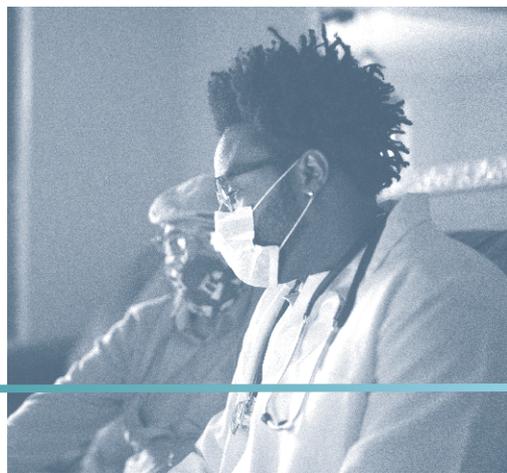




Changing  
the future  
of care.



Your support.  
Our expertise.  
Their lives changed.

Today.  
Tomorrow.  
And the next

125  
YEARS



It's an honor to walk through your door, wherever you call home.

When your neighbor needs us, when a family member needs us, when you need us, we're here to provide healthcare, hospice and supportive services.

**A 125 year mission has endured:**

- ▶ To help vulnerable people
- ▶ To help those who struggle to pay for healthcare, medicine or support
- ▶ To help those who need assistance to remain independent and safe in their homes
- ▶ To help position families for a lifetime of success

**Together, we can improve the lives and health of the people in Nebraska and western Iowa.**



# Shaping tomorrow's care.

# Today.

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Visiting Nurse Association (VNA) is an Omaha-based organization with Omaha values. We're driven by honesty and integrity. We work hard to grow our impact and reinvest our success back into the community we serve. With 125 years of expertise, we have shaped healthcare issues that need innovative and compassionate resolution.

## VNA has set the standard for:

- ▶ Delivering high-quality home healthcare, hospice and supportive services, wherever individuals and families call home.
- ▶ Collaborating with local healthcare partners to help patients stay safely at home: where healthcare costs less, infection rates are zero percent and patients participate in a plan of care that encourages peace of mind, quality of life and independence.
- ▶ Caring for vulnerable men, women and children who are in homeless or domestic violence shelters, are overcoming obstacles to raise healthy children or need help navigating supportive services and medical costs.
- ▶ Responding to crises with innovative infection control, taking on pandemics from Spanish Influenza and AIDS to H1N1 and COVID-19.

**Our story is a pursuit of innovative excellence in healthcare and a commitment to local people.**



# A past of progressive thinking.

**Anna Millard Rogers** was a progressive young woman who recognized a need and vowed to fill it. The daughter of Omaha mayor Ezra Millard, Anna witnessed people in the streets who lived in poverty and lacked healthcare resources. She wanted to help, but her parents sent her on a European journey as a distraction from her calling. In Europe, her passion was reinforced. Anna saw the same issues of poverty and deteriorating health in the streets. She took her first healthcare courses in Germany and completed her nursing degree at Johns Hopkins University. When she returned to Omaha in 1896, she founded Visiting Nurse Association out of the mayor's home.

From the beginning, Anna focused on the needs of Omaha's children and families, especially those who were traditionally neglected by the healthcare system at that time. Long before the civil rights movement, VNA served a diverse population and hired an inclusive workforce. VNA nurses entered homes to provide healthcare, started well-baby clinics in local parks and ignored community warnings by entering brothels to care for sex workers and their children.

## Staying Home has always been our mission.

After Medicare and Medicaid programs were signed into law, it was a natural progression for VNA to help fund the health and well-being of Omaha and Council Bluffs residents, including many senior adults who struggled to afford healthcare. Soon after, VNA began accepting private insurance, expanding into healthcare and hospice services that produce revenue and help the organization thrive today.

We believe so passionately in our foundational purpose – caring for those who cannot care for themselves – that we **invest our revenue into mission-driven programs**. Each time someone chooses VNA's expert care, that revenue expands services to patients who are unable to pay. And with generous support from donors, we can reach even more people who need help.

No matter a patient's need or place in life, VNA believes everyone deserves the highest-quality care possible. From history to present day, our actions reflect a vision for what health can be.

