Care you can count on

Visiting Nurse Service of New York

2020 VNSNY Community Impact Report
Every day, 44,200 New Yorkers count on VNSNY

Since our founding in 1893, VNSNY has been on the front lines of every health care crisis New York City has faced. During the COVID-19 pandemic, our nurses, rehabilitation therapists, social workers, physicians, and home health aides, as well as the staff who support them, have been hard at work providing compassionate, critical in-home and community-based care.

About VNSNY

VNSNY leads the way in responding to public health crises and in pioneering new models of care delivery where vulnerable people need it most—in their homes and communities. Serving the five boroughs of New York City and Nassau, Suffolk and Westchester Counties, VNSNY is the largest not-for-profit home- and community-based health care organization in the United States.
Who We Care For

On any given day, the Visiting Nurse Service of New York has over 44,000 patients and health plan members in its care. This care is delivered by over 13,000 employees, including registered nurses, rehabilitation therapists, social workers, and other clinical staff such as physicians and psychologists, as well as home health aides. Since the start of the pandemic in the New York area, VNSNY has provided expert and compassionate in-home care to thousands of COVID-19 patients, making it possible for hospitals to discharge patients safely to their homes and families.

106,309
patients served.

25,400
health plan members.

1,081,744
clinical visits.

39,653,455
home health aide hours.

848+
patients
over the age of 100
received care.

50+
languages
are spoken by the VNSNY staff.

All 5
boroughs
are served by VNSNY, as well as Westchester, Nassau and Suffolk Counties.

Frequent
diagnoses
include heart disease, hypertension, cancer and joint replacements.
VNSNY COVID-19 Response

The COVID-19 pandemic has created a historic global health crisis—and in times of crisis, VNSNY rises to the challenge, going above and beyond to protect New York’s most vulnerable. During COVID-19, we have mobilized for New Yorkers in need, just as we have done in other public health emergencies such as Superstorm Sandy, 9/11, the AIDS crisis, and the 1918 flu pandemic.

During this pandemic, our first priority has been to keep staff and patients safe. Our brave frontline staff are caring for COVID-19-positive patients and their families at home, as well as for those suffering from other illnesses and injuries. To do this safely, VNSNY requires unprecedented levels of Personal Protective Equipment (PPE) for staff to wear during home visits.

Keeping New Yorkers Safe

Over a thousand New Yorkers stepped up and donated to VNSNY’s Coronavirus Response Fund, helping us adapt to the changing reality of providing home health care during a pandemic. Donations help VNSNY meet the ongoing needs of PPE and critical supplies to treat COVID-positive patients safely, support virtual visits, and equip staff with remote technology to maintain operations. We are so grateful for the community support we have received.

We are in this together, and together we stand strong.

N95 Masks
Surgical Masks
Gowns
Face Shields
Gloves
Blood Pressure Cuffs
Booties
Alcohol Wipes
Thermometers
Stethoscopes
Protecting Three Generations from COVID-19

Three generations living together in East Elmhurst, Queens, had already lost the matriarch of the family to coronavirus complications when VNSNY Home Care nurse Cidric T. began visiting. His patient was Oscar, the grandfather, just released from the hospital with COVID-19. Cidric found a family in mourning for their grandmother, and seven of eight family members asymptomatic, but testing positive for the illness.

“I want to thank nurse Cidric, who’s by our side and helps us out,” said Maria, the patient’s granddaughter. “He helps Abuelo keep fighting and getting better, and I know my grandpa will defeat this disease. It’s very painful to lose Abuela, and all I want is for my grandpa to be healthy.”

Cidric delivered much-needed clinical care to Oscar and education to the extended family. Cidric explained how to use supplemental oxygen to combat the grandfather’s low blood oxygen level and worrisome symptoms to watch for. He also taught the family how to monitor their symptoms and wear masks and social distance whenever they leave the house. “I try to make them feel like they are not alone in dealing with this crisis,” Cidric said, adding that the family was very supportive of their grandfather and each other during their health challenges.

Said the patient’s daughter, “With God’s blessing and great thanks to the doctors at Mount Sinai and Cidric, my dad fought the illness tooth and nail, and he’s here with us now. We’re so happy.”

Cidric helps Abuelo keep fighting, and I know he will defeat this illness.

