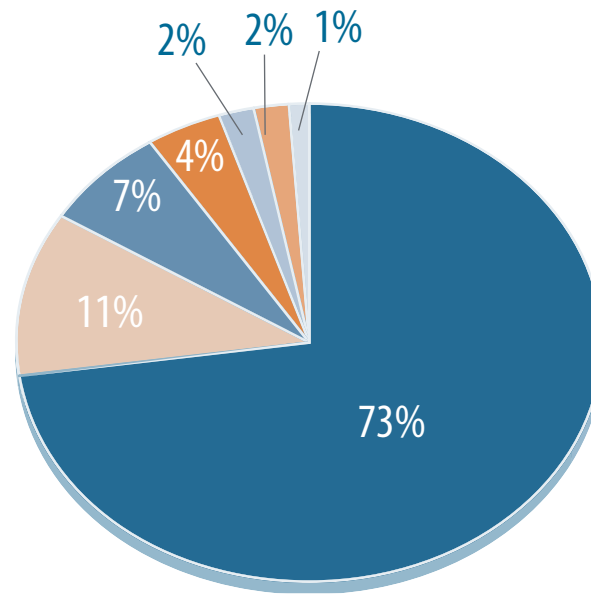
"Community benefit" conveys an organizations' commitment to the well-being of individuals in the communities it serves. It offers the possibility of healthier lives to people, families and children who are challenged by poverty, disability and lack of access to care. Direct and indirect funding and services that make up VNA Health Group community benefit include charity care; unreimbursed care; in-kind donations; government, private and corporate funding; research and education; scholarships; and free community health activities. In 2013, VNA Health Group provided more than \$13.5 million in community benefit and community-based programs for those who needed them most.

More than **\$14.7 Million Raised** was used
for community benefit and community-based programs.

FUND SOURCES

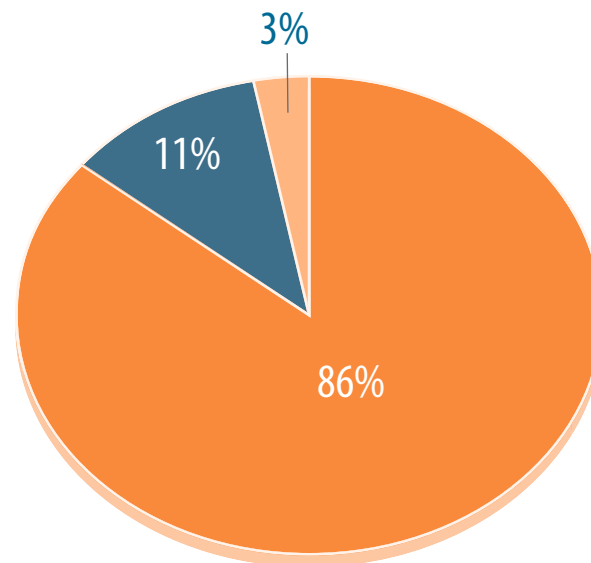
Sources of Contributed Funds (\$14,775,595)

- Government Grants
- 2020 Vision Campaign
- Contracts, Corporations & Foundations
- Special Events
- VNACJ Thrift Shop
- Annual Gifts
- Planned Gifts



Uses of Contributed Funds

- Mission/Community Based Programs
- 2020 VISION Institutes for Children and Family Health, Advanced Illness Care and Connected Health
- Hospice



Mr. and Mrs. Charles Mencil, Honoree Dr. and Mrs. Peter Mencil, Ms. Aleksandra Mencil, Mr. Blake Weber, and Mr. and Mrs. Matthew White



Reckless Cottage in Sea Bright, home of Dr. Gregory A. Greco and Daniel P. Ranger, was featured on 2013 Holiday House Tour



2020 Vision Campaign Donors*

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Dr. and Mrs. Vincent Zales

*As of October 31, 2014

2020 VISION CAMPAIGN

In 2013, Visiting Nurse Association Health Group Foundation launched the 2020 Vision Campaign, a ground breaking philanthropic and strategic initiative to address the enormous changes in the demographics, structure and technology of the healthcare industry. At a time of dramatic increase in the older adult population, coupled with a national movement to contain health costs, growing consumer preference for at-home care, and an explosion in mobile and digital technology, VNA Health Group has an opportunity to lead the way in providing high quality healthcare at lower costs in the home and community settings. VNA Health Group is boldly reimagining how it can secure its future and improve care by strengthening three critical areas: health of children and families, technology-enhanced healthcare, and care for patients with serious and end-stage illness.

The 2020 Vision Campaign seeks charitable funding to support the establishment of three, world-class, thematic institutes: Children and Family Health Institute, Connected Health Institute, and the Advanced Illness Care Institute. Each institute will be led by a prominent thought leader who will help to elevate the VNA and attract new resources. These institutes will result in growth, innovation and enhanced care for many more patients and community members.



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The following individuals, corporations, organization and foundations made generous contributions of \$150 or more in 2013 to support VNA Health Group services and programs. Thank you.