**Today. Tomorrow.  
And the next 125 years.**





# Shape the future of care with us.

## Our Vision

We envision a future where care is just as accessible as it is excellent. A future where patients are uniquely treated while being equally treated. A future where death is dignified, and terminal doesn't mean finished. A future where parents are confident raising waves of healthy generations. A future where housing doesn't determine quality of care, and that care gives hope to a brighter tomorrow. A future where people of all abilities can prosper. A future where viruses are stopped in their tracks by calm preparedness and determination of eradication.

This future is happening today, every day, in our organization, but our work is never done.

**Your partnership is invaluable in forging this vision for the community we love.**

**Help us reach those who need help.**



# Staying home, saving lives.

## Home Healthcare

There is a distinct community need to provide high-quality home healthcare resources for the growing number of vulnerable elderly and uninsured individuals in our community. **Many can't afford costly, out-of-pocket medical expenses** and need assistance with purchasing medication or accessing durable medical equipment.

A 2019 study by the American Journal of Managed Care stated a **57% cost savings** for individuals receiving high-quality home healthcare versus inpatient hospital care. It also indicated home healthcare patients are **24% less likely to be re-hospitalized** because of skilled intervention and supportive care received in the home.

**Patients should not have to choose** between their health and the ability to remain safely at home with loved ones. Surrounded by the comfort of family members, friends and pets, cost savings to the individual and community can be significant.

**VNA is the only local home healthcare provider that delivers care for injury, illness or terminal disease, regardless of a patient's ability to pay. VNA is also one of the few post-acute options for COVID-19 patients.**

**Let's deliver exceptional care to all who need it.**

## Medical expertise at home.

### The People You Help: Ken

Ken had just started a new job when he became seriously ill. As a new employee, he was referred to VNA for assistance because his health insurance was not yet active. As he was discharged from the hospital and transitioned to VNA Home Healthcare, hospital staff recognized the need for infusion services in the home.



On a scheduled home visit with Ken, VNA nurse Monakika Toussaint noticed something was wrong.

"I had two blood clots and a major infection that I had no idea about," said Ken. "But VNA saw it and knew."

Because of her clinical expertise, Ken fully recovered in his home. Monakika reflects on that day with gratitude. "I'm so glad VNA can be in the home – giving care, education and encouragement. In Ken's situation, we not only provided the care he needed to return to work, we were able to identify an issue and change the course of his life because of our direct engagement with patients."

### The Future You Shape

Funding VNA Home Healthcare provides life-changing assistance toward recovery. An expert clinician is placed in the home, eliminating a lengthy, costly hospital stay yet providing all the necessary support for peace of mind, quality of life and independence. Donations help cover medical costs for growing numbers of patients who are uninsured or underinsured.

### The Needs You Meet

**\$400,000 is needed annually to cover medical costs for vulnerable people who lack resources.**

**\$1,200**

Provide remote patient monitoring for a year, including expert nurse oversight and collaboration with physicians

**\$3,000**

Provide a power wheelchair to a patient, improving access to home and the community

**\$5,000**

Provide a patient with a bath aide every week for one year

# Positioning families for a lifetime of success.

## Parenting Programs

To break generational cycles of poverty, local families need help addressing the adverse, long-term effects of abuse, neglect, toxic stress and trauma. These impact children's health, brain development, emotional and behavioral functioning, and quality of life.

VNA's nurses, social workers and parent coaches visit vulnerable families in their homes, using strengths-based approaches and interventions to reduce child maltreatment and improve the health, parenting skills and self-sufficiency of families.

### The Needs You Meet

#### Annual Parenting Programs Costs

**\$77,175**

Lactation and Maternal Child Support

**\$405,237**

Physician Directed Maternal Infant Home Visitation

**\$1,954,239**

Maternal Child Home Visitation



## Support from the start.

### The People You Help: Shyla

Shyla is a teen mom. She's also an honor student, a volleyball player, a powerlifter, a grocery store cashier, a friend, daughter, sister and much more. She gave birth to Dorian, now four years old, when she was a freshman in high school.

