We’re part of the community.
We’re here for the community.
I am very pleased to share this report that highlights the charitable care we provide to the community. As the largest not-for-profit home- and community-based health care organization in the nation, VNSNY’s mission is always to deliver expert and compassionate care to New Yorkers in need, from the very young to the very old. Over the past year we held true to that mission, providing services to people from all walks of life across all parts of the VNSNY service area—encompassing the five boroughs of New York City as well as Nassau, Suffolk and Westchester Counties. Those we served ranged from first-time mothers and their newborn infants to our oldest patient, who was 114 years old. They also included people who, due to financial hardship, might otherwise have been denied care. I’m proud to say that, despite the transformative changes taking place in the health care industry and in government reimbursement levels, VNSNY provided $30 million in charitable care and community benefit in 2014, which included $16.4 million to provide direct home health care services to more than 4,400 under- and uninsured New Yorkers.

You can read more about these vital services in the pages that follow. The programs described here underscore how, more than 120 years after VNSNY’s founder Lillian Wald first offered care to impoverished immigrants on Manhattan’s Lower East Side, we remain deeply committed to addressing the needs of the New York City area’s underserved and vulnerable populations. Today, VNSNY is still actively serving those in need, including communities with high Medicaid penetration, low-income families dealing with mental illness or HIV/AIDS, and seniors living in underserved areas like Manhattan’s Chinatown. In our historic role as a safety net provider, we address the comprehensive care needs of these vulnerable populations, helping to keep them out of hospitals, become more effective and nurturing parents, age in place successfully, get appropriate treatment for behavioral and mental health issues, and self-manage chronic medical conditions.

To learn more about our community benefit programs that receive charitable care support, please contact us at 212-609-1525. If you would like to help support our charitable care and community benefit programs, please use the enclosed gift envelope or make an online donation at www.vnsny.org/donate.

Thank you for your generous support of the Visiting Nurse Service of New York. We could not begin to do all that we do without your essential help.

John P. Rafferty
Board Chair
2014
VNSNY Highlights

Home Care Team Redesign
Early in 2014, VNSNY instituted a new interdisciplinary care team model for our Home Care patients. Where nurses, rehabilitation therapists and social workers previously worked under separate supervisors, they are now grouped together in interdisciplinary caregiver teams that report to the same manager.

VNSNY Field Staff Responds Heroically After East Harlem Blast
On the morning of March 12th, a massive explosion from a leaking gas line leveled two buildings in East Harlem. In the aftermath, VNSNY field staff near the blast site immediately reached out to patients and members in the area by phone and in person—in one case securing essential medication for a patient with dangerously elevated blood pressure.

VNSNY Home Care Extended to Suffolk
After receiving approval in early 2014 from the New York State Department of Health to actively enroll home care patients in Long Island’s Suffolk County, VNSNY began providing services in the western part of Suffolk in mid-April.

Child Crisis Team Expands to Brooklyn and Queens
VNSNY’s Rapid Response Mobile Crisis Team began providing mental health crisis interventions for children and adolescents in the Bronx in 2013. The New York City-funded program proved so successful that last summer, at the city’s request, VNSNY launched similar teams in Brooklyn and Queens.

Reducing Readmissions
Last year, VNSNY launched a number of new initiatives aimed at preventing hospital readmissions. They include coordinating post-hospitalization care for New York-area Empire BlueCross BlueShield members, transitional care programs for patients at Kings County and New York Methodist Hospitals, an initiative with NYU Langone Medical Center to explore post-discharge interventions for patients with complex medical conditions, and a collaboration with White Plains Hospital on home management of pneumonia patients.

Advancing Diabetes Education
VNSNY designed and rolled out a seven-week course in diabetes prevention and self-management for area residents that included advice on healthy eating, physical activity, monitoring blood glucose and using diabetes medication effectively. Staff-led courses were offered at medical and community centers in the Bronx, Queens and Westchester. The program has continued to expand in 2015.

Chinatown NNORC Enrolls 1,000th Member
In late summer, VNSNY’s Chinatown Neighborhood Naturally Occurring Retirement Community (NNORC) enrolled its 1,000th member. “We're excited to reach this mark,” said Hing Ling (Helen) Sit, Director of the Chinatown NNORC. “It’s a recognition that the community truly values our services.”

VNSNY CHOICE Medicare Advantage Plan
In September, the Centers for Medicare & Medicaid Services (CMS) awarded 3 Stars to the VNSNY CHOICE Medicare Advantage (MA) plan, including 3.5 Stars for Part D. The Star ratings reflect a plan’s performance in measures such as plan satisfaction, outcomes and operational excellence.

Ebola Monitoring
As the Ebola epidemic intensified and cases began to surface in the U.S. last autumn, the New York City government asked VNSNY to monitor New York residents who had been exposed to the virus. After specialized training, our nurses made daily home visits to three such individuals throughout their 21-day quarantine periods to ensure they hadn’t contracted the disease.
Mobile Acute Care Team Program
VNSNY and Mount Sinai Hospital launched their joint Mobile Acute Care Team (MACT) program in November as a part of the CMMI demonstration grants. The program provides an alternative to hospital admissions for patients who arrive at Mount Sinai’s Emergency Department with conditions that require acute care, but are manageable enough to be treated with hospital-like services in a home setting.

CHOICE Gets FIDA Go-Ahead
In November, VNSNY CHOICE was granted final approval by the Centers for Medicare & Medicaid Services (CMS) and New York State to participate in New York’s three-year Fully Integrated Duals Advantage (FIDA) demonstration program. The program, which officially launched in January 2015, provides integrated Medicare and Medicaid services to people who need managed long-term care and are eligible for both plans.

Public and Private Grants Top $16 Million
VNSNY was awarded $13.4 million in government grants in 2014, including $4 million annually from New York City for VNSNY’s Bronx Nurse-Family Partnership (NFP) program and over $1 million from New York State to train staff in new models of care. We also received nearly $3 million from foundations and corporations, including $650,000 from the American Red Cross to support care for victims of Superstorm Sandy; NFP funding of $800,000, $150,000, and $100,000 from the Robin Hood, Tiger, and Hearst Foundations respectively; $75,000 to help train home health aides (HHAs) as health coaches from Deutsche Bank Americas Foundation; and $75,000 from the New York Community Trust to train HHAs as rehab assistants. In addition, we had 5,820 individual donors in 2014 who gave over $1,387,555.

VNSNY 2014 Benefit Dinner Raises Record $1.3 Million
On November 13th, more than 600 people gathered at the Waldorf Astoria in Manhattan for VNSNY’s Annual Benefit Dinner. The event raised a record $1.3 million in support of VNSNY’s Children and Family Services, which this year provided direct care and specialized support services to 9,000 children and their families. The evening’s high point was the presentation of the Lillian D. Wald Award to Douglas Broadwater, who served as VNSNY Board Chair for 15 years, and to longtime VNSNY friend and supporter Tara Stacom, Executive Vice Chairman at Cushman & Wakefield.

VNSNY Media Coverage
VNSNY’s programs enjoyed substantial coverage in the print, online and television media in 2014, with more than 130 positive stories about our organization appearing over the course of the year. Highlights included a national CBS Evening News segment on VNSNY nurses making the rounds of their patients during 2014’s record-breaking winter snows, and local TV reports featuring our Children’s Mobile Crisis Team as well as health advice from VNSNY clinicians on managing winter weather, asthma, and diabetes. Online, our staff members posted numerous articles on high-profile websites such as Huffington Post and About.com. Tips from VNSNY experts also appeared regularly in a host of regional newspapers, including the New York Post’s popular “Health at Home” section.
We’re part of the community. We’re here for the community.

Every day, the Visiting Nurse Service of New York provides home- and community-based care to tens of thousands of New Yorkers. However, not all of our services are reimbursed by governmental and private insurance plans. The reality is, we count on the public—individuals like you—for support. In fact, each of the programs described in the following pages are made possible in part through the generosity of our donors.

It is because of contributions from our loyal supporters, together with a substantial contribution from VNSNY, that we are able to bridge the gap between what we receive from governmental and private insurance reimbursements and what it costs to provide our life-enhancing, and often life-altering, philanthropically-funded programs. These contributions enable us to serve vulnerable communities and to fulfill our more than a century-old commitment to provide, within the resources available, exceptional and compassionate care to New Yorkers in need. This call to action—to provide a safety net to the most vulnerable among us, young and old—was Lillian Wald’s charge when she founded the Visiting Nurse Service of New York in 1893 and it remains our charitable care charge today.

In 2014, our donors helped us provide $30 million in charitable care and community benefit, including:

- Access to home healthcare services to more than 4,400 uninsured or underinsured New Yorkers
- Supportive care for vulnerable children and families
- Services that help seniors age in their community and with dignity
- Initiatives to enhance the lives of individuals in underserved communities
- Research to improve patient care and home health care policy

Charitable care dollars also enabled us to provide prescriptions, transportation to medical appointments, and home life necessities that allow the elderly to age in place safely; comfort care and free wigs to patients with cancer; mental health and behavioral health services to individuals in emotional distress; hospice and palliative care programs for adults and children with life-limiting illnesses, as well as bereavement support for their families; and many other vital initiatives, including free health education and screenings to thousands of individuals throughout the communities of New York.

Without a doubt, VNSNY is a vital presence throughout the New York metropolitan area and an anchor in many communities. Through partnerships with community-based agencies, we are able to undertake a wide range of initiatives that serve as a safety net for our most vulnerable and fragile neighbors.

The following pages feature examples of the services our donors helped make possible in 2014.
We’re here for at-risk, first-time mothers and their babies.

Nurse-Family Partnership

Creating a Nurturing Environment

VNSNY’s Nurse-Family Partnership (NFP), which serves the Bronx and Nassau County, aims to break the cycle of poverty and improve the future for inexperienced mothers and their babies by enhancing the child’s growth and learning and promoting healthy and strong families. This highly regarded program identifies first-time, low-income mothers-to-be—nearly half of whom are teenagers—and pairs each with a VNSNY nurse experienced in maternal and child health, who works one-on-one with the mother from early in her pregnancy to the child’s second birthday.

During this critical period, the nurse serves as a role model and mentor, monitoring the mother’s health during pregnancy, promoting mother-child interactions that optimize the child’s physical, cognitive, behavioral and social development, helping the mother plan for her child’s future, and encouraging mothers to become self-sufficient by completing high school or receiving their GED, then continuing on to a two- or four-year college in order to support themselves and their child.

Since its launch in 2006, VNSNY’s NFP program has served more than 3,900 families. The program’s goal is to create an environment in which the child is appreciated and valued, learning and growing from the first day of life, and to encourage the child’s emotional, social and cognitive development so that he or she is prepared for success at school.

Mothers in Nurse-Family Partnership tend to have better prenatal health, wait longer to have another baby, and are more likely to return to school and get a job than those not in the program. NFP has also been shown to positively impact children’s health and school readiness, as well as families’ economic self-sufficiency.

VNSNY’s Bronx Nurse-Family Partnership is partially funded by both the New York City Department of Health and Mental Hygiene and the New York State Department of Health. VNSNY’s Nassau Nurse-Family Partnership is funded by the New York State Department of Health. We would also like to acknowledge Robin Hood, the Tiger Foundation, the Charles A. Frueauff Foundation, The Hearst Foundations, The Marilyn M. Simpson Charitable Trust, and our many generous individual donors for their support of our NFP.
We’re here for young, low-income fathers in the Bronx.

Bronx Fatherhood Program

Breaking the Cycle of Absentee Fatherhood

The goal of VNSNY’s Bronx Fatherhood program is to break the cycle of absentee fatherhood by helping young men in the Bronx who may have grown up in fatherless homes to understand the important role a father plays in his child’s life, and providing emotional support to help these young men accept the responsibility and enjoy the rewards of fatherhood. Targeting 16- to 35-year-old first-time fathers, this program provides a positive structure and support system through which young fathers can change their perception of the responsibilities and joys of fatherhood and learn new ways to approach this role.

The young men attend twice-weekly support groups, receive instruction in basic parenting skills, and are connected to community resources and agencies to help them continue their educations, find employment, and contribute financially to their children’s lives.

Since 2007, when the program began, the Bronx Fatherhood has worked with more than 513 young men between the ages of 16 and 35.

We gratefully acknowledge the support of our Bronx Fatherhood Program by The Whistler Charitable Lead Annuity Trust, and our many generous individual donors.
The Chinatown Neighborhood Naturally Occurring Retirement Community (NNORC) is a 24-block community initiative that is designed to help the 2,000 retirement-age residents in the Chinatown section of New York City successfully age in place. It accomplishes this by connecting Chinatown residents, many of whom live in four-, five-, and six-story walk-up apartment buildings, with VNSNY programs and other local community organizations. While many of our 1,000 enrolled members are healthy and active, many others are frail and find stairs difficult to climb. As a result, they seldom venture out of their apartments. Since the majority speak no English, this group can be all but invisible to social services and health networks without special outreach efforts.

VNSNY and our Chinatown partner organizations work together to ensure that these residents do not remain isolated and that they receive the services they need. Our NNORC staff members, who speak a range of Chinese dialects, make home visits to arrange nursing care for clients with chronic illnesses and offer counseling and workshops aimed at linking residents with housing and other important services provided by outside agencies. The program also promotes the filling out of healthcare proxies; encourages members to have preventive colonoscopies; and sponsors intergenerational art projects that help members connect with community youth. NNORC members can receive free social services and non-reimbursable nursing care, and can participate in support groups, health screenings, educational lectures, and social and volunteer programs.

The Chinatown NNORC works closely with VNSNY’s Chinatown Community Center to improve the health and social welfare of the local Asian-American community. Since its opening in 1999, the Chinatown Community Center has served more than 90,000 clients and hosted more than 2,500 health-related community events. Many residents and members drop in regularly at the program’s new storefront community center at 7 Mott Street. Clinicians at the Chinatown NNORC make home visits to those who are homebound, as well. “These seniors want to take care of their health,” says Hing-Lin (Helen) Sit, Manager of the Chinatown NNORC. “But they need assistance. Our Chinatown Community Center and Chinatown NNORC both play important roles in their lives.”

Helping Chinatown’s Seniors Connect with Essential Care and Services

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The Chinatown NNORC is funded by the New York State Office for the Aging (NYSOFA), the John H. and Ethel G. Noble Charitable Trust, a grant from the New York City Council Discretionary Fund and many generous individual donors. The UJA-Federation also provides funding through the Jeannette Solomon Fund.
We’re here for low-income individuals with severe mental illness.

Community Mental Health Services

Providing Mental Health Services So No One Falls Through the Cracks

VNSNY’s Community Mental Health Services (CMHS) offers more than two dozen different community outreach programs for low-income individuals with severe or persistent mental illness or substance abuse problems. These vital programs care for an average of 3,000 clients on any given day, ranging from young children to seniors. Our FRIENDS programs, for instance, provide mental health and social support services to emotionally disturbed children in the Bronx, with the goal of stabilizing behavior while ensuring greater academic and social achievement. The programs are a collaboration that bring together VNSNY, the New York State Office of Mental Health and the New York City Department of Education working with several school districts. The mission of the FRIENDS programs is to ensure the provision of high-quality, family-focused, community-based mental health services for youth and children with serious emotional disturbance and their families residing in the Bronx.

Other CMHS initiatives serve adults of varying ages. VNSNY’s Mobile Crisis Teams, for example, provide rapid assessment and short-term, in-home mental health services for adults and children experiencing, or at risk of experiencing, a psychiatric or psychosocial crisis. Our Geriatric Mental Health Outreach program provides assessment, counseling, and psychiatric care to senior citizens in the Bronx and Manhattan who are experiencing or are at risk of experiencing a psychiatric or psychosocial crisis, and are unable or are unwilling to secure mental health services.

The program helps ensure compliance with treatment, encourages socialization, and assists with daily activities. Other VNSNY programs include Comprehensive Care Management, Behavioral Health Community Transitions, and our Health Home Care Management, a partnership with several community-based organizations and one hospital that cares for people in the Bronx and Manhattan with overlapping mental illness, substance abuse, and chronic illnesses.

VNSNY’s Community Mental Health Services are funded through grants and contracts from a variety of government offices, including the New York City Department of Health and Mental Hygiene and the New York State Office of Mental Health, and many generous individual donors.
The Visiting Nurse Service of New York has been providing home- and community-based health care services to people with HIV/AIDS since the start of the epidemic in the early 1980s. Today, our Family Support Team staff addresses the needs of up to 50 low-income families—90 percent of them headed by single mothers—in which a parent or other family member has been diagnosed with HIV/AIDS. Team members include social workers and psychiatrists who work to provide a wide array of services across multiple disciplines.

A Comprehensive Approach to Supporting and Stabilizing Families Coping with HIV/AIDS

This program takes a comprehensive approach to supporting and stabilizing families in order to:

- Ensure that the diagnosed family member receives ongoing medical care and adheres to medical regimens
- Help pregnant women with HIV get the necessary care to avoid passing the infection to their newborn children
- Counsel children affected by their parents’ illness
- Connect families with physicians and other resources
- Provide in-home homemaking services to well children under the age of thirteen

VNSNY’s HIV/AIDS Family Support Team receives federal funding from the Ryan White grant, administered by the New York City Department of Health and Mental Hygiene, and many generous individual donors.
Giving Support and Comfort to Patients and Families at the End of Life

VNSNY Hospice and Palliative Care is a program of hope and humanity, designed to meet the needs of people with terminal illness and their families. Founded in 1983, our hospice is one of the largest in the area, caring for approximately 850 patients on any given day, and the only hospice that serves all five boroughs of New York City. In 2014, we provided hospice and palliative care services to more than 5,400 patients and families.

The goal of the VNSNY Hospice and Palliative Care program is to promote comfort, dignity and quality of life. Our teams of physicians, nurses, nurse practitioners, social workers, spiritual care counselors, registered dietitians, home health aides, bereavement counselors, complementary therapists and volunteers provide the high-quality medical, nursing, emotional and spiritual care that patients and their families so greatly need to remain at home with terminal illness.

Although most patients are cared for in their homes, VNSNY also delivers specialized end-of-life care in other settings, including our Shirley Goodman and Himan Brown Residence (a dignified, home-like setting for patients who cannot remain at home), the VNSNY Haven Hospice Specialty Care Unit at Bellevue Hospital (a 25-bed facility that provides short-term inpatient care for when symptoms cannot be managed at home), as well as in nursing homes.

Philanthropy has played a vital role in allowing us to sustain and expand VNSNY Hospice and Palliative Care, which includes a highly regarded physician fellowship training program and a range of complementary modalities such as massage, music, and art therapies. “Patients want to spend their last days in comfort, with their families at their side,” says Rosemary Baughn, MSN, RN, Senior Vice President VNSNY Hospice and Palliative Care. “Our teams provide the support that lets them do this.”

VNSNY thanks The Ambrose Monell Foundation, the Hugoton Foundation, the David L. Klein, Jr. Foundation, The Balm Foundation, the John Conley Foundation For Ethics & Philosophy in Medicine, The Y.C. Ho/Helen and Michael Chiang Foundation, Select Equity Group Foundation, The New York Community Trust-Richard and Mildred T. Rhodebeck Fund, Wise Hospice Options, and many individual donors for their generous support of Hospice and Palliative Care.
In 2014, more than 600 VNSNY volunteers provided over 38,000 hours of services. In so doing, they made a positive impact on the lives of thousands of patients, including some of our most vulnerable children and their families as well as homebound patients.

VNSNY volunteers help with a wide range of activities—everything from making home visits to patients and family members within our Hospice program to assisting with special events, using pet therapy dogs to bring cheer to patients, working alongside our staff to contribute clerical and business support, helping out with our holiday toy drive, and knitting sweaters and scarves for our patients (both young and old). Our volunteers also made 4,500 telephone reassurance calls to elderly homebound patients last year, helped with fundraising, taught computer skills to our frail elders at the VNSNY CHOICE Adult Day Center, and offered the gift of their time to members of our Chinatown Community Center.

VNSNY volunteers range in age from 14 to 92 years old. They include high school and college students, corporate employees, and other working and nonworking adults and retirees. One quarter of our volunteers are teenagers while another quarter are 65 or older. Just over half of our volunteers are female.

Many people are inspired to donate their time and services to VNSNY because of the good work we do for patients. “There is a generosity of spirit,” says Michael Ambrosini, Director of Volunteers Services at VNSNY. “Volunteers bring a remarkable range of roles and skills to so many assignments across the organization. We are very fortunate to have an engaged volunteer corps that enjoys supporting patients and assisting staff in the office setting, as well.”

In 2014, the dollar value of the time volunteers donated to VNSNY was valued at $1,005,259! In reality, though, the service VNSNY volunteers provide is priceless.

Are you interested in becoming a VNSNY volunteer? Please call us at 212-609-1570. If you’re interested in becoming a VNSNY Hospice and Palliative Care volunteer, please call 212-609-1908. Thank you!
We’re here to help improve the quality of patient care.

VNSNY Center for Home Care Policy & Research

Conducting Rigorous Scientific Research to Generate the Exchange of Ideas and Information

The exchange of ideas and information is critical to improving the delivery of care now and in the future. VNSNY is on the cutting edge of research and educational development, helping to ensure that healthcare practices evolve to meet the needs of this transformative time.

VNSNY is the nation’s only home- and community-based healthcare organization with its own research center. Our internationally renowned Center for Home Care Policy & Research is recognized as the preeminent research center for home care. The Center conducts rigorous scientific research with the goal of promoting positive changes in the field of health care through:

- Improving the quality of data, decision-making, and patient care at VNSNY
- Addressing the future of U.S. healthcare delivery
- Supporting successful aging in the community
- Informing healthcare policy on the state and national levels

Data gathered by the Center has broad applications for home and community care, and the Research Center frequently hosts delegations from across the country and around the globe.

Projects within the Center are funded by a variety of public and private funders, including the Beatrice Renfield Foundation, The Eugenie and Joseph Doyle Research Partnership Fund, Deutsche Bank Americas, The Fan Fox and Leslie R. Samuels Foundation, Shelby Senior Services, Community Foundation of Greater Birmingham, the Harry and Jeanette Weinberg Foundation, Northwest Health Foundation, Jonas Center for Nursing Excellence, and the New York Community Trust. The Center is also funded by New York State through the Sandy Social Services Block Grant and receives federal funding from the National Institutes of Health (NIH), the Agency for Healthcare Research and Quality (AHRQ), and the Health Resources Services Administration (HRSA) for specific research projects.

A Heartfelt Thank You to All of Our Donors!

VNSNY is committed to delivering high-quality, compassionate home care to all of our patients, regardless of their ability to pay. Our generous supporters are a major reason why we are able to do this. Today, with the need for our services steadily expanding even as levels of government reimbursement decline, philanthropic contributions are more important to our mission than ever. In these challenging times, we gratefully thank you, our donors, for enabling VNSNY to serve our neighbors in need during 2014.
Total patients served: **164,200.**

Total home health aide hours: **34,181,258.**

Total clinical visits: **1,973,926.**

The average age of a patient was **73.**

VNSNY provided care to more than **730** patients who were over **100** years old.

The oldest patient was **114** while the youngest patient was a few days old.

Approximately **63%** of our patients were female.

More than **39%** of our patients spoke languages other than English.

**Hospitals** were the largest single source of referrals for VNSNY.

Diabetes, hypertension, symptoms involving the nervous and muscular systems, heart failure, and chronic skin ulcers were among **the most frequent diagnoses** of our patients.
How we care in the community

A partial list of VNSNY’s programs and services includes:

**Care Coordination**
VNSNY CO-CARE Transitional Care
VNSNY CO-CARE Population Health Management
VNSNY CO-CARE Complex Care Management

**Post Acute-Care Services**
Skilled Nursing
Physical, Occupational and Speech Therapies
Behavioral Health Specialty Care
Telehealth
Home Visiting Physicians
Strong Foundations™ (Falls Prevention)
VNSNY Transitions

**Children and Family Services**
Maternity, Newborn & Pediatrics
Nurse-Family Partnership
Bronx Fatherhood Program

**Community Outreach**
Family Support Team for HIV-affected Families
Community Collaborations
Rockaway Wellness Partnership

**Community Mental Health Services**
Geriatric Mental Health Outreach
Health Home Care Management
FRIENDS Programs
Mobile Crisis Teams

**Advanced Illness and End-of-Life Services**
Hospice Care
Palliative Care
Family Support Programs
VNSNY Haven, Short-Term Inpatient Care
Shirley Goodman and Himan Brown Hospice Residence

**VNSNY Chronic Care Expertise**
Asthma
Complex Illness Management
COPD
Diabetes
Heart Failure
Rehabilitation
Stroke
Wound

**The VNSNY Research Center**
Advancing and promoting evidence-based home healthcare practice

**Partners in Care (Private Pay Services)**
Personal Care and Companionship
Ambulatory Escort
Skilled Nursing
PRI Assessment
Rehabilitation Therapies (Physical, Occupational, Speech)
Geriatric Care Management

**Medicare and Medicaid Health Plans**
VNSNY CHOICE Medicare Advantage
VNSNY CHOICE Managed Long-Term Care (MLTC)
VNSNY CHOICE Total
VNSNY CHOICE Select Health
VNSNY CHOICE FIDA Complete
2014 Donors

Individuals, foundations and corporations gave generously to the Visiting Nurse Service of New York in 2014. We deeply appreciate the caring that these gifts represent. They are critically important to our charitable care mission.

<table>
<thead>
<tr>
<th>Amount</th>
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| $500,000 and above | American Red Cross  
Robin Hood  
Tiger Foundation  
The Warner Foundation  
The Balm Foundation  
The Hearst Foundations, Inc.  
Louis Pupello  
The Tiger Foundation |
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The Lucius N. Littauer Foundation  
The Milbank Foundation  
The Ambrose Monell Foundation  
Valerie and Jeffrey Peltier  
Mr. and Mrs. Carl H. Pforzheimer III  
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Marina Stern/Family of John Ryder Stern  
Solon E. Summerfield Foundation, Inc.  
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VNSNY’s Charitable Care Mission
Since 1893, the Visiting Nurse Service of New York (VNSNY) has provided essential healthcare services to New Yorkers of all walks of life, many of whom would otherwise go without care. In 2014, through collaboration with donors, partner agencies and organizations, VNSNY continued to carry out its charitable mission to:

- Care for our area’s most vulnerable children, adults, and families
- Improve the lives of the critically ill

- Offer medical and social support services to meet the needs of those with mental illness
- Provide programs that benefit communities
- Serve as a national leader in program innovation, hospice and palliative care, and home care research and public health policy

VNSNY is a community-based not-for-profit 501(c)(3) organization. We are a nationally recognized leader in home- and community-based health care, generously supported by philanthropic contributions.
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How to help VNSNY be there for New Yorkers in 2015

As you’ve seen in the preceding pages, many of VNSNY’s Charitable Care and Community Benefit programs and services are made possible in large part by contributions from people like you. With your help, we will continue to provide essential care for thousands of vulnerable children, adults, and families. Here are some of the ways you can help improve the lives of these underserved New Yorkers:

Attend the 2015 Annual Benefit Dinner. This black-tie event, which will take place on Thursday, November 12 at The Waldorf Astoria, raises funds for our Children and Family Services programs. Last year’s gala raised $1.3 million and attracted over 600 guests. For information, please contact John Billeci, Director of Special Events and Individual Giving, at 212-609-1565 or jbilleci@vnsny.org.

Join the VNSNY Leadership Council. This group, made up of donors who have each given a total of $1,250 or more in a calendar year (exclusive of planned gifts and special event tickets), offers an opportunity to become closely involved with VNSNY as a mission-driven organization, with benefits that include invitations to receptions, special events, and educational programs; reserved VIP seating for our Amazing Lives Lecture Series; and access to the Friends Care Center Phone Line that provides assistance in navigating the home healthcare system.

Make General Contributions that will help VNSNY continue its nearly 125-year charitable care mission to provide the best quality home- and community-based health care to all New Yorkers, regardless of circumstance.

Make Memorial or Tribute Gifts that allow you to leave a lasting and meaningful legacy in honor of a loved one or a special VNSNY staff member or home health aide.

Become a member of the Lillian Wald Heritage Society by making a Planned Gift to ensure that VNSNY’s outstanding care is available to support future generations. Support VNSNY with a planned gift, such as a Charitable Gift Annuity (CGA), a gift of Retirement Assets (such as an IRA), or a Bequest through your Will. Planned Gifts may protect and increase your income, generate estate-planning advantages, or provide tax benefits and real dividends now, while continuing to do good work far into the future.

Donate Outright Appreciated Securities that you have owned for more than one year and receive a tax deduction for the full fair market value of the securities on the day of transfer to VNSNY.

You can use the enclosed gift envelope to make your gift now, or make an online donation at vnsny.org/donateonline.

For more information about donating to VNSNY, please call our Development Office at 212-609-1525.

Thank you! Your generous support helps VNSNY provide the most skilled and compassionate health care to all New Yorkers, regardless of circumstance. We are grateful to you for making this possible.

You may opt out of receiving fundraising requests by emailing development@vnsny.org or calling 212-609-1525.

A copy of our most recently filed financial report may be obtained by writing to us at Visiting Nurse Service of New York, 107 East 70th Street, New York, NY 10021 or the New York Attorney General, Charities Bureau: 120 Broadway, 3rd Floor, New York, NY 10271