Maria, Oscar’s granddaughter
Bridging Isolation at End of Life

When faced with a terminal diagnosis, most patients prefer comfort, relief and care at home with loved ones. For patients in the final stages of COVID-19, however, transferring home from the hospital was not easy. VNSNY Hospice nurse Alisa G. went to great lengths to see that Rafael** made it home from Staten Island’s Richmond University Medical Center so that he could take his final breaths with his wife by his side. “They had made a pact to always be there for each other,” said Alisa, who also arranged for a crisis care nurse to support the wife at home. “In the end, she said to me, ‘God bless you. You’re an angel.’”

Most often VNSNY Hospice provides care in the home, but it also cares for patients in hospitals, nursing homes and other residential settings. VNSNY Hospice liaisons like Alisa are based in New York City’s hospitals, and during the COVID-19 pandemic they found ways to connect families and their hospitalized loved ones who are at the end of life. Our Hospice liaisons have arranged for FaceTime goodbyes, held patient’s hands, and one nurse liaison blew a final kiss to a dying mother at a daughter’s request—so that no one would be alone in their final days:

“There’s never been a greater need for hospice services,” said Diane L., a VNSNY Hospice nurse liaison working at NYU Langone Hospital-Brooklyn. “Every little step we take to give comfort, reduce symptoms, and give families emotional support is so important. It’s what we do...it’s what we have to do.”

In the end, she said to me, ‘God bless you. You’re an angel.’

Alisa G., VNSNY Hospice nurse
Keeping Chinatown Elders Safe and Connected

Imagine being homebound in a tenement walk-up, cut off from your community and culture, with little access to news about the global pandemic sweeping the city. Into this extraordinary isolation and anxiety comes beautiful music and the memories and hope it inspires, all courtesy of VNSNY’s Chinatown Community Center in partnership with Si-Yo Music Society Foundation, Inc. through its program, Si-Yo Musical Phone Pal™.

“Music is a universal language,” said Carrie N., manager of VNSNY’s Asian Community Centers. “It has a healing power that can help us escape from the current health crisis.”

Although the Chinatown Community Center temporarily closed its physical location due to COVID-19, staff members continued to answer phone calls, deliver masks, and run virtual programming that kept the Center’s members connected to care, community and culture during challenging times.

One such program, Si-Yo Musical Phone Pal™, featured biweekly virtual concerts with Si-Yo Artists™. “As our members listen, you can see from the expression on their faces that old memories are coming back, and they’re able to relax for a few minutes,” Carrie explained. VNSNY’s Neighborhood Naturally Occurring Retirement Community (NNORC), which shares a building with the Community Center, is also dedicated to supporting Chinatown’s frail elders. From the onset of the pandemic, NNORC nurse Xiang J. and her colleagues called every member to connect them to care and teach them about the virus. “I explain everything about COVID-19 to them, how to prevent it and what to do if they have symptoms,” said Xiang, who speaks Cantonese and Mandarin as well as English. “I’m not only teaching members—they go on and teach their families.”

Music is a universal language. It has a healing power that can help us escape from the current health crisis.

Carrie N., manager of VNSNY’s Asian Community Centers
Caring for COVID Patients in Need

Claude*, a previously healthy young father, spent nearly two months in the hospital with COVID-19, including 20 days critically ill on a ventilator and in kidney failure. One doctor after another told his wife, Ruth, “Your husband is a very, very, very sick man.”

But Ruth never gave up hope, imploring doctors to do all they could. “I have two little kids who need their father,” she said. “I wasn’t ready to bury my husband.” Thanks to the doctors and the VNSNY clinicians who visited him at home, she says, Claude is back to his active life with his family, playing with the kids and getting out for short car rides.

An additional worry during that harrowing time was that Claude, a school bus driver who lost his job when schools closed, would lose his health insurance. VNSNY worked together with the hospital to help his wife transfer to Medicaid and ensure that high-quality care continued uninterrupted.

One lingering symptom of the illness was a debilitating blood clot in Claude’s left arm. VNSNY occupational therapist Malky S. worked with him two to three times a week to regain strength and range of motion so he could resume daily activities like dressing on his own. “It’s really rewarding to be there for him during this hard time to help him regain his independence,” Malky said. “It’s come so far already.”

Ruth is grateful for Malky’s motivation. “Whenever he makes any improvement, Malky is very good about encouraging him, reminding him how much better he’s getting every day,” Ruth says.

Malky is very good about encouraging him, reminding him how much better he’s getting every day.

Ruth, wife of patient
CARE YOU CAN COUNT ON

Educating and Empowering Young Mothers and Their Children

Nurse Miriam S. could hear the anxiety in the young mother’s voice. When they got down to “real talk,” as Miriam said, Lila* mentioned that her baby’s father had tested COVID positive.

Miriam, who works with at-risk, first-time mothers through VNSNY’s Nurse-Family Partnership (NFP), helped Lila make the right choices. The father quarantined elsewhere and resumed safe visits after he recovered. “Every phone call, I let her know that she’s an excellent mother,” said Miriam. “During this time of uncertainty and darkness, it’s so important to hear something good about ourselves. This empowers the mother to keep the core and will make a difference for future generations. It’s humbling, the long-lasting impact of this program.”

Says Lila, “It’s like having a good friend to talk to about your problems.”

Miriam visits one-on-one with NFP mothers to help them and their babies stay healthy and meet their goals. Because of the pandemic, the visits went virtual, including a telehealth assessment of mother and baby, followed by Miriam’s “real talk.” She explained: “I ask them, ‘How are you dealing with all this, how are you spending your day, how can we help? And we really talk.”

The NFP mothers wonder where to get diapers or find a food bank. Should they keep their regular pediatrician appointment? Does the baby need a mask? “I can hear in their voice at the beginning of the visit that there’s a lot of fear in the not-knowing,” said Miriam. “VNSNY provides us this information so we can pass it right along to them. By the end of the call, the moms’ voices change. I can tell that they’re going to be okay.”

“By the end of the call, the moms’ voices change. I can tell that they’re going to be okay.”

Miriam, NFP nurse
Care You Can Count On

Helping Neighbors in Need
Across the lifespan and spectrum of physical, emotional and psychosocial health, VNSNY’s home- and community-based health care and multidisciplinary teams provide high-quality, whole-person care to all who need it, regardless of insurance or ability to pay. VNSNY’s charitable and community-based programs touch the lives of more than 15,000 vulnerable individuals each year, from newborns to centenarians.

Chinatown NHORC and Community Center
VNSNY’s Chinatown Neighborhood Naturally Occurring Retirement Community (NHORC) works collaboratively to improve the health and social welfare of aging Asian Americans in New York City’s Chinatown. The program offers clinical and social outreach in the home as well as recreational activities at its Chinatown location, which it shares with the VNSNY Chinatown Community Center. The Community Center is a vital neighborhood resource, offering workshops, activities, support and connection.

Community Mental Health Services (CMHS)
CMHS offers more than two dozen community outreach programs for underserved children and adults, struggling with acute or chronic mental illness or substance abuse disorders. These life-changing programs served 15,000+ vulnerable New Yorkers in 2019, including 1,700 children and their families, and are provided in collaboration with local public schools and state and city mental health officials, among other partners.

Maternity, Newborn and Pediatric Services
VNSNY’s Maternity, Newborn and Pediatric (MNP) Services provide family-focused home care, including skilled nursing, rehabilitation therapy, social work and home health aide services, to children with serious and complex medical needs, including childhood cancers, HIV/AIDS, and complications from premature birth. We work closely with the families and their physicians to ensure the best possible outcomes.

Nurse-Family Partnership (NFP)
Part of a successful evidence-based national program, VNSNY’s Nurse-Family Partnership (NFP) works closely with low-income, first-time mothers—nearly half of whom are teenagers—and their babies to break generational poverty and improve the family’s future. Specially trained NFP nurses work one-on-one from pregnancy to the child’s second birthday to help young mothers stay healthy, meet educational and career goals, and keep their children healthy, learning and thriving. We worked with 983 families in 2019.

Veterans Programs and Services
As part of the We Honor Veterans program, VNSNY provides culturally sensitive community-based hospice care to address the unique physical, emotional and logistical needs of military veterans and their families at end of life. In addition to providing clinical care, we help connect veterans and their families with community resources and veteran-specific benefits, and hold bedside recognition ceremonies that honor their military service. In 2020, we expanded veterans community outreach to include home care services.

Volunteer Program
VNSNY volunteers have a lasting impact on the lives of thousands of patients, including some of our most vulnerable children and frail seniors. Contributing 40,000 hours of service annually, our volunteers help out with a wide range of activities, including visiting hospice patients, working in administrative roles alongside clinical and business staff, knitting scarves, blankets, and sweaters for our patients, and tutoring elderly Chinatown residents in English.

Center for Home Care Policy & Research
The VNSNY Center for Home Care Policy & Research is devoted to the study of clinical and policy issues related to the delivery of high-quality, cost-effective health services at home. Conducting scientifically rigorous research and supporting informed decision-making by providers, policymakers, and consumers, the research center advances the national knowledge base underpinning home- and community-based services.

Charitable Care and Patient Enrichment Fund
VNSNY provides free and discounted interdisciplinary home care to thousands of uninsured New Yorkers who otherwise might go without care. We also help eligible individuals enroll in Medicaid and/or Medicare so they can access the care they need. Through the Patient Enrichment Program Fund, VNSNY clinicians provide vulnerable, disadvantaged patients with resources that promote comfort and healing, such as unreimbursed medications, eyeglasses and air conditioners.

Hospice and Palliative Care Program
Last year, our hospice and palliative care programs provided multidisciplinary team-based medical and emotional care for over 6,400 patients at the end of life and their families, to help manage symptoms and promote dignity and quality of life. Charitable donations also support our Hospice Fellowship Training program to educate future leaders in this compassionate care; and outreach to expand hospice access in Black and Latino communities typically underrepresented in these vital services, such as the H0P0 program, connecting African Americans and Hispanics in Harlem and the Bronx with needed hospice care.

LGBT Patient Outreach and Gender Affirmation
VNSNY outreach provides New York’s LGBT senior community with greater access to our services and raises awareness of VNSNY as a safe and trusted ally. All VNSNY clinicians, administrative and senior staff have received training on working with LGBT communities from the organization SAGE, Services & Advocacy for LGBT Elders. In addition, VNSNY provides specialized care at home for patients before and after gender affirmation surgery.
Our Impact

VNSNY Charitable & Community Impact

In 2019, the Visiting Nurse Service of New York—together with generous supporters, community partners and VNSNY employees—provided $42 million in charitable care and community benefit programs. These wide-ranging programs improve the lives of tens of thousands of New Yorkers, young and old, and deliver free and discounted direct home care services to under- and uninsured individuals.

- Community Mental Health Services $22,500,000
- Programs for Children and Families $8,500,000
- Sensitivity and Other Staff Training $3,100,000
- Charitable Care for the Under-and Uninsured $3,000,000
- VNSNY Research Center $2,400,000
- Special Hospice Programs $1,700,000
- Specialized Programs and Services $1,000,000

Funding Sources

The $42 million in community benefit impact represents the total amount of care delivered by VNSNY and our philanthropic partners via our charitable care and community benefit programs. It includes funding by public grants (City, State, and Federal), development (gifts and grants from private donors, employees, foundations and corporations), and VNSNY’s charitable care contribution (the cost of community benefit programs paid for by VNSNY). This total does not include reimbursements to the programs from Medicaid, Medicare, and Managed Care Organizations.

- City, State and Federal Grants $31,400,000
- Donations and Development $6,300,000
- VNSNY’s Charitable Contribution $4,300,000
A Message from the VNSNY Board Chair and the President and Chief Executive Officer

We hope you are inspired by these remarkable stories of our dedicated staff and their heroic efforts during the COVID-19 pandemic. As you can see, VNSNY has once again risen to the challenge of caring for New Yorkers in crisis, just as we have countless times before during our 127-year history.

Since the early public health challenges of 19th-century tenement life, VNSNY has been on the front lines providing vital services to New York’s most vulnerable populations. The same is true today. As the coronavirus hit the New York metropolitan area, we delivered critical in-home care to thousands of COVID-19 patients. This allowed hospitals to reserve their beds for the most acutely ill, while still protecting the health of others who needed daily medical care.

At the same time, we continue to care for other New Yorkers—including non-COVID patients who require skilled home care; homebound seniors who depend on daily home health aide assistance; our health plan members with ongoing needs; children and families who benefit from our community support programs; and those nearing the end of life, who receive support and comfort from VNSNY Hospice.

Providing care that New Yorkers can count on is key to VNSNY’s mission—and we’re able to do that because we know we can count on you. The following pages speak to the support that you and many others provide to VNSNY’s mission, year in and year out. We are immensely grateful for that... and we hope that our VNSNY family can continue to count on your support going forward.

Thank you for all you’ve done and continue to do for our organization. Please be well and stay safe, as we shape a healthier future together.

Marki Flannery, President and CEO

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Marki Flannery, President and CEO
2019 Donors

VNSNY is grateful for the contributions of generous individuals, foundations, and corporations in 2019 who helped us provide life-changing charitable care and life-enabling community benefit programs to New Yorkers in need. A special thank you to our Leadership Council members, individuals who give annual contributions of $1,000 or more.

$500,000+ Robin Hood

$100,000–$499,999

Eugenie Doyle, MD
Hervey & Amy Hagopian Foundation
Broadway Foundation

$50,000–$99,999

The John Conley Foundation for Ethics & Philosophy in Medicine

$25,000–$49,999

Evelyn & Jordan Halpern Foundation

$20,000–$24,999

Toni St. Clair/Cushman & Wakefield, Inc.

$10,000–$19,999

Perek Bldg & LIRR

$5,000–$9,999

Kaiser Permanente New York

$2,500–$4,999

Time Warner Cable Foundation

$1,000–$2,499

Tanya Eliopoulos & Family

$1,000–$499

The Nardi Foundation

$500–$999

Carmelo Rodriguez & Family

$250–$499

VNSNY Foundation

$100–$249

Shire, Inc.

$50–$99

Value Health

$25–$49

VNSNY Pharmacy

$10–$24

VNSNY Foundation

$5–$9

VNSNY Home Health

$2–$4

VNSNY Hospice

$1–$2

VNSNY Support Services
Ways to Give

Make a general contribution or join VNSNY’s Leadership Council

to help provide a comprehensive array of home health care and community benefit programs to New York’s most vulnerable residents, regardless of their circumstance. Contributions help serve those who are chronically and terminally ill, adults and the frail elderly, infants, children, and families—New Yorkers, from all walks and at all stages of life. Donations may be restricted to support any program within this report.

Leadership Council members give annual contributions to our life-saving and life-enhancing programs at levels ranging from Benefactor at $1,000 to Chairman’s Circle at $25,000+. For more information or to join, visit vnsny.org/CLCInfo.

Make memorial or tribute gifts

for a loved one or to honor a special VNSNY staff member who provides exemplary service. If you make a gift in honor of a VNSNY staff, we will notify them of your contribution in their name. For gifts made in memory of a deceased friend or loved one, we can send notifications of your thoughtful contribution to their family. Tribute and memorial gifts can be made at vnsny.org/donate.

Attend or contribute to a fundraising event.

When we’re able to once again gather in groups safely, our annual fall benefit dinner (to raise funds for our Charitable Care and Community Benefit programs); our springtime Golf Classic (to raise funds for VNSNY Veterans Programs); our Intimate Food for Thought Cocktail Receptions (to raise funds for our Hospice program); and our volunteer events all allow our friends to either attend or contribute to a special fundraising event. To learn more about our fundraising events, contact John Bilecic at john.bilecic@vnsny.org or 212-609-1565.

Become the newest member of the Lillian Wald Heritage Society

by making a gift in your estate or retirement plan. Your gift ensures that VNSNY’s compassionate and professional care will support vulnerable New Yorkers for generations to come. Consider a gift in your will. Or receive steady lifetime payments with a gift annuity. You can also include VNSNY as a one of the beneficiaries of your life insurance, living trust, IRA, pension, or other financial account. Thanks to the generosity of Jeanne Levin and Bob Ross, your new intention will trigger an immediate gift of $500 to VNSNY. It will be our pleasure to welcome you!

Donate 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.

Become a VNSNY volunteer

to touch the lives of our patients through a wide range of activities. To find out how to become a volunteer, call 212-609-1570 or email volquest@vnsny.org.

Can We Count on You?

When you support VNSNY, you deliver vital care and services that enrich the lives of our vulnerable neighbors who might not otherwise be able to afford the help they need. Your contributions are critical to ensure that all New Yorkers can continue to count on VNSNY — especially those who too often fall through the safety net.

You can use the enclosed gift envelope to make your gift now, or make an online donation at vnsny.org/donate. For more information about donating to VNSNY or supporting a specific program, please call our Development Office at 212-609-1525 or visit vnsny.org/giving.

Thank you!