Shyla's school connected her to VNA and the opportunities provided through the Love & Learn program, which includes nurse and parent coach teams. As a part of the program, VNA visited Shyla weekly after Dorian was born. They taught Shyla about newborn care, child safety and how to care for herself. Alongside a lactation consultant, they educated and supported Shyla while she breastfed for six months. They also taught Shyla about Dorian's developmental milestones and activities to encourage growth.

Shyla's nurse calls her "a role model for teen parents at her high school." VNA's parent coach worked with Shyla on scholarships, and she was recently awarded the Susan T. Buffett Scholarship, a prestigious award that includes a full-ride scholarship to a Nebraska public college. While the journey wasn't always easy, Shyla's hard work and dedication, with the support of VNA's parenting programs, have resulted in a well-adjusted son, a stable home life and a very bright future.

### The Future You Shape

Funding VNA parenting programs creates a better community with each healthy, supported generation raised. These programs increase parents' knowledge and confidence in advocating for their children, acquiring resources, finding quality educational and childcare services, and accessing healthcare.

# Caring compassionately for all.

## Shelter Nursing

More than half of men, women and children entering homeless shelters face physical issues, mental health obstacles and challenges to meet basic needs.

VNA shelter nurses provide health assessments, education, medication compliance and management of chronic health conditions and mental/behavioral health.

Our nurses help patients experiencing homelessness navigate local medical services, access health and community resources and communicate with healthcare providers. In 2019, VNA provided public health nursing services to **nearly 2,000** men, women and children, with more than **7,000 face-to-face visits**.

**VNA is the sole provider of public health nursing services in every local domestic violence and homeless shelter.**

**Let's care for our community's most vulnerable.**

## Supporting patients, wherever they call home.

### The People You Help: Mark, Roger & Jeff

VNA shelter nurse Ann Hatting first met Mark, Roger and Jeff when they were homeless shelter clients at Siena Francis House. All three struggled with a combination of physical and mental health issues. She evaluated each of their situations and began to help them navigate community systems by making referrals to local agencies for assistance with medical and mental health care.



Now, Mark, Roger and Jeff live in the Permanent Supportive Housing apartments on the Siena Francis campus. They still meet with Nurse Ann regularly, and they support each other in staying healthy.

"I have times when I don't take my meds, but Nurse Ann gets me back on track," said Mark. "She helps me understand why it's important to take medicine consistently. I never had anybody around in my life who cared about what went on with me."

For Roger, Ann has also been supportive and encouraging. "When I was deep in my hole, Nurse Ann didn't judge me at all; I trust her very much."

### The Future You Shape

Funding VNA public health nursing places a VNA nurse like Ann in every local domestic violence and homeless shelter. Your support provides on-site, high-quality public health nursing, compassionate connections and collaboration with community resource partners to address unique needs of unhoused individuals.

### The Needs You Meet

**\$321,334** is needed annually to provide VNA Shelter Nursing services to Omaha and Council Bluffs domestic violence and homeless shelters.

**\$100,000**

Help cover the annual cost of gap funding for behavioral health prescriptions until permanent services are in place for shelter clients with mental health diagnoses

**\$242,845**

Pay all or part of the salary costs for VNA shelter nurses

# Recovering hope and security.

## Breast Cancer Patient Assistance Program

Recovery during and after breast cancer treatment is physically, emotionally and financially exhausting.

VNA, in partnership with Susan G. Komen Great Plains and community donors, provides financial support through the Breast Cancer Patient Assistance Program for men and women in Nebraska and western Iowa undergoing treatment or in recovery. This assistance covers day-to-day expenses, such as utilities, transportation costs to medical appointments, one-time medical needs, supportive services or other essentials.