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Highlights of Your Generosity in 2013

- More than \$20 Million in contributions and grants were given to VNA Health Group in 2013.
- The VNACJ Thrift and Consignment Shop generated over \$267,000, exceeding the previous year's contribution!
- The Stately Homes by-the-Sea Designer Show House, Hartshorne Mansion in Little Silver, raised more than \$381,000, engaged nearly 1,000 volunteers and attracted over 8,000 guest in a 6 week period.
- The Hospice Tree Lighting, Holiday Dinner Dance and Holiday House Tour honoring Dr. Peter Mencil raised \$130,000 collectively in support of complementary hospice program services including pet, massage, Reiki and music therapy as well as enhanced bereavement services for grieving families.
- The Children's Auxiliary raised \$38,000 to benefit children's health programs through their annual family event, "Halloween Fest" at Riverwind and a new Power of the Purse held in northern New Jersey.

**The Hospice
 Tree Lighting,
 Holiday Dinner
 Dance & Holiday
 House Tour**

**\$130,000
 in support
 of Hospice**

DONORS



Alice DiFiglia (Show House Co-Chairwoman), Karen Puma (Show House Co-Chairwoman), Sandy Mulheren (Gala Co-Chairman), Dakota Woodham (Gala Co-Chairwoman), Jodi Navitsky (Show House Co-Chairwoman), and Cheryl Morris (Show House Co-Chairwoman)



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 more than **6,400** individual donors.

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 VNA of Central Jersey Thrift Shop

Public Supporters

US Department of Agriculture

State of NJ- Department of Health & Senior Services
 Supplemental Nutrition Program- Women, Infants and Children

US Department of Housing & Urban Development

Community Development Block Grant/ County of Monmouth, NJ
 Emergency Shelter Grant Program
 Health assessments for the Homeless

The VNACJ Thrift and Consignment Shop generated
 more than **\$267,000.**



Power of the Purse North Committee



Doug Ewertson (Wells Fargo Insurance Services), Dr. Jon Salisbury (Visiting Physician Services), Alex Binder (Visiting Physician Services), & George Coleman

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Children's Auxiliary at Halloweenfest at Riverwind

State of NJ- Department of Health & Senior Services

Cancer Education & Early Detection
Early Intervention Program
HIV/AIDS Health Services (Preventive Resource Network & Ryan White)
HIV Home Care Program
Special Child Health Services

State of NJ- Department of Children & Families

Child & Parent Program/CAPP
Healthy Families
Nurse-Family Partnership Monmouth County
Nurse-Family Partnership Middlesex County (through United Way)
Nurse-Family Partnership Ocean County
School-Based Youth Services Program- Asbury Park
Speech Pathology/Day Care
Sandy Funded Home Visitation
Parents As Teachers- PAT, Monmouth County

State of NJ - Department of Health

Mobile Outreach Clinic Program
Improving Pregnancy Outcomes

State of NJ - Department of Health & Human Services

Respite Care Program Burlington County
Respite Care Program Gloucester County

Burlington County Board of Chosen Freeholders, NJ Dept. of Human Services

Office on Aging/Applicants for Older Americans
Office on Aging/Social Service Block Grant

Monmouth County Board of Chosen Freeholders, NJ Dept. of Human Services

Division of Mental Health & Addiction Services/Mobile Outreach Services
Division of Social Services/Community Health Nursing & Home Care Intake Coordination
Division of Social Services/Special Child Health Services
Division of Social Services/Primary & Preventive Health Services
Office on Aging/Preventive Health Services for Senior Citizens

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Community-Based Care Management Services for HIV/AIDS
Personal Assistance Services (PASP) for Persons with Disabilities

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The Regional Perinatal Consortium of Monmouth & Ocean Counties, Inc.

Teen Pregnancy Prevention Project

United Way of Middlesex County

Maternal Child Health Program- Middlesex County & Somerset Township

Fees For Service-Contracts

Mobile Outreach Clinic Program (Various Sites)

City of Asbury Park

Mobile Outreach Clinic Program

Hurricane Sandy Funding

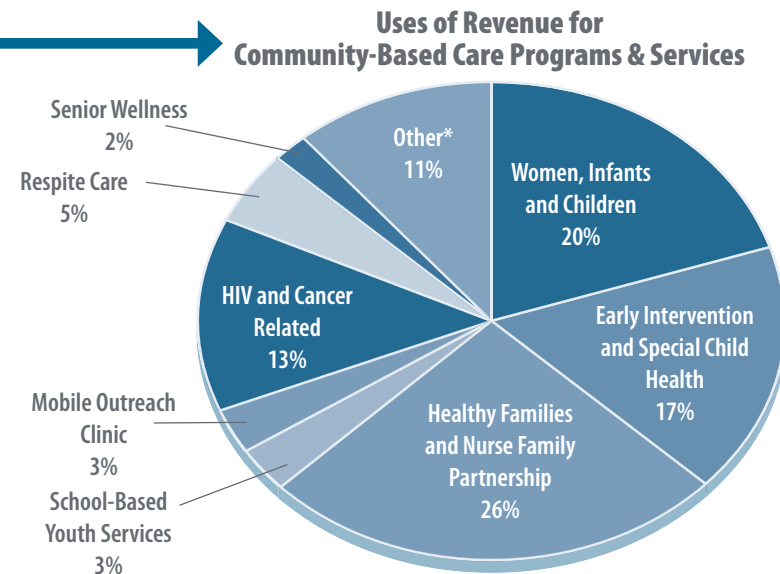
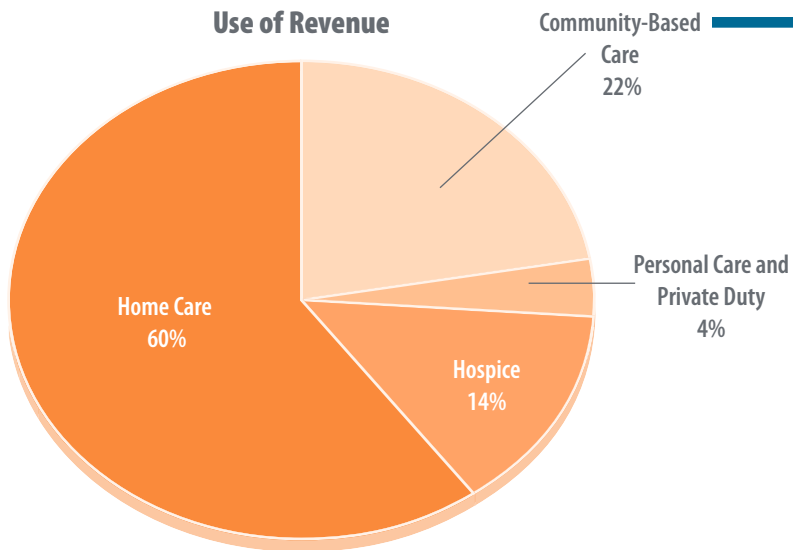
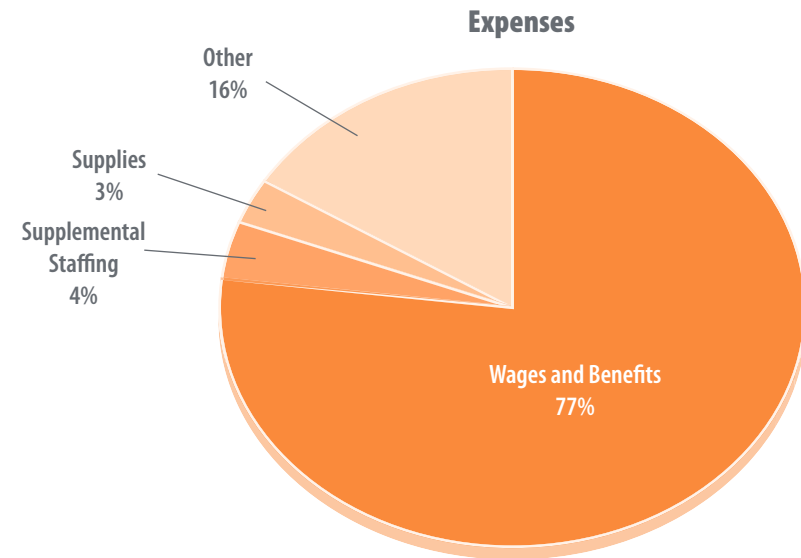
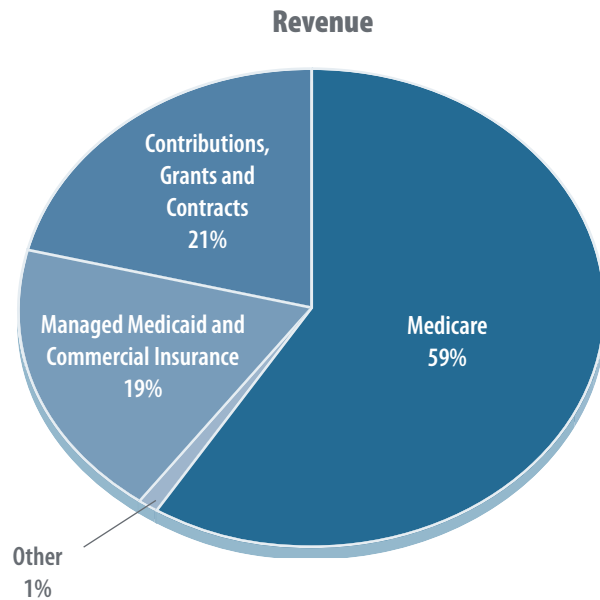
Robin Hood Foundation
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UMDNJ-Contract

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6,467 generous donors made **4,963** gifts.

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You may obtain a copy of our audited financial report from VNA Health Group, 176 Riverside Avenue, Red Bank, NJ 07701, 800.862.3330.

*Includes Hurricane Sandy and other Disaster Relief, Community Benefit, Public Health Nursing, Preventative Care and other Community-Based Programs

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As of October 31, 2014

