

SPECIAL EDITION

INSIDE DEBORAH

A Publication of Deborah Hospital Foundation

WINTER 2023

DEBORAH100:
THE CELEBRATION



212 Trenton Road
 Browns Mills, NJ 08015
 609-893-0100
 Development@deborahfoundation.org
 www.Deborah100.org

Joseph Chirichella
 President & CEO

Joseph Manni
 Executive Vice President
 & COO

Steve Toal
 Chief Development Officer
 stoal@deborahfoundation.org

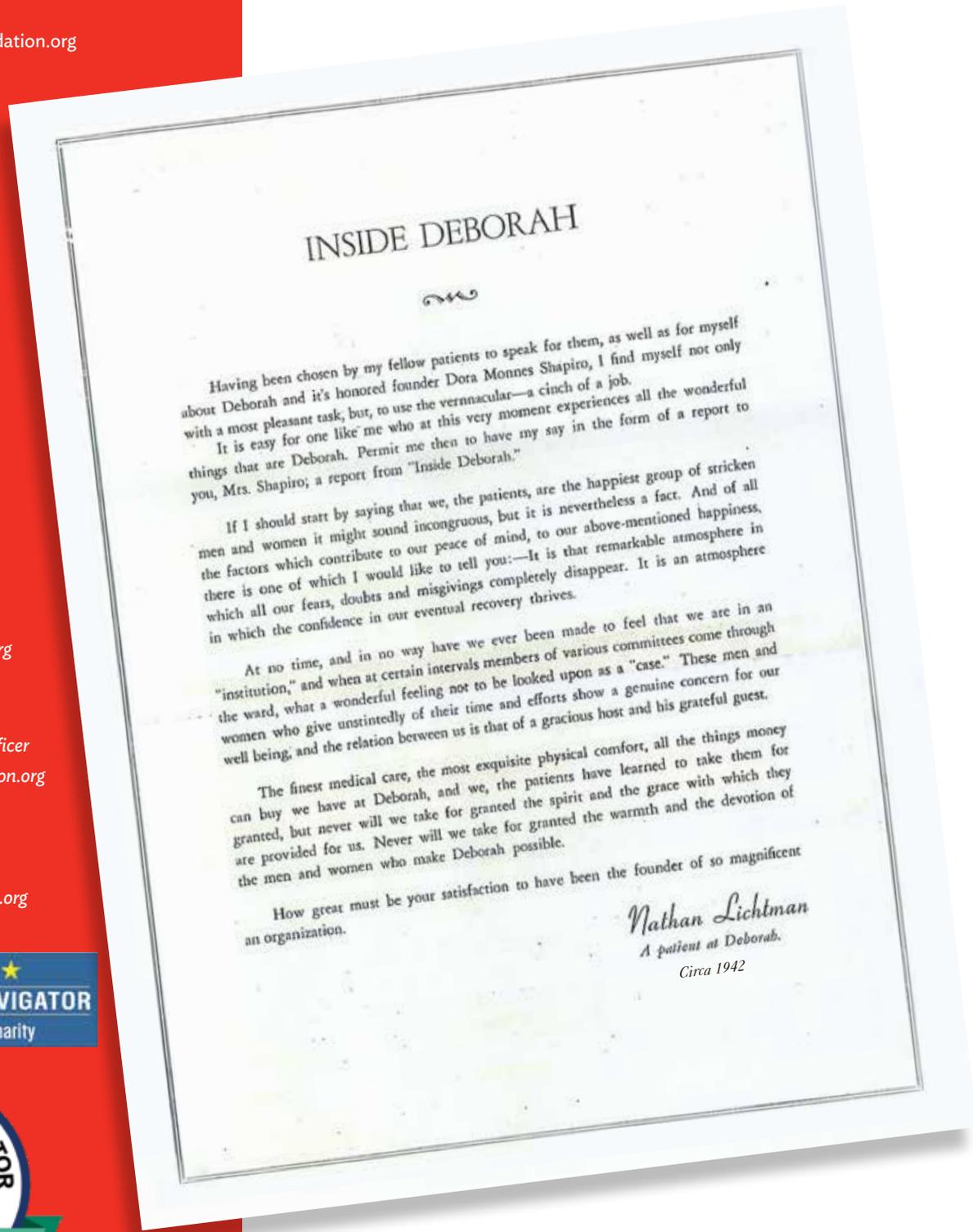
Thomas Drotar
 Major Gifts Officer
 tdrotar@deborahfoundation.org

Ellen Krivchenia
 Legacy and Planned Giving Officer
 ekrivchenia@deborahfoundation.org

Kevin McGuire
 Director of Annual Giving
 kmcguire@deborahfoundation.org



Grateful Patients are a Time Honored Tradition
A letter written by a patient in 1942. His words are as true today as they were 80 years ago.