### The Needs You Meet

**\$149,585** is needed annually to support VNA's Breast Cancer Patient Assistance Program.

**\$300**

Provide breast cancer patient assistance to one client

**\$1,500**

Provide breast cancer patient assistance to five clients in active treatment

**\$5,100**

Provide breast cancer patient assistance to 17 clients in active treatment

## Financial support when breast cancer takes its toll.

### The People You Help: Kari

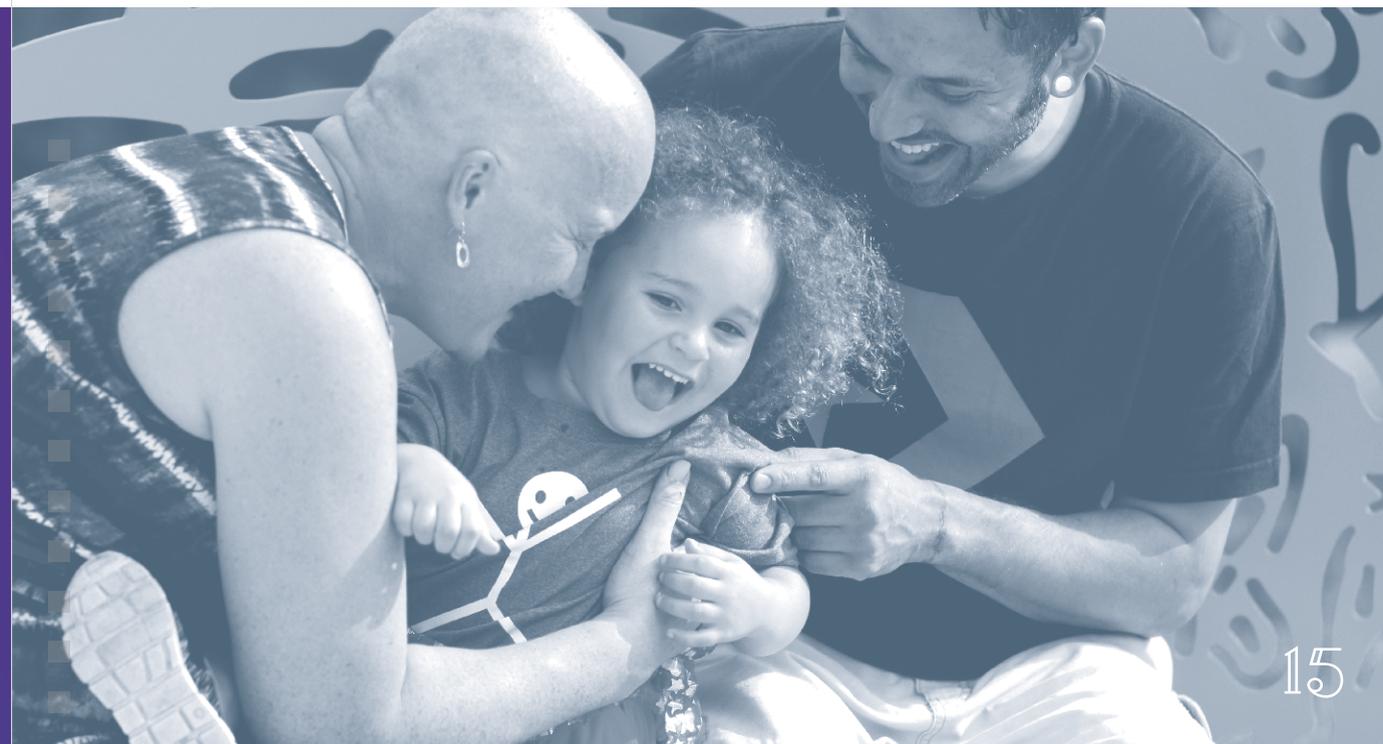
In 2017, Kari was diagnosed with Stage 3 breast cancer. Her biggest fear was that her three-year-old daughter, Aurora, would grow up without her mother. Soon after her diagnosis, Kari returned to her job of eight years — only to be let go from her position.

Facing five rounds of chemotherapy, a bilateral mastectomy and a hysterectomy, Kari was referred to VNA's assistance program. She received a gift card for groceries and gas so she could drive to treatment and search for work opportunities.

Thanks to the Breast Cancer Patient Assistance Program, and the overwhelming support from her family, friends and significant other, Kari was able to focus on her treatment, recovery and her daughter. Now, she's in remission.

### The Future You Shape

Funding the Breast Cancer Patient Assistance Program gives hope to those who need every bit of support to keep recovering. Any offset expense alleviates stress and uncertainty and helps patients focus on what matters most: spending time with loved ones, living a fuller life and getting better.





