



Make Healthcare Equitable

The world was a very different place more than a century ago when what would become Visiting Nurse Association Health Group (VNAHG) began with a meeting of like-minded volunteers dedicated to improving prison conditions and achieving a more humane approach to public assistance. While the world was different in 1912, improving lives and serving vulnerable neighbors in need with humanity were our core values from the start and philanthropic support was critical to fulfilling that mission. Just as it is today.

110 years later, all of us are faced with new challenges, many exposed and worsened by the COVID-19 pandemic. The evidence is stark and urgent. Many of the most vulnerable and marginalized people in our communities are unable to get the quality healthcare they everyone needs and deserves.

Fewer opportunities to access quality primary and preventive care. Obstacles to following through on treatment. Dramatically different outcomes.

All are unacceptable. All take a toll on physical and mental health. All impact mortality, life expectancy and the burden of disease.

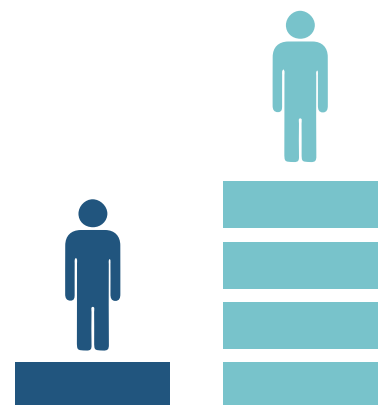
The American Medical Association says,

“Getting to equity and justice necessitates a sense of urgency and ambition.”

The TIME IS NOW for VNAHG to **MAKE HEALTHCARE EQUITABLE!**

What factors contribute to healthcare inequity?

- ✓ Lack of income and resources
- ✓ Being uninsured or underinsured
- ✓ Race, ethnicity, gender, sexual identity and orientation
- ✓ Disability or special health care needs
- ✓ Geographic location



VNA Health Group's plans addresses opportunities, obstacles, and outcomes with a series of bold steps that will:

- Improve access to high-quality primary care services for vulnerable populations by supporting the growth and evolution of our expansive organization including VNACJ Community Health Center and the Parker Advanced Care Institute
- Expand access to public health outreach and preventive home visitation by growing our impact in the communities we serve
- Amplify our impact by becoming the most trusted source of information and ideas for solutions to gaps in health equity in the communities we serve

VNAHG is committed to supporting the BOLD OPPORTUNITY for HEALTHCARE EQUITY by raising \$25 million in philanthropic support through an unprecedented comprehensive campaign – the **Moving Healthcare Forward: Together Campaign**. This opportunity to reduce health disparities and deliver more equitable care cannot wait.

Together, we can empower those at highest risk to live longer, healthier lives and avoid unnecessary trauma and suffering.