

40 YEARS MAKING
LIVES BETTER
**ONE MOMENT
AT A TIME.**

Celebrating 40 Years of Giving
AtlantiCare
FOUNDATION

A MEMBER OF GEISINGER HEALTH SYSTEM

THE ATLANTICARE FOUNDATION WAS ESTABLISHED IN 1977.

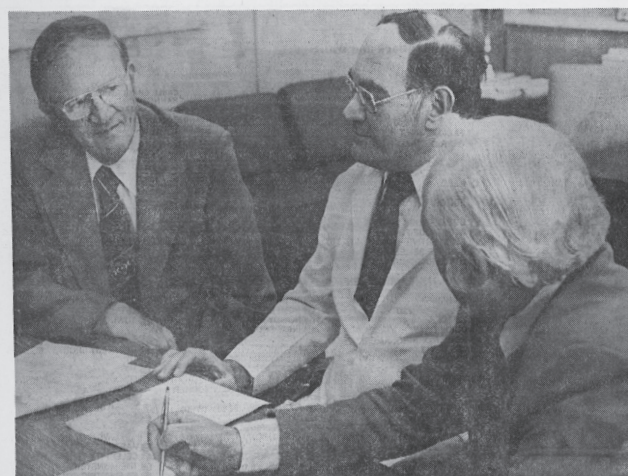
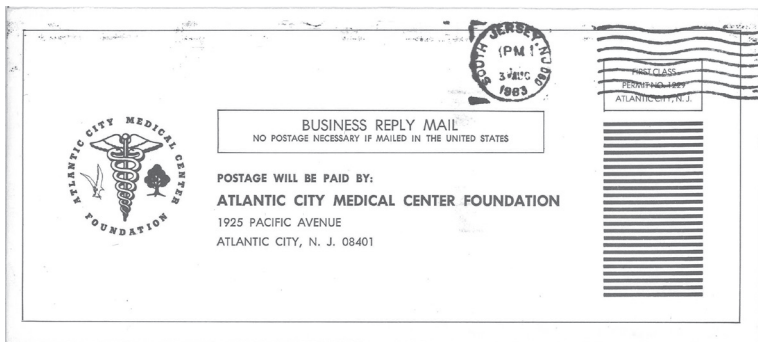
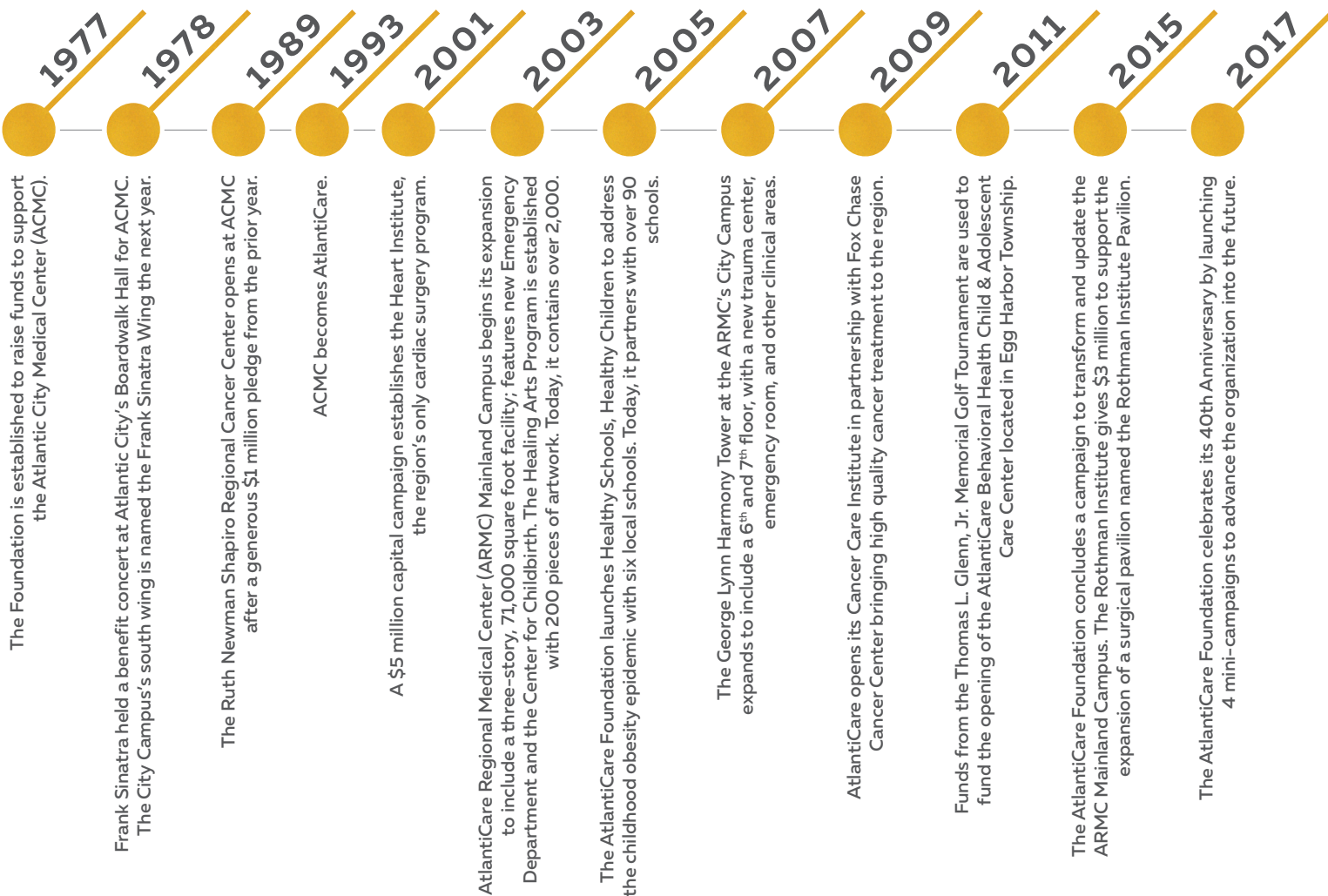
Then called the Atlantic City Medical Center Foundation, it was created to support the growth of the organization through community engagement and fundraising efforts. Since then, the AtlantiCare Foundation has spearheaded many campaigns and launched several projects to offer new services, expand encouraging practices and foster innovations in healthcare at the local level. The AtlantiCare Foundation didn't stop there, it also enabled the medical center to respond to barriers in the community that impacted health, and over the years has been dedicated to improving the health status of the residents of southeastern New Jersey.