# Encouraging community wellness.

## Immunizations

The single best way to protect individuals and families from contracting and spreading the flu is making the annual vaccination easy and accessible. **Immunizations are one of the most effective means to save lives and minimize healthcare costs.**

As part of our long-term commitment to community wellness, VNA offers flu immunizations throughout Omaha, Council Bluffs and surrounding communities.

According to the CDC in 2019, flu vaccinations prevented 4.4 million influenza illnesses, 2.3 million medical visits, 58,000 hospitalizations and 3,500 influenza-associated deaths. The impact on business productivity can be significant as employees miss work. Employee on-site flu clinics are an important benefit organizations can provide.

### The Future You Shape

Funding immunizations ensures that all individuals and families, regardless of ability to pay, have access to flu shots that will **protect them from complications of influenza.**

As a COVID-19 vaccine becomes available, VNA will be part of the solution by educating and supporting efforts to immunize community members.

There are several ways you can help: underwrite the cost of flu immunizations for people in need, fund supplies or invest in an on-site flu clinic for your employees and their families. On-site flu clinics promote health and wellness and increase employee participation in immunization. As a community-benefit organization, VNA re-invests flu clinic profits back into helping vulnerable patients.

### The Needs You Meet

**\$3,500**

Finance the cost of flu immunizations for 100 low-income or uninsured individuals

**\$16,250**

Underwrite immunization supplies for one year



# Living until the end.

## Hospice and Palliative Care

One of the greatest myths surrounding hospice care is that the patient and family have given up, and hospice is the final surrender. At VNA, **we believe hospice is about living until one's last breath.** It's about honoring last wishes and achieving final goals in a collaborative effort between the patient, the family, the hospice team and the doctor.

Palliative care is for those who seek curative care for a life-limiting illness but need relief of symptoms. Hospice provides a multi-disciplinary approach to care that focuses on quality of life in the face of serious illness.

**VNA is the leading hospice provider in the state of Nebraska.**

**Let's help everyone live as fully as possible.**

## Providing a compassionate and dignified death.

### The People You Help: Brian

Brian was 24 years old, and he was dying of aggressive cancer. He lost access to insurance because he couldn't work or afford COBRA payments, and he wasn't ill long enough to qualify for disability or Medicaid. VNA stepped in and used donor funds to provide healthcare, hospice, extensive medications and the equipment he needed. Brian received the level of care and compassion that he could not afford but deserved.



The last few days of his life, his uncle drove to Omaha to stay with him. As he sat at his nephew's bedside, he cried and hugged VNA hospice staff, mourning a life lost too soon but grateful for the nurses who cared to preserve the dignity and identity of a vulnerable human being.

### The Future You Shape

Donors who support VNA hospice and palliative care services entrust one of the greatest gifts possible to VNA patients: death with dignity. We never walk away from those overwhelmed by terminal illness who feel helpless and afraid. Your financial commitment to this program assures those who lack resources to care for themselves will receive quality, compassionate healthcare and will not die alone.

### The Needs You Meet

**\$50,000 is needed annually to provide charity care to VNA hospice patients who lack resources.**

**\$5,000**

Cover expenses that allow hospice patients to fulfill needs/wishes before death

**\$15,000**

Provide assistance for one year to hospice patients who need help with transportation or prescriptions

# Revolutionizing at-home treatment.

## VNA Home Infusion Pharmacy

As a community safety net provider, VNA assures that patients receive medication support and essential pharmacy services when they can't afford it on their own.

The VNA Home Infusion Pharmacy is an integral part of a holistic approach to client care, coordinating a skilled team of experts with clinical pharmacists, certified pharmacy technicians, infusion-trained and certified registered nurses, infectious disease nurses, registered dietitians, IV therapy reimbursement specialists and clinical care leaders. VNA's pharmacy uniquely provides oral and IV medications to pediatric, adult and senior patients.

**VNA assures that patients receive medication support as part of a quality healthcare experience.**

**Let's increase access to life-changing treatment.**

## Bringing expert services into the comfort of home.

### The People You Help: Owen

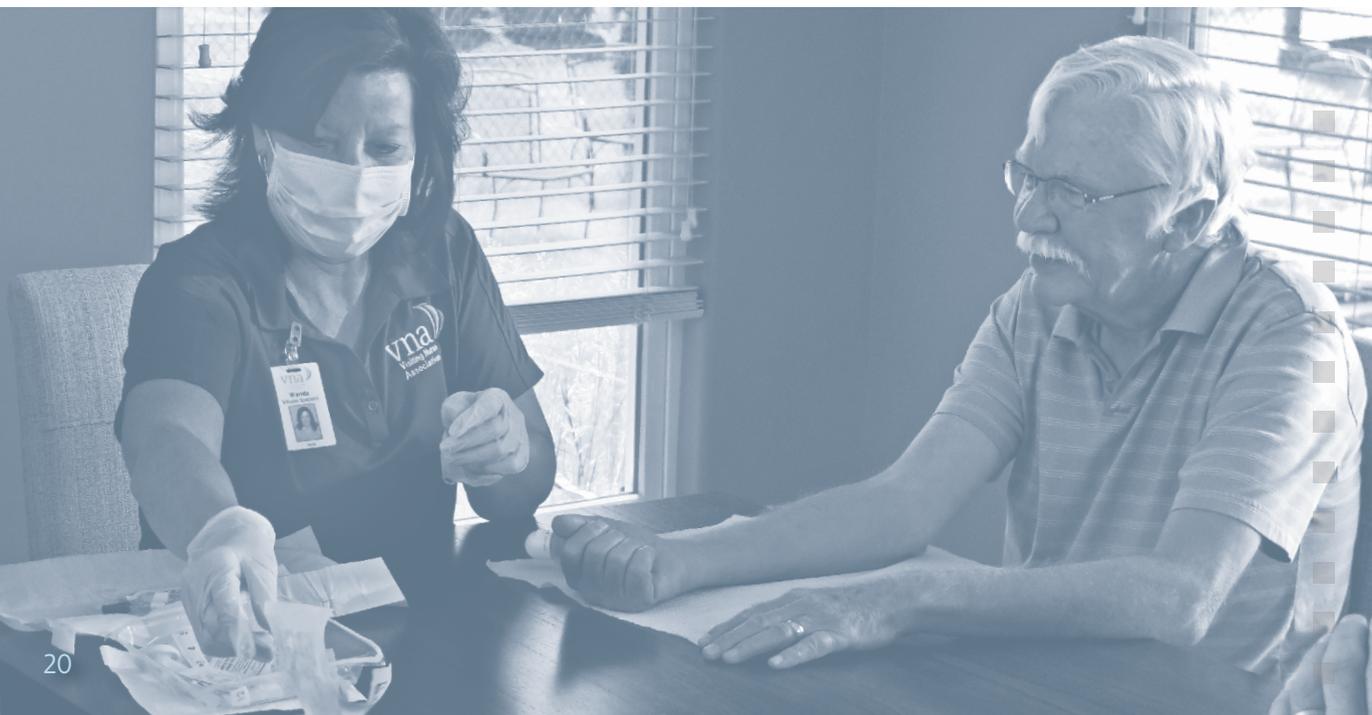
Owen, like many VNA hospice patients, has benefited from our in-house pharmacy. Unlike many patients, Owen is three years old, has a rare condition called Leigh's Disease and has been in VNA hospice care for some time.

Over a year ago, a physician prescribed a medicated patch to help with Owen's drooling. The patch made him lethargic and hindered his ability to interact with family. VNA pharmacist Laura Grothe evaluated Owen's medications and found an alternative solution. As a result, he became more responsive and energetic, with noted improvement in vision. This enhanced Owen's time with his parents and older brother. Services like VNA's pharmacy help Owen remain at home, where he is safe, comforted and part of his family's everyday life.

### The Future You Shape

Some patients receiving care through VNA Home Healthcare and hospice are unable to afford medications that are vital to recovery or to pain management during the hospice journey.

VNA is updating and expanding our pharmacy to meet regulatory standards and growing community needs. This includes installing a modular compounding room that is efficient, cost-effective and adaptable to future growth. Expansion is necessary to accommodate increasing referrals for pharmaceutical services from local physicians.