INSIDE DEBORAH

Having been chosen by my fellow patients to speak for them, as well as for myself about Deborah and it's honored founder Dora Monnes Shapiro, I find myself not only with a most pleasant task, but, to use the vernacular—a cinch of a job.
 It is easy for one like me who at this very moment experiences all the wonderful things that are Deborah. Permit me then to have my say in the form of a report to you, Mrs. Shapiro; a report from "Inside Deborah."

If I should start by saying that we, the patients, are the happiest group of stricken men and women it might sound incongruous, but it is nevertheless a fact. And of all the factors which contribute to our peace of mind, to our above-mentioned happiness, there is one of which I would like to tell you:—It is that remarkable atmosphere in which all our fears, doubts and misgivings completely disappear. It is an atmosphere in which the confidence in our eventual recovery thrives.

At no time, and in no way have we ever been made to feel that we are in an "institution," and when at certain intervals members of various committees come through the ward, what a wonderful feeling not to be looked upon as a "case." These men and women who give unstintedly of their time and efforts show a genuine concern for our well being, and the relation between us is that of a gracious host and his grateful guest.

The finest medical care, the most exquisite physical comfort, all the things money can buy we have at Deborah, and we, the patients have learned to take them for granted, but never will we take for granted the spirit and the grace with which they are provided for us. Never will we take for granted the warmth and the devotion of the men and women who make Deborah possible.

How great must be your satisfaction to have been the founder of so magnificent an organization.

Nathan Lichtman
 A patient at Deborah.
 Circa 1942

DEAR FRIENDS OF DEBORAH

Quite a bit has transpired since the last issue of Inside Deborah was published. Here is why everyone is talking about Deborah these days.

DEBORAH100: The Campaign initiated in 2018, was our first significant capital campaign in more than 30 years. Nearly \$15 million was raised from philanthropic-minded individuals, corporations, foundations and organizations to assist in the funding of our current campus expansion initiative.

DEBORAH100: The Project a \$108 million capital building construction project of an adjoining three-story patient tower with private patient suites. Followed by renovations on three existing patient units incorporating modern convenience with advanced medical technology culminating in 96 new private in-patient rooms. Additionally, significant enhancements to the pharmacy, cardiac catheterization labs, and the electrophysiology labs have already commenced.

DEBORAH100: The Celebration has been our year-long tribute to the 100th anniversary of Deborah Heart and Lung Center. I encourage you to visit the Deborah.org website and skim through a fascinating timeline chronicling Deborah's extraordinary milestones and achievements.

I have worked at Deborah for 43 years, with the privilege of serving as President and CEO since 2010. Being part of such an iconic organization, which has maintained its position at the forefront of medical innovation for a hundred years, is the highlight of my professional career. Being part of a legacy as the only hospital in the United States that treats both children and adults without issuing a bill for services they receive within the hospital, is both humbling and gratifying.

Your involvement and ongoing support of Deborah Hospital Foundation continues to make a profound impact in the lives of thousands of patients requiring Deborah's specialized expertise each year. We are unable to do what we do best without your financial support. Your generosity is key to our success.

On behalf of our board members, administration, and all our employees, thank you for all that you have done, and continue to do, for Deborah. As we commemorate 2022 as the end of a century of great accomplishments, I can assure you with our innovative strategic plan in place, the best of Deborah is yet to come.

May the New Year bring you happiness and good HEALTH!



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

BIRTHDAY WISHES

Deborah achieved centennial status in May, and was recognized by both federal and state dignitaries. New Jersey Governor, Phil Murphy, sent a personal letter. Nicholas P. Scutari, President of the New Jersey State Senate and Craig J. Coughlin, Speaker of the General Assembly, signed a State Senate/Assembly Resolution. A proclamation from the Burlington County Board of Commissioners was received as well. Additionally, a congratulatory letter from New Jersey U.S. Senators Robert Menendez and Cory Booker, and Congressman Andy Kim was received.