Today, the Foundation continues to exist to support the evolution of AtlantiCare and the community it is proud to serve. We remain steadfast to the commitment our founding trustees set out to achieve 40 years ago, and work daily to enable AtlantiCare to achieve its vision of building healthy communities by enabling one life-changing moment at a time. Whether it be through fresh and healthy food provided through gardens; healing and therapeutic art in our facilities; through the first breath of a new baby born prematurely or the calming hand of an understanding nurse who knows how hard it is to sit by your husband's side during his final days, the programs the AtlantiCare Foundation supports continue to make moments matter for the individuals they impact.

Over the past 40 years, with the help of generous gifts of time, good will and financial support from individuals like you, we've been able to accomplish a lot. From what we can see 40 doesn't look so bad, and there are certainly many more life-changing moments to be made.

We invite you to join us, as we pay homage to our founders and invest in our community's future, by considering one of the four projects the AtlantiCare Foundation will be supporting as part of its 40th Anniversary.

ATLANTICARE FOUNDATION TIMELINE



Vincent Schafmeister, executive director of the new Atlantic City Medical Center Foundation, discusses the new money raising plan with Dr. Joseph Stella and executive vice president Charles Taylor.

Medical Center Forms Fund-Raising Unit

By DANIEL HENEGHAN
Press Staff Writer

ATLANTIC CITY — The Atlantic City Medical Center has formed a new non-profit foundation to oversee fund-raising activities for the operating expenses and future expansion needs of the facility.

Dr. Joseph G. Stella, the treasurer of the Atlantic City Medical Center Foundation, said it was formed to ensure adequate medical care to handle expected growth in the city.

"If gambling is going to have the impact projected, then we really have to be ready to take care of all those people medically," he said.

In order to meet the growing demands, Stella said, "we will soon be looking into building more beds here."

Charles Taylor, the medical center's executive vice president and the president of the new foundation, said that long-term plans to meet the medical needs include: addition of three floors to the east wing of the Atlantic City division, addition of one floor to the east wing extension built on the hospital three years ago, expansion of operating room and emergency room facilities, eventual replacement of a 1966 building in the center with a new addition, construction of new parking facilities and a number of other improvement programs.

He also said medical center officials plan to start a short-term psychiatric unit and expand the facility's radiology unit.

"We anticipate in the next few years we will be raising several million dollars to obtain our objectives," Taylor said.

Dr. Stella said that since the foundation will help fund ongoing operations as well as help pay for expansion and new equipment, "there is no finite amount on the money we hope to raise."

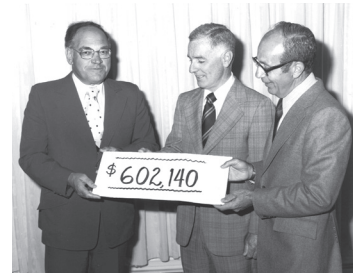
He categorized the new foundation as a step between simple fund-raising for operating expenses and special fund-raising drives for building programs.

Stanley Grossman, vice chairman of the foundation and head of the hospital's last building fund drive, said the foundation would approach area businessmen and vendors who supply the medical center. In addition, he said, the foundation would seek grants from the federal government and from philanthropic organizations to obtain funding for medical center projects.

"We will be visiting Washington regularly when federal support is possible," Grossman said.

Taylor explained that the members of the foundation's board of trustees will be

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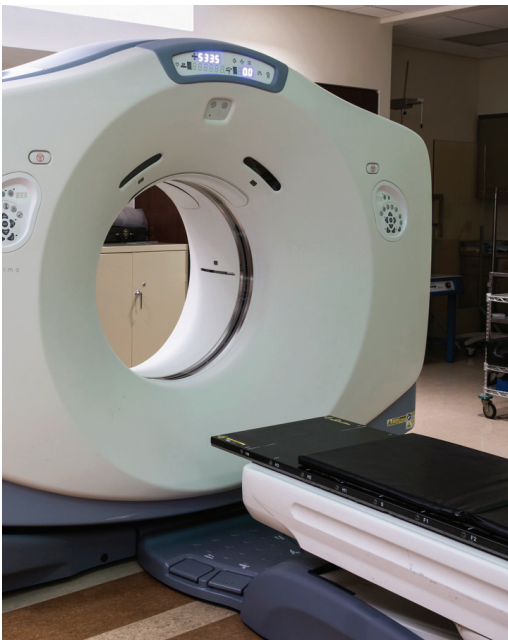


AtlantiCare
THE CANCER CARE INSTITUTE
Fox Chase Cancer Center Partner

CANCER CARE INSTITUTE

Life changes the moment you receive the news you have cancer. It changes again, when you hear your scans are clear, and you are officially in remission. At the AtlantiCare Cancer Care Institute, we know all too well how important it is to have quality cancer care and the region's top oncology and radiation doctors right here at home, when they are needed the most.

In 2009, when AtlantiCare proudly opened the doors to its Cancer Care Institute, a Fox Chase Cancer Center Partner, we made a commitment to this community to ensure you would be able to obtain the necessary cancer treatment and services you needed, without having to add the burden of travel to your fight against cancer. Since opening, the facility has proudly offered the full complement of services from evaluation and diagnosis, to treatment and support. Today our services include two locations, Egg Harbor Township and Cape May Court House, providing treatments tailored to fit each patient's unique needs in beautiful and serene, healing environments.



Forty years ago, cancer patients were bound to a hospital bed, spending their last days in the oncology ward. Thanks to improved technologies, national research, local organizational investments and through generous donations secured by the AtlantiCare Foundation, today's cancer survivors are able to enjoy a better quality of life, plan for life's next chapter and dare to dream what was once impossible. To ensure the AtlantiCare Cancer Care Institute continues to provide state-of-the-art and innovative therapies along with cutting-edge treatments to those living in our region, we invite you to consider making a donation to support our investment in new equipment and survivorship programming. Your support will assist AtlantiCare as it procures new radiation technologies and enhanced oncology equipment. Specifically, we are seeking \$400,000 to offset our investment for a new linear accelerator for radiation therapy. This state-of-the-art piece of equipment will cost over \$4 million to procure. Your philanthropic support will allow our budgeted dollars to be used to enhance and expand care for cancer survivors with support, education and other therapeutic programs. You too, can make each and every moment matter for those battling cancer in our community! Join our 40th anniversary celebration and invest in cancer recovery.



HEALING ARTS & EXPANDED FACILITIES

Quiet moments to enjoy the beauty and serenity art can offer are rare within a healthcare setting. And yet, AtlantiCare through its Healing Arts Program ensures even at the most vulnerable of times, these moments can be found. Just as we've made a commitment to provide excellent healthcare, we've also made a commitment to create serene and healing environments by incorporating original pieces of artwork.

Forty years ago, Atlantic City Medical Center consisted of two hospital campuses; our facilities in Galloway and Atlantic City. Today, we've expanded to over 70 locations with facilities in five counties. Through the Healing Arts Program, clinical and sterile environments are transformed into beautiful spaces – not what you expect when you walk into a hospital, urgent care facility, or a cancer center. By placing artwork in our waiting rooms, corridors, exam rooms, procedure rooms and even in the radiation vaults at our cancer institutes, we create moments that support the harmony of mind, body and spirit.

In 2017, AtlantiCare will again continue its expansion efforts to the north of our flagship campuses. With proposed plans to open a health park in the Manahawkin community, we are committed to creating an exceptional and consumer-centered care experience. We will ensure spaces that are unique and serene through the procurement of artwork from New Jersey based artists, including those who live in the area. Every time we purchase artwork, we support local artists and our economy, thereby supporting the communities we live and work in. We are seeking to raise \$400,000 to assist us in providing patients in the Manahawkin community with the unique care experience they deserve. Join our 40th anniversary celebration and invest in the healing and serene environment only art can provide. Make a gift to AtlantiCare's Healing Arts Program.



BEHAVIORAL HEALTH

Every second counts in a moment of crisis! AtlantiCare is proud to offer the region's most comprehensive Behavioral Health services for both adults and children. Our case workers, therapists, psychiatrists and addictions specialists see clients in multiple locations throughout the region. AtlantiCare clinicians ensure that whether you or a family member are in need of inpatient or outpatient mental health services, you are provided comprehensive services and treated with dignity during moments of crisis and when ongoing support is required.

To be more responsive to the community's mental health needs, AtlantiCare has begun expanding its efforts to curb local opioid use and prevent suicides. These two initiatives are driven by feedback from residents who are desperate for a local solution for loved ones struggling with addictions or demonstrating suicidal tendencies. Our local families need assistance and support, and AtlantiCare is here to help them through these difficult moments.

Your philanthropic gifts will enable AtlantiCare to offer therapists and addictions specialists in our primary care offices, and when necessary in our emergency rooms, to get those battling addictions the support they need to conquer their disease. In addition, your support will enable AtlantiCare to further its suicide prevention efforts so those deemed at risk for suicide are given support and resources before it's too late. We are seeking \$400,000 to support these Behavioral Health initiatives. Your investment in mental health and addiction services today will ensure a healthier community in the future, and may grant a life-changing moment for families who are in search of a source of hope.



HEALTHY COMMUNITIES FUND

The health of our community has always been a priority for AtlantiCare. We have long known there is much more to health than healthcare, and at the encouragement of those who established the AtlantiCare Foundation 40 year ago, we have embraced a broad definition of health. Health is much more than just the absence of illness. Instead, it's a combination of biological factors and social determinants that impact our quality of life and health outcomes.

Over its 40-year history, the AtlantiCare Foundation has been uniquely tasked to find innovative ways to address the root causes of health issues and identify opportunities to improve the overall health status of our community by influencing those social determinants. We've taken many moments to listen to our community, and craft responses together to some of the most challenging of community concerns. Examples of this commitment include our work with Healthy Cities to reduce drugs and violence in the 90's; Success by Six and Parents and Teachers programming to ensure all children are healthy and ready to enter school; and our Healthy Schools, Healthy Children Initiative to ensure nutritious foods and physical activity are incorporated into one's lifestyle at an early age.

Our community remains rife with needs and opportunities to address these social determinants. We have more work to do and more moments to celebrate. As part of its 40th anniversary, AtlantiCare invites you to become a partner in its efforts to build healthy communities through the establishment of a Healthy Communities Fund. We are seeking \$400,000 to begin this fund, which will help organize a community response to some of our greatest needs. Take a moment and be part of the solution. Make a donation and join our efforts today.



FROM WHAT WE CAN SEE 40 DOESN'T LOOK SO BAD.

Our future looks even brighter. By taking a moment to generously support the AtlantiCare Foundation, you are ensuring life-changing moments will continue to occur. Join our celebration and make a moment matter by supporting one of our four campaign opportunities.



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