### The Needs You Meet

**\$10,000**

Annually provide prescription medications to home healthcare and hospice patients who cannot afford them

**\$38,953**

Renovate existing pharmacy facilities

**\$159,000**

Purchase a state-of-the-art compounding unit for high-tech administration of infusion medications

# Celebrating and supporting all abilities.

## Easterseals Nebraska

In 2012, Easterseals Nebraska (ESN) merged operations with VNA. Our alliance is dedicated to enhancing the lives of those we serve, providing exceptional services that ensure people with disabilities have an equal opportunity to live, learn, work and play.

Easterseals Nebraska programs expand possibilities for Nebraskans. Services include workforce development through job training and placement assistance, employment support, benefits planning and incentives counseling, alternative financing for assistive technology, and camp, respite and recreational opportunities.



**Easterseals Nebraska has the only overnight recreational camp in the state that accepts everyone, regardless of age or ability.**

**Let's welcome even more campers.**

## The Needs You Meet

**\$560,000 is needed annually to support ESN Workforce services and camp operations.**

**\$1,600**

Provide a scholarship for a single camper to attend a week-long residential camp

**\$210,000**

Support annual operation costs for workforce development and benefits counseling programs

**\$350,000**

Underwrite all or a portion of the ESN Camp's annual operation costs (salaries, benefits, supplies, travel, etc.)

## Developing growth and independence.

### The People You Help: Ryan & Dave

Ryan, a 16-year-old with Down Syndrome, visited camp for the first time six years ago.

"We were worried about him being away for a week, but he jumped right in and completely enjoyed it," said his mother, Mary.

Ryan has returned each year since, and his parents appreciate the increasing level of independence they see in their son.

"He meets new friends every year and is exposed to so many people with varying degrees of disability that it's helped make Ryan a very well-rounded young man," said Ryan's mom. "There's no better feeling than seeing your child fit in and feel normal."

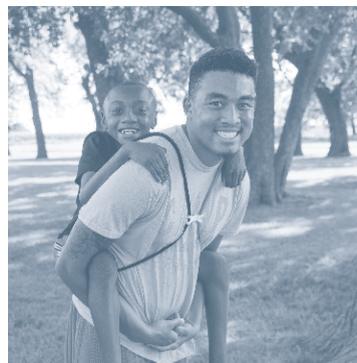
Building relationships and having a place to belong are also essential to Dave. He has Spina Bifida and first attended Easterseals Nebraska Camp when he was seven years old. In 2019, Dave celebrated his 50th year at camp.

"Dave loves to be around everyone at camp," said Jami Biodrowski, Easterseals Nebraska Camp Director. "The younger campers are at camp for fun and new experiences, like the ropes course or horseback riding. As Dave and other campers have grown older, I believe it's the amazing relationships they create that matter most."

### The Future You Shape

Funding Easterseals Nebraska services and programs promote self-sufficiency, self-reliance and financial independence. Services are tailored to meet the specific needs of each individual, family and community served. Donations provide advocacy, education and accessibility, ensuring all can thrive.

Camp addresses a two-fold need in our community. It gives the opportunity for individuals with disabilities to gain independence and social interaction skills through a variety of enriching, community-based activities, but it also provides respite for their families and allows caregivers to relax and connect with friends and family.



# Overcoming obstacles to regain independence.

## Nebraska AgrAbility

Many Nebraskan farmers and ranchers battle illness and injury that can limit, or completely stop, their passion: **agriculture**.

**Nebraska AgrAbility helps these individuals find hope.**

The AgrAbility team visits farmers and ranchers to recommend assistive technology or equipment that can improve functional capabilities and help traditions and livelihoods continue with disabilities.

**For every \$1 spent to support an AgrAbility client, there's an \$11 to \$17 return in their communities.**

**Let's equip our neighbors to live without hindrance.**

## Adapting to preserve traditions.

### The People You Help: Eric

Eric Beckman, a fourth-generation Nebraskan farmer, experienced a vehicle accident that resulted in quadriplegia. Doctors and therapists encouraged him to find another profession, but Eric responded, "I've never wanted to do anything but farm."

The AgrAbility team conducted an assessment to match Eric with assistive technology that would help him continue farming. Today, Eