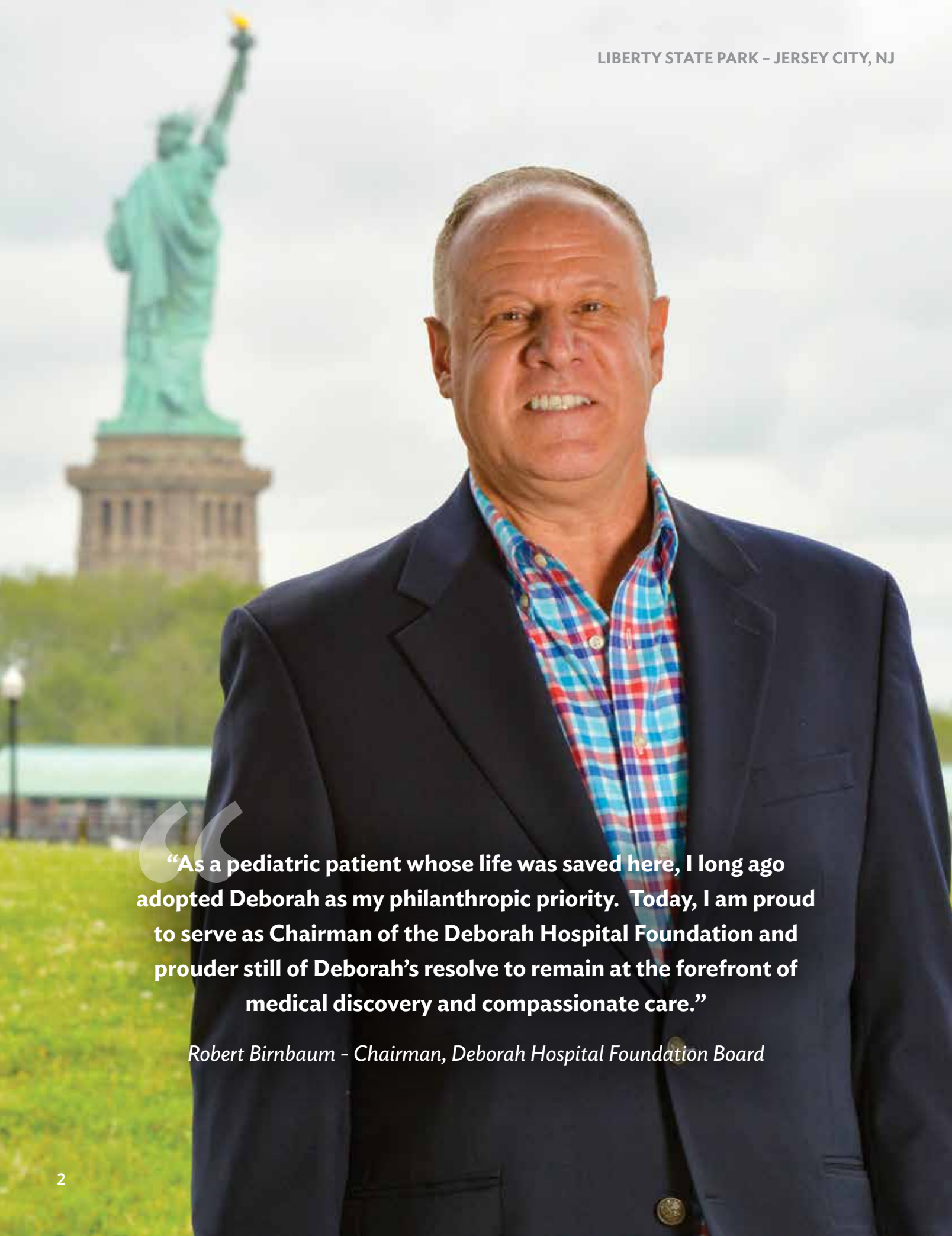


DEBORAH100: THE CAMPAIGN



Architectural Concept

A SPECIAL EDITION OF INSIDE DEBORAH



“As a pediatric patient whose life was saved here, I long ago adopted Deborah as my philanthropic priority. Today, I am proud to serve as Chairman of the Deborah Hospital Foundation and prouder still of Deborah’s resolve to remain at the forefront of medical discovery and compassionate care.”

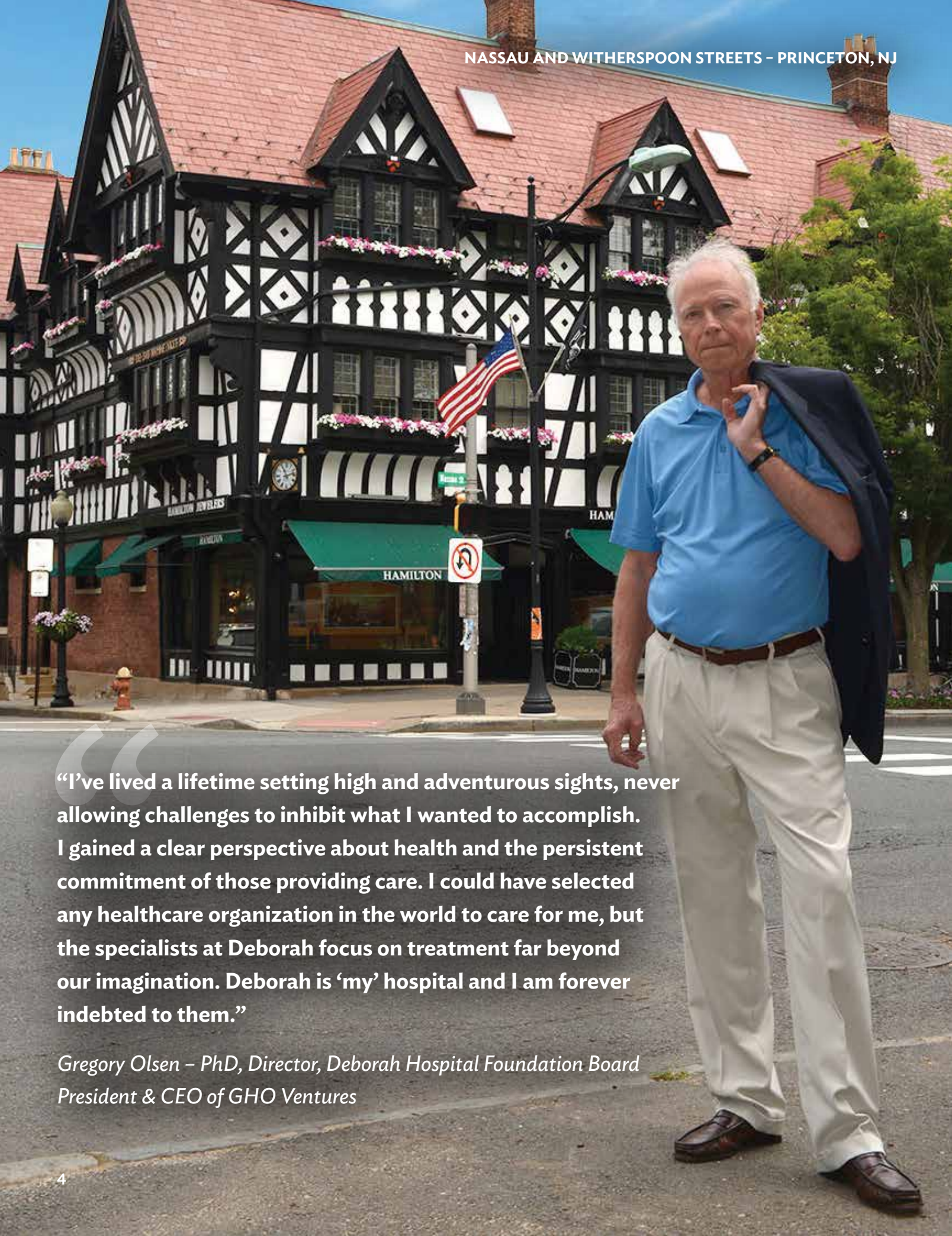
Robert Birnbaum – Chairman, Deborah Hospital Foundation Board



Iconic

icon·ic | \ ī-kä-nik \

: widely recognized and
acknowledged especially
for distinctive excellence

A full-page photograph of a man standing on a street in front of a historic, half-timbered building. The man is wearing a light blue polo shirt, khaki trousers, and dark loafers. He has a dark jacket draped over his left shoulder and is looking towards the camera. The building behind him is a three-story structure with a red-tiled roof and black timber framing. It has multiple windows with flower boxes underneath. A sign for 'HAMILTON JEWELERS' is visible on the ground floor. An American flag is flying on a pole in front of the building. The street is paved, and there are some street signs and a fire hydrant visible.

“I’ve lived a lifetime setting high and adventurous sights, never allowing challenges to inhibit what I wanted to accomplish. I gained a clear perspective about health and the persistent commitment of those providing care. I could have selected any healthcare organization in the world to care for me, but the specialists at Deborah focus on treatment far beyond our imagination. Deborah is ‘my’ hospital and I am forever indebted to them.”

Gregory Olsen – PhD, Director, Deborah Hospital Foundation Board President & CEO of GHO Ventures

DEAR FRIENDS OF DEBORAH

The world over, Deborah Heart and Lung Center has earned an iconic reputation for heart, lung and vascular specialty care. We've earned this status by honoring our patient-focused approach resulting in exceptional medical outcomes.

On the cusp of our 100th Anniversary (2022), we wanted you to be among the first to see how we plan to equip Deborah for our next century of service.

Deborah100 showcases iconic locations throughout New Jersey that—like Deborah—capture the imagination of countless visitors every year. Please consider this an invitation to participate in an expansion initiative that will transform the way we deliver healthcare for the next generation.

The comprehensive building project includes the construction of a new patient tower with private in-patient suites and culminates in a complete renovation of all existing double-occupancy in-patient rooms to private.

Philanthropy is an essential element in Deborah's history. It's who we are. As you look through this special edition, we want you to know this defining moment in Deborah's history is yours to share. We cannot complete this vision without your support.

Please join us in creating a new era of healthcare for all those who require our specialized expertise. Together, we'll maintain Deborah's reputation as the *Heart of New Jersey*!




Joseph Chirichella
President and CEO
Deborah Heart and Lung Center
Deborah Hospital Foundation



George Loesch
Chairman
Deborah Heart and Lung Center
Board of Trustees



Robert Birnbaum
Chairman
Deborah Hospital Foundation
Board of Directors

A photograph of a man with glasses and a grey suit standing with his arms crossed in front of the ornate, white-marble BAPS Temple in Robbinsville, NJ. The temple features intricate carvings and a statue of a deity in the background.

“Our physicians, many of whom were trained by Deborah’s fellowship program, reflect our rich legacy of high quality compassionate healthcare. It is our life, not just our career. It is what sets Deborah apart from so many other healthcare organizations.”

*Sena Sumathisena, MD – Cardiologist,
Deborah Heart and Lung Center*

Excellence

ex·cel·lence |

\ 'ek-s(ə-)lən(t)s \

**: the quality of being
outstanding or
extremely good**

“Every healthcare organization should have the commitment to public health that Deborah has shown throughout their illustrious history. I salute their legacy and achievements as an exemplary New Jersey institution over the last one hundred years.”

Barbara George Johnson - Trustee, Deborah Heart and Lung Center Board

Executive Director, John S. Watson Institute for Public Policy - Thomas Edison State University



DEBORAH HEART AND LUNG CENTER

A Hospital for Specialized and Innovative Care

These are the kinds of messages we at Deborah Heart and Lung Center hear and read regularly. Of lives reborn. Of spirit revived. Of happiness renewed. Beyond the clinical mantras, and medical accolades, it is why we come to work at Deborah every day. It is a passion of ours and an on-going commitment to our patients...and we've been doing it for nearly 100 years.

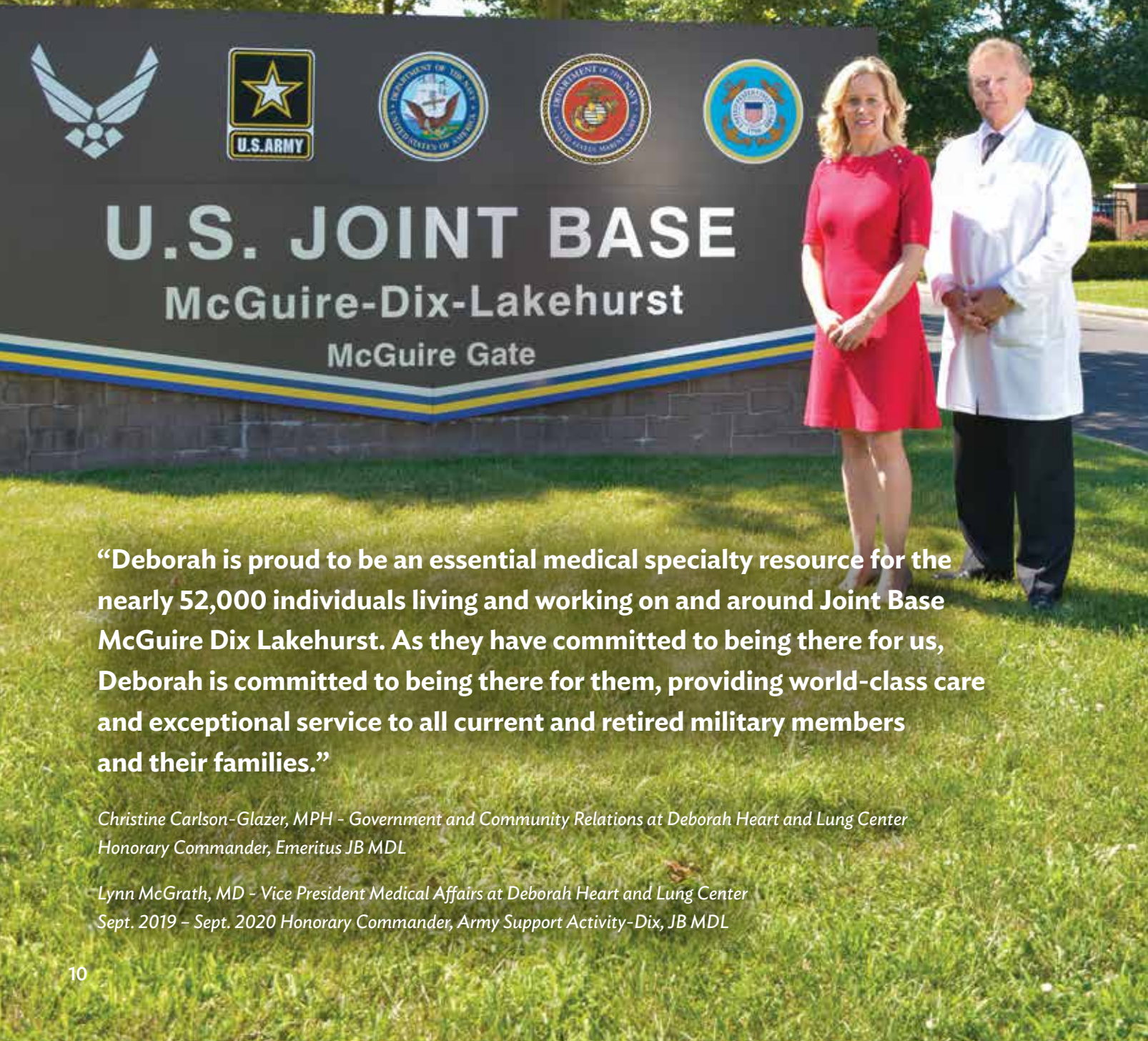
Deborah is often described as an iconic, world-class specialty care hospital that offers the most contemporary surgical techniques and non-surgical alternatives for the diagnosis and treatment of cardiac, vascular and pulmonary diseases in adults, along with non-surgical options to treat congenital and acquired heart defects

“Deborah gave my son the ability to have me (his Dad) at his wedding and not just my picture and a candle in remembrance.”

“As a young mother of three children, Deborah answered my prayers and I now have peace of mind knowing I will be here to see them grow up.”

in children. We are consistently recognized as a leader in patient care and innovative techniques. In fact, technology, research, education, and skilled specialists are all part of our fabric that distinguishes Deborah as a national leader in breakthrough treatments and techniques.

Many new advances in cardiac, pulmonary, and vascular care begin at Deborah. So respected is Deborah's reputation that it announced a new clinical affiliation with Cleveland Clinic's Heart & Vascular Institute, ranked #1 in the nation for heart care since 1995 by U.S. News & World Report.



“Deborah is proud to be an essential medical specialty resource for the nearly 52,000 individuals living and working on and around Joint Base McGuire Dix Lakehurst. As they have committed to being there for us, Deborah is committed to being there for them, providing world-class care and exceptional service to all current and retired military members and their families.”

*Christine Carlson-Glazer, MPH - Government and Community Relations at Deborah Heart and Lung Center
Honorary Commander, Emeritus JB MDL*

*Lynn McGrath, MD - Vice President Medical Affairs at Deborah Heart and Lung Center
Sept. 2019 - Sept. 2020 Honorary Commander, Army Support Activity-Dix, JB MDL*

This honor along with many others, form the foundation of our historical legacy, and the launching point for our next century of innovative and groundbreaking care. Driven by clinicians and staff with unyielding passion, commitment and compassion, Deborah is poised to remain at the forefront of medical discovery and innovation. It's those characteristics that compel Deborah to move forward with an urgently needed expansion initiative.

Deborah's remarkable achievements have not gone unnoticed, underscoring our position among the elite healthcare institutions in the country.



As a teaching hospital, Deborah conducts one of the largest and most distinguished Fellowship programs in the United States.



Earned the highly coveted "3 STAR" quality award from the Society of Thoracic Surgeons (STS), placing Deborah in the top 7% of all hospitals in the United States for coronary artery bypass graft (CABG) and aortic valve replacement (AVR) surgeries.



Received "Silver Plus Quality Achievement Award" from American Heart Association/American College of Cardiology Foundation



Achieved Medicare (CMS) highest rating of "5 STAR" for quality medical outcomes and patient satisfaction. Deborah is just 1 of 6 hospitals in NJ to achieve this distinction.

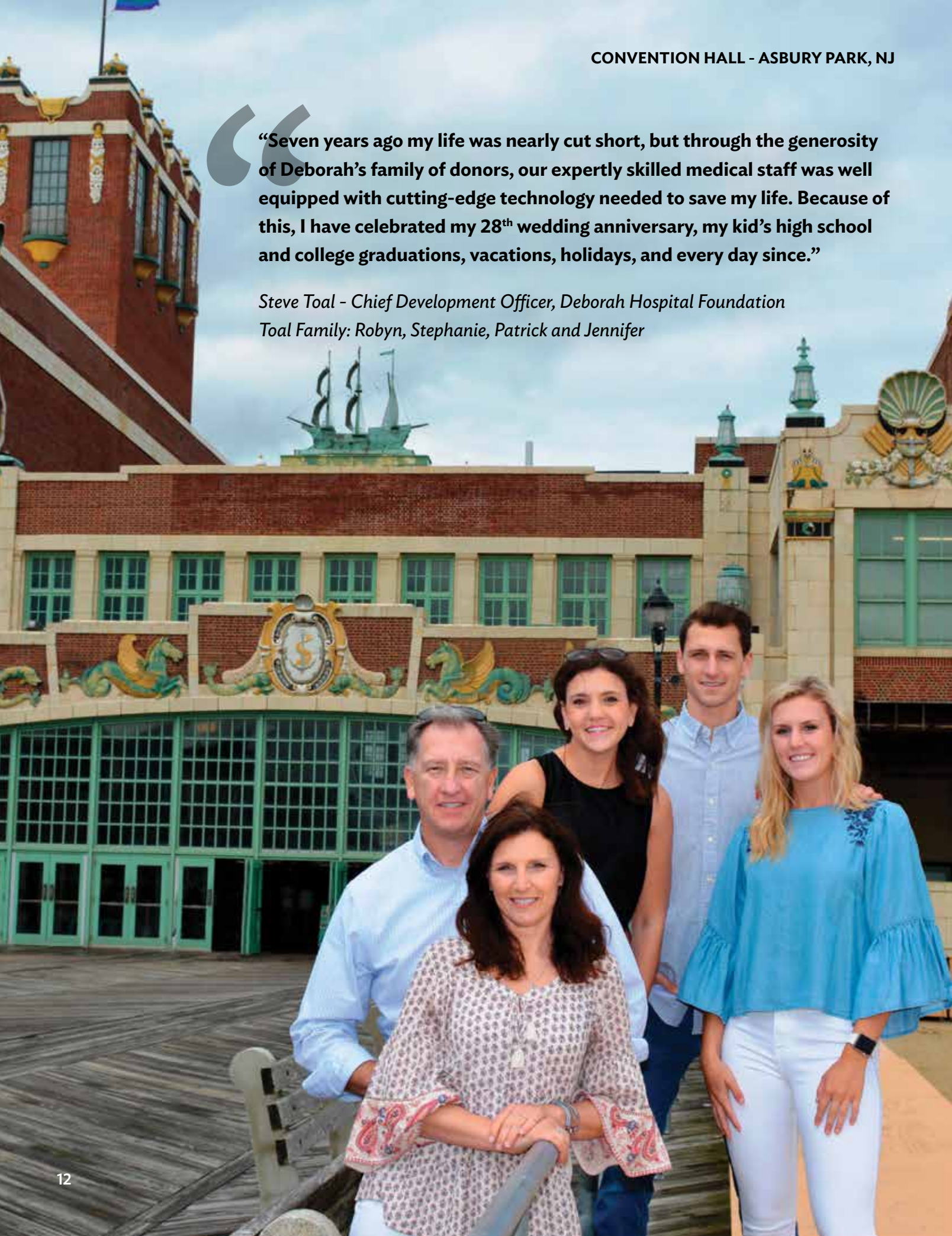


Deborah Hospital Foundation consistently remains the only hospital foundation in New Jersey to earn a "4 STAR" rating from Charity Navigator...their highest distinction attainable

“Seven years ago my life was nearly cut short, but through the generosity of Deborah’s family of donors, our expertly skilled medical staff was well equipped with cutting-edge technology needed to save my life. Because of this, I have celebrated my 28th wedding anniversary, my kid’s high school and college graduations, vacations, holidays, and every day since.”

Steve Toal - Chief Development Officer, Deborah Hospital Foundation

Toal Family: Robyn, Stephanie, Patrick and Jennifer



Compassion

com·pas·sion |

\ kəm-ˈpa-shən \

: sympathetic consciousness
of others' distress together
with a desire to alleviate it



“Deborah is known throughout the region as a premier healthcare institution sought after by people all over the world to access our medical expertise. For us, quality, extraordinary medical outcomes and unparalleled patient satisfaction scores are standards we understand and strive to exceed.”

Joseph Manni - Executive Vice President and COO , Deborah Heart and Lung Center and Deborah Hospital Foundation



DEBORAH100: THE PROJECT

Consistent with Deborah's long-term strategic plan, a comprehensive planning and assessment study revealed an imperative need for nearly \$50 million in investments, including the construction of a new in-patient tower consisting of contemporary private patient suites and the renovation of all current double occupancy in-patient rooms to private. The new design will modernize and enhance patient environments and will include upgrades with the latest technology providing continuous patient monitoring, wellness and comfort. Anyone who has ever been in a hospital understands the benefits of a private room.

Private in-patient suites have become the industry standard throughout healthcare facilities in this country, and with good reason. Single patient rooms

alleviate a multitude of patient concerns most notably, they provide adequate space for families to visit and participate in the healing process while providing the privacy patients need during bedside treatments and sensitive discussions.

Deborah's new patient floors will be wellness-oriented incorporating family-centered care with abundant natural light, colors, and texture...all part of a therapeutic healing environment. Privacy also translates to comfort, a more relaxed atmosphere and more uninterrupted sleep leading to shorter hospital stays. There is enough stress associated with a hospital stay and although a hospital could never quite offer the comfort of home, it could certainly feel less clinical and less overwhelming. That is exactly what these new patient suites will provide.

** The following pictures are an architectural concept*

New In-Patient Unit



Private In-Patient Suite



This project is not about the brick and mortar to build the rooms; it's about Deborah's ability to provide privacy, comfort and compassion during life's most difficult moments.



Patient Tower – Front



Patient Tower – Rear



A contemporary expansion also signifies a new era of technology. The additional space will accommodate new, embedded equipment, and bedside medical technologies. The design process is structured to enhance nursing care with decentralized work stations, facilitating staff's ability to work closer to the patients. Also included are comforting lounges for much needed respite space for our caregivers. What we are planning is not a radical change from Deborah's beliefs and methods, but an orchestrated step in our continued evolution. We will always remain committed to providing the highest quality and most compassionate specialized healthcare... anywhere.

**“The hospital gave me
back my husband...we were
prepared for the worst,
but the doctors at
Deborah turned our lives
completely around.”**



“The people of Holman, including the Holman family, have long supported the important work of Deborah. Not only does Deborah provide truly world-class cardiovascular and pulmonary services to our neighbors in South Jersey — and far beyond — but it does so without directly billing those patients. We continue to be very grateful that we can help support this outstanding level of patient care right here in our own back yard.”

Standing: Steve Holman – Director, Community Affairs; Mindy Holman – Chairman

Seated: Kathy Mullin – Chief Legal Officer; Joseph Holman – Chairman Emeritus



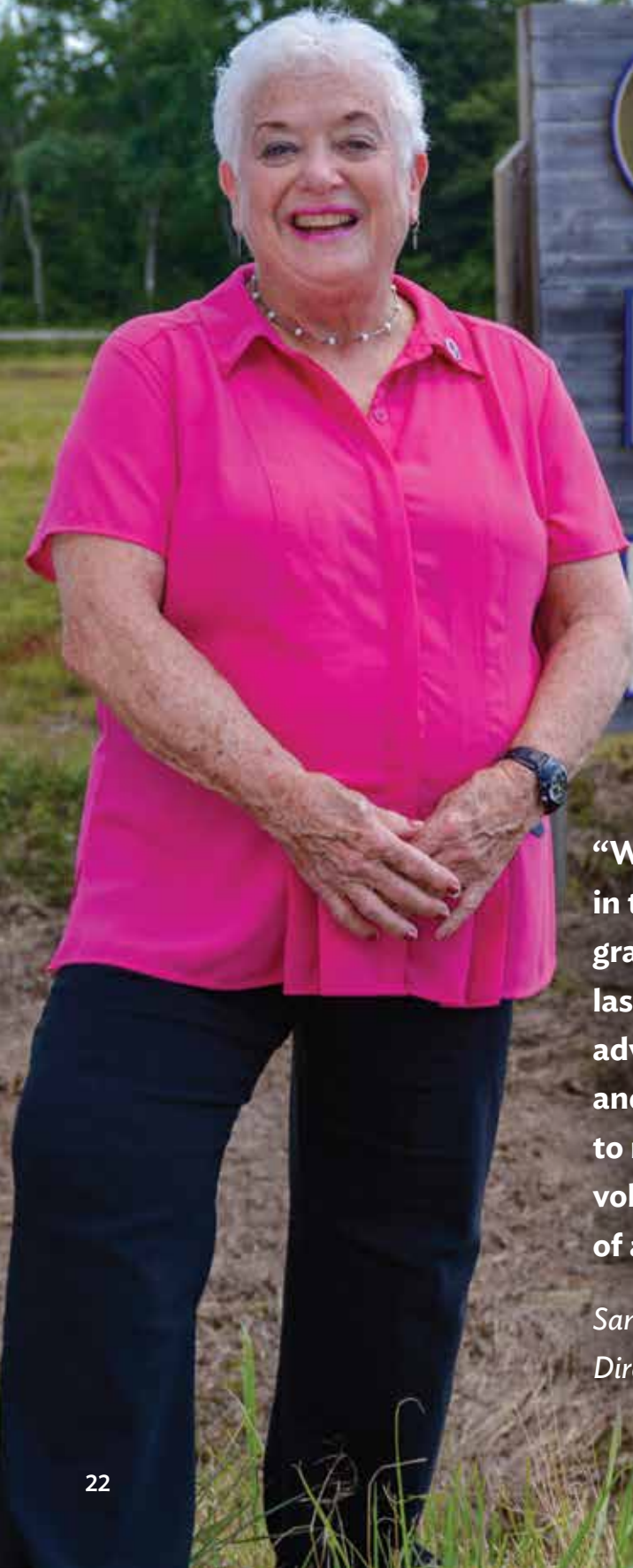
Philanthropy

phi·lan·thro·py | \ fə-ˈlan(t)-thrə-pē \

1: goodwill to fellow members of the human race especially : active effort to promote human welfare

2a: an act or gift done or made for humanitarian purposes





“We are on the threshold of the most exciting time in the legendary history of Deborah. While it is gratifying to recount the myriad achievements of the last 100 years, it does not compare to the pioneering advancements set to unleash a new era of cardiac and pulmonary care. Many have joined together to make it so, including a long list of donors and volunteers, and we are all ready for the next century of achievements.”

*Sandi Fein, Past-Chair, Deborah Heart and Lung Center Board
Director, Deborah Hospital Foundation Board*


DEBORAH100: THE CAMPAIGN

Today, we must take bold steps to ensure the next generation of care. We need your commitment to achieve this vision.

During the past century, our unwavering mission at Deborah has been to provide the necessary facilities, equipment, clinical staff, financial resources to deliver the highest quality medical services for the diagnosis and treatment of heart, lung and vascular disease. In so doing, we have established ourselves as an iconic healthcare presence for the nation. It is a position which we are proud to hold and one we are determined to build on.

Therefore, Deborah Hospital Foundation has initiated **Deborah100: The Campaign**, through which we will endeavor to raise significant levels of support through the generosity of philanthropic-minded individuals, corporations, foundations and organizations.

The need is \$50 million. The project is to build a new patient tower to satisfy the expanding needs of our patients and their families. In addition, we will renovate existing double-occupancy in-patient rooms to private, ensuring Deborah's patients and guests are cared for in the most comfortable and sophisticated patient rooms available.



“It will take an extraordinary philanthropic commitment from our loyal donors, corporate partners and those individuals and families that have benefited by our medical expertise, to bring this unprecedented initiative to fruition.”

*Joseph Chirichella – President & CEO,
Deborah Heart and Lung Center*



“Deborah is an iconic New Jersey institution, best demonstrated by the humanity and compassion embedded in their extraordinary “No Price on Life” philosophy. Having been in business for more than 100 years ourselves, we at OceanFirst particularly understand and appreciate the delicate art of financial responsibility they expertly practice. We are proud to be donors and partners with Deborah.”

*Christopher D. Maher, Chairman and CEO,
OceanFirst Financial Corp. and OceanFirst Bank
Chairman, OceanFirst Foundation*



DEBORAH100: SUSTAINABILITY FUND

“There is NO Price on Life”

Over the last 100 years, millions of patients and families have been able to rely on Deborah Heart and Lung Center as a highly rated organization providing compassionate and specialized care to all who seek our expertise.

As part of this experience, our patients have benefited from Deborah’s guiding principle, “There is NO price on life.” This philosophy allows for Deborah to provide life-saving care and treatment in the hospital to patients without insurance and waive balance bills for the patients who do. This has been a persistent drumbeat throughout our history. It is, coupled with our innovative techniques and exceptional medical outcomes, what sets us dramatically apart from other healthcare organizations. Although Deborah accepts

most major insurance, there is no co-pay, deductible or balance billing. We have always believed that no one should be forced to make a medical decision based on their personal financial situation. So, we eliminate that burden from their decision-making process. This unique practice is only made possible by the generous philanthropic gifts we receive from thousands of caring individuals and organizations each year.

It is, therefore, our goal to establish a special sustainability fund that will grow over time, to allow Deborah to maintain our altruistic billing philosophy while investing in creative program development and emerging treatments, further enhancing our outstanding reputation and impact in our community.

A photograph of two healthcare professionals, a woman and a man, both wearing white lab coats and smiling. The woman is in the foreground, and the man is slightly behind her. The image is overlaid with a blue gradient.

Teamwork

**team·work | \ 'tēm-'wərk **

: work done by several associates with each doing a part but all subordinating personal prominence to the efficiency of the whole



“We know what it takes to realize your highest potential and greatest dreams...teamwork. The team at Deborah continues to be an extraordinary asset for patients and families who require their specialized expertise. They are truly ‘Giants’ in the fields of cardiac, pulmonary and vascular care and the NFL Alumni is fortunate to have access to that brilliance.”

Bart Oates – President, NFL Alumni Association, 11 yrs NFL, 3x Super Bowl Champion

Beasley Reece – CEO, NFL Alumni Association, 10 yrs NFL, 5x Emmy Winner for Broadcasting



**Trusted Partner of
Deborah Heart and Lung Center**





ETCH YOUR LEGACY ON THE ICONIC WALLS OF DEBORAH

All of us, regardless of age, wealth or affiliation, have the ability to leave a legacy. Your gift of any size, can be customized and structured to fit your financial needs. Thanking those generous individuals and organizations that help perpetuate Deborah's altruistic philosophy is at the forefront of the Foundation's mission. Although each donor gives for their own personal reason, we feel it is important they be tastefully recognized in accordance with their own level of comfort. We are available to assist you and your family in designing an appropriate giving plan and method of recognition which best embodies your personal philanthropic intentions.

Never before in Deborah's history has philanthropic support been more necessary than it is today. With the introduction of our new patient tower, our building project will evolve from a vision to a reality. This transformative initiative

is not about the brick and mortar to build patient rooms; it's about Deborah's ability to provide privacy, comfort and compassion during life's most difficult moments. Today, as we are poised to enter our second century of care, this vital and measured expansion will allow Deborah to continue providing innovative specialized care for the next generation. But we cannot do it alone.

Please consider supporting this historic undertaking with a meaningful gift. Your pledge to **Deborah100: The Campaign**, identifies you, and your family, as an essential component in advancing Deborah's relentless commitment to providing exceptional specialized healthcare. To ensure your intentions are fully met, Deborah Hospital Foundation has several experienced Gift Officers that can assist you in fulfilling your personal philanthropic mission.



“Live your life knowing you not only believed in something meaningful – you acted on it”

Gifts can be made through the following methods:

- Personal Philanthropic Gifts (cash, stocks, multi-year pledges)
- Corporate Gifts (grants, sponsorship, matching gifts)
- Legacy Gifts (wills and trusts, bequests and life insurance)

NOTE: Naming opportunities are available at a variety of gift levels. Please contact our Gift Officers to learn more. 609-893-0100

Please use the enclosed envelope to confirm your campaign intentions or for more information visit or contact:

- Website: www.Deborah100.org
- Email: Development@Deborah.org
- Text: DEBORAH to 91999
- Mail: Deborah Hospital Foundation, 212 Trenton Road, Browns Mills, NJ 08015

“Every patient’s experience at Deborah is the result of an integrated system of teamwork. This system operates with the singular purpose of providing the patient with the best possible experience consisting of the highest level of care.”

JULIE LENNOX, PATIENT ACCESS



“As a life-long resident of Burlington County, I can tell you just how much Deborah means to the community. We all consider ourselves fortunate to have access to world-class care here in our own backyard.”

SELE SCULL, COMMUNICATIONS

“Patients are the centerpiece of everything we do at Deborah. Improving the experience for both them and their families will always be the signature of our operations.”

JAMES BROWN, ENVIRONMENTAL SERVICES



“Deborah welcomed me into their ranks over 15 years ago as a volunteer. Since then, it’s not only been my hospital and a major part of my life, it’s become my family.”

HILDA LEAR, VOLUNTEER

“Deborah operates with the well-being of the patient as the primary objective. This requires the highest possible quality of care, and the highest level of compassion from both medical and non-medical staff.”

MAUREEN COLLINS, EPS



**For 100 years you
have been able to
count on Deborah.**

**Can Deborah
count on you?**



212 Trenton Road
Browns Mills, NJ 08015