Scan to watch Chris' birthday shout out



Scan to watch Ron's birthday shout out



“Everyone who has worked here, volunteered at the hospital, or helped fundraise in support of the Deborah mission that allows for equal access for all patients, regardless of ability to pay, has played an important role in Deborah’s history. We are all so proud of the hospital we have helped create, and are proud to celebrate its 100th anniversary this year.”

Joseph Manni
Executive VP & COO
Deborah Heart and Lung Center
Deborah Hospital Foundation



Scan to watch a message from Executive Vice President & COO, Joseph Manni

DEBORAH'S 100 HOURS OF GIVING

To honor each year Deborah has served its patients, Deborah Hospital Foundation hosted a 100 Hours of Giving campaign. This five-day online fundraising event ran from May 16 to May 20 and consisted of donor challenges, hundreds of donations, and celebrity shout-outs raising nearly \$180,000 in just 100 hours.

We would like to recognize the following generous donors that provided challenge grants totaling more than \$100,000; Marvin Eilenberg, Janice Krusch,

Greg Olsen, Evan Quarton, Irene Sidun, and the Marion and Norman Tanzman Foundation.

Deborah was deeply honored by the participation of three extraordinary donors who also celebrated their 100th birthdays. Betty Anbinder, Roz Schwartzberg, and Freda Gorman, all long-term supporters, participated with their own video messages and one-on-one interviews.



Betty Anbinder

“At the age of 101, I am still supporting this wonderful hospital. I believe that helping others has contributed to my longevity. If you want to feel good too, make a gift to Deborah today.”



Roz Schwartzberg

“Happy Birthday Deborah, from one centurion to another. I love being a part of Deborah hospital and I hope everyone will join me in making a gift to Deborah Hospital Foundation.”



Freda Gorman

“We have completed the 100 Hours of Giving and I want to thank everyone for their contributions.”

It was 100 years ago since our founder, Dora Moness Shapiro, coined the phrase “There is no price on life.” Those words are truer today than ever before and Deborah Hospital Foundation remains committed to maintaining our current non-billing policy so thousands more each year can benefit from Deborah’s specialized medical expertise without the worry of astronomical medical bills.

Thank you to everyone who continues to support this wonderful organization. We can’t do what we do without your support.



Scan to watch a video of the event

FLORIDA VOLUNTEERS HOST 1920'S SPEAKEASY

The Deborah Hospital Foundation team packed their flapper dresses and fedoras and headed down to Florida for a Roaring 20's themed donor celebration. The "speakeasy" event took place in April at Benvenuto Restaurant in Boynton Beach. Cost of a ticket was priced at \$19.22, the same year Deborah was founded.

Entertaining at the luncheon was a zoot suit clad DJ, extraordinary lounge singer and a team of flappers who danced to the hits of the 1920's and 30's.



The most exciting part was seeing Betty Anbinder (pictured), who was 100 years old at the event.

Betty first became involved with Deborah back in 1951 after learning of the incredible care a friend's young daughter received. So inspired, she started a volunteer chapter in New York, then founded another upon moving to Florida.

Although Betty has since passed, she'll be remembered for being an integral part of the Deborah family for over 70 years. Her heart of gold and philanthropic spirit will forever be remembered at Deborah.

Deborah100: The Celebration

In February, 2022, Deborah broke ground on DEBORAH100: The Project. Our administrative team and board members gathered to commemorate Deborah's capital expansion and renovation project. The designers at Ewing Cole, and the project managers from Torcon, Inc. also attended this historic event.



DEBORAH100: THE PROJECT - UPDATE

Aiming to conclude **DEBORAH100: The Project** in 2024, these enhancements will consist of a three-story addition to our existing hospital, creating 36 private inpatient suites. With a private suite, we are able to reduce the frequency staff enters the room, thus providing more privacy, limiting interruptions, and reducing the chance of infection. This allows for more intimate conversation between our patients and their loved ones as well as with our clinical staff members. These suites are also better equipped to provide critical care and isolation — capable support for those patients who require this type of care.

As we aspire to improve the patient experience with this project, we are currently in the midst of remodeling three existing patient care units. We are upgrading our cardiac catheterization labs in order to enhance how we diagnose and treat a variety of heart conditions. We are constructing a new pharmacy clean room, providing an updated environment for compounding, packaging, and preparing sterile and medication. And we are enhancing our electrophysiology labs with new robotic technology altering how we monitor and map the electrical systems of the heart.

At Deborah, our mission has always focused on providing the highest quality inpatient and outpatient care to those who require our medical expertise.

We also recognize the stress our employees shoulder from providing this level of specialized care, and seek to do what we can to improve their overall wellness. A spacious dedicated respite area for staff with indoor and outdoor covered lounges as well as quiet meditation rooms has been included in the project, providing a quiet, calming place for them to relax and recharge themselves physically, mentally, and emotionally so they can better serve our patients.

"We are excited to begin this new construction. Building towards the future has always been a Deborah underpinning, and with our 100th anniversary this year, it is fitting that we are embarking on a bold new chapter in the Hospital's future."

Steve Toal
Chief Development Officer
Deborah Hospital Foundation



**Scan to watch a video on
our construction update**





Exterior Patient Tower Rendering



Nurses Station Rendering



Private Patient Room Rendering







DEBORAH'S 17TH ANNUAL RED TIE GALA

After two years of hosting from virtual venues, on November 12, 2022, Deborah Hospital Foundation's Red Tie Gala returned to the Hilton at Penn's Landing, in spectacular fashion where more than 300 guests gathered to celebrate Deborah's 100th birthday.

The emotional highlight of the evening was the introduction of the event's honoree, Michael J. Kline, Esq., Partner and Assistant General Counsel at Fox Rothschild LLP, as well as Outside General Council for Deborah Heart and Lung Center and Deborah Hospital

Foundation. Michael has been a donor and volunteer with Deborah since 1972 serving as a Foundation board member and outside General Counsel for fifty years. He was instrumental in helping implement vital legislative protections that preserve Deborah's ability to not balance bill patients, keeping true to its founding mission "there is no price on life."

Thanks to the generosity of our sponsors and attendees, the Foundation raised nearly \$300,000 in support of Deborah Heart and Lung Center.

Many thanks to the 2022 Red Tie Gala Sponsors:

Centennial Sponsor

- Epstein Becker & Green, P.C.

Anniversary Sponsors

- Capital Health OB/GYN
- Fox Rothschild LP, Attorneys at Law
- McCarter & English
- Mid Atlantic Surgical Associates

Entertainment Sponsor

- Holman

Decorations Sponsor

- Cooper University Health Care

Video & Photography Sponsors

- Carbon Health
- William H. Connolly Insurance and Risk Management

Favor Sponsors

- Cleveland Clinic
- Corporate Synergies
- Ewing Cole
- Imperial Dade
- Kean University
- Landmark Leadership
- McAfee Financial Consulting Group of Wells Fargo Advisors

■ OceanFirst Bank

- PSE&G
- Torcon
- Withum

Media Sponsor

- South Jersey Magazine

Community Sponsor

- OceanFirst Foundation



Unveiling The Mystery Of Albert Einstein's Connection To Deborah

Over the last 100 years, Deborah Heart and Lung Center has attracted a significant amount of attention from famous and historic figures including; first lady Eleanor Roosevelt, President Gerald Ford, inventor Harry Knowles, entrepreneur/astronaut Dr. Greg Olsen, professional baseball player Willie Mays, and actors such as Sophia Loren, Paul Newman, Joe Pesci, Ben Vereen, and Henry Winkler. However, none more well-known or thought provoking than legendary physicist, Albert Einstein.

This photograph, taken in the 1933 of Albert Einstein, presenting a donation to Deborah's founder, Dora Monness Shapiro and her husband Solomon, although an indelible moment in Deborah's history, created a mystery eight decades in the making surrounding the connection between Einstein and Deborah.

According to The American Jewish Year Book (1921 C.E.), Albert Einstein along with his colleague, Dr. Chaim Weizmann, went on a cross country American fundraising tour to identify and encourage other Jews to contribute funds to help build the Rothschild Hadassah University Hospital and Ratnoff Medical Building located on Mt. Scopus in Jerusalem. Archived within Einstein's personal letters he wrote of the difficulty he had in spreading

the word and raising the necessary funds. On November 18, 1926, in a bold and direct manner, Einstein made a public and empowered plea for support:

“To the Jews of America: Do not think of political strife, but remember that the Jewish name must be held high. The huge immigration to Palestine, caused by the economic and political measures of the Polish government, should not be allowed to lead to the distress of all the lining in Palestine, but should be made to strengthen our colonization work there. This lies in your hands. Act accordingly!”

At this point in my investigation, I still had not found a connection between Einstein and Deborah. I began to believe his involvement with Deborah stemmed from a more personal experience.

It turns out, Einstein’s second wife, Elsa Einstein, had two daughters, Ilse and Margot, from her first marriage. Einstein was extremely fond of the daughters, but on July 11, 1934, Ilse died from tuberculosis.

The connection between Einstein to tuberculosis was indeed personal, but the connection with Deborah was still unknown. Changing course, I switched my investigation to Mrs. Shapiro in hopes of finding her connection to Einstein.

Sometime between 1926 and 1928 Mrs. Shapiro and Einstein met at a posh fundraising event and, with the support of others, she helped Einstein raise enough funds to construct four of the ten buildings planned at Rothschild Hadassah University Hospital. Mrs. Shapiro’s personal donation to the Einstein Institute of Physics at Hebrew University was significant enough to have the entire building named in honor of her and her husband Solomon. On March 11, 1934 Mrs. Shapiro arrived in Jerusalem to attend the dedication ceremony for the philanthropic funds she helped raise.

Deborah is a female name of Hebrew origins that means “bee,” and is the name of a prophetess in the Hebrew Bible and Christian Old Testament. Deborah was a poet and a judge, who led a revolt that helped the Israelites win their freedom from the Canaanites.

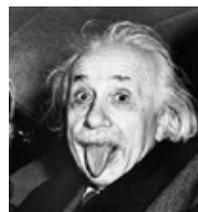
So to wrap up this investigative story, here is what I learned.

- While Einstein’s step daughter Ilse was suffering with tuberculosis, Mrs. Shapiro was raising funds and expanding the TB services at Deborah.
- Einstein and Mrs. Shapiro were introduced during his cross country fundraising tour and a friendship flourished between the two icons sharing similar virtues and beliefs.
- He gave generously to Deborah in honor of Ilse and to support Mrs. Shapiro.
- She gave generously to help establish a legacy in Palestine, and to support her friend.

In the end, a personal and philanthropic relationship was formed between Albert Einstein and Dora Monness Shapiro resulting in him financially supporting Deborah Heart and Lung Center.

And that, my friends, is the story behind the photograph.

*By Sarah Daniscsak, Investigative Reporter
Deborah Hospital Foundation*



Deborah Heart and Lung Center By the Numbers 2021



72,582

OUTPATIENT
VISITS



2,439

INPATIENT
ADMISSIONS



2,901

OUTPATIENT
PEDIATRIC VISITS



1,540

SURGICAL PROCEDURES
PERFORMED



4,914

NON-SURGICAL
PROCEDURES PERFORMED



2,869

VETERANS SERVED THROUGH
OUR HEROCARE CONNECT
PROGRAM



\$21,836,000

CARE ABSORBED
BY DEBORAH



Scan to see surgical updates



As you know, Deborah was established in 1922. We'd like to recognize some special members of the Deborah Family who were also "established" in 1922 or before. We are grateful for their longevity, thankful for their trust, and so appreciative of their continued support of Deborah.

Congratulations, and Happy Birthday to you all!

Angela Alling	Frances Ferraro	Joseph Lanza	Regina Rosenberg
John Balasi	Gilda Festa	Rose LaPorta	Gladycy Rubin
Mary Batista	Evelyn Fisher	Nelson Lawton	Marie Rue
William Bell	Marjorie Fiterman	Muriel Levine	Peter Rumore
Marie Biggio	Elsa Fleming	Etta Lilien	Dorothy Sandberg
Emma Binns	Lydia Friedlander	Lynn Lippincott	Ada Schenck
Ruth Botwinick	Doris Froehlich	Reberta Lopoten	Stanley Schor
June Bouse	Eleanor Garfunkle	Diamond Marropodi	Phil Schulman
Rose Brockman	Athena Giglio	Margarete Martinez	Albertine Schwartz
Cacilia Brown	Irene Gilbert	Ruth Matena	Roslyn Schwartzberg
Barbara Buksar	Sarah Godowsky	Rose Mauncele	Bernice Seidman
Agnes Cairns	Harriet Golabiewski	Gerald Maurer	Barbara Sharp
Anne Carroll	Florence Goldberg	Betty McGowan	Charlotte Shaw
Julia Carroll	Ilene Goldstein	Grace Mckeon	Morris Sier
Helen Cherba	Patricia Gomm	Peter Merle	Elizabeth Stainker
Helen Chudy	Sanford Goodman	Mary Morie	Joan Stein
Henry Cox	Freda Gorman	Helen Mortis	Herminio Suarez
Ethel Crain	Thelma Gottlieb	Anne Muller	Henry Taddei
Alma Curtin	Margaret Green	Raymond Novotny	Ida Terranova
Alfred Damato	Rose Gunther	Achille Onnembo	Robert Tice
Ruth Davis	Martin Gutchigian	Anna Orlando	Aginso Valentino
Marie De Martine	Selma Henig	Erica Ostrowski	Mary Viviani
Vincent Deasey	Doris Hermann	Clara Pantazis	Roy Watson
John DeGrouchy	Cissie Hill	Michael Parisi	Harriet Wendell
Mary Deluise	Florence Huff	Margaret Parlapiano	Mary Williams
Marie Delvecchio	James Hunt	Santa Passantino	Mark Willis
Margaret DeMarco	Elizabeth Infantolino	Nicholas Paul	Bernard Willner
Frederick Detrick	Marion Irwin	Arthur Peskin	Edith Wolfson
Lillian Dibble	Catherine Jarema	Vivian Phipps	Josephine Yuhas
Irene Dickerson	Edith Keller	Florence Pollara	Richard Zapp
Mary Dragotta	Muriel Kessler	Harry Powell,	Marion Zieman
Albert Dutko	Marvin Kochansky	Albert Punk	Frieda Zisa
Edwin Ebersole	Isabelle Koenig	Rubin Rabinowitz	

*List verified as of September 2022



| DONOR STORIES

Young philanthropist finds the sweet spot

We were all inspired by the thoughtfulness of 9-year-old Seraphina Fein and how she proved that a small effort could make a big impact.

“I feel a lot of people need help. Many people have a lot, but many don’t. I want Deborah to have enough money to take care of people who are sick. And I want to make a difference. I want to show people that everyone can help and if we all do a little bit, we can care for everyone!”

In honor of Deborah’s birthday, Seraphina ran a lemonade stand for a week in the community where her grandparents live. She exceeded her goal of \$100 by raising \$155.

A budding young social activist who strongly believes in caring for people and the environment, she is also a fourth generation Deborah supporter. Her grandmother, Sandi Fein, has volunteered for Deborah for more than 50 years having served as Chairman of the board of trustees for the Center and as a member of the board of directors for the Foundation.

The Deborah Hospital Foundation team so appreciates the thoughtfulness of Seraphina and how she proved that a small effort could make a big impact. What a wonderful example of the unlimited ways you can help support Deborah.

If you have an idea, want to conduct your own fundraiser or want to get involved with Deborah, please contact Volunteer Services at 609-893-3372.

As we look onward to the next 100 years, we will continue to strive to enhance the way we serve our patients. In order to continue going above and beyond for those who need it most, we need your help!

Please understand, your gift TODAY will last a LIFETIME.

4 SIMPLE WAYS TO GIVE

To Deborah Hospital Foundation



CALL US

609-893-0100



TEXT US

Text DEBORAH
to 91999



AMAZON

Visit Smile.Amazon.com – Choose Deborah Hospital Foundation as your preferred charity.



DONATE ONLINE

With the camera on your phone scan this code to donate now!

Questions?

Please contact Deborah Hospital Foundation at 609-893-0100 or Development@DeborahFoundation.org



YOU GIVE. PEOPLE LIVE.™

212 Trenton Road
Browns Mills, NJ 08015



“Happy Birthday Deborah, from one centurion to another. I love being a part of Deborah Hospital and I hope everyone will join me in making a gift to Deborah Hospital Foundation.”

Roz Schwartzberg, 100 Years old and Fellow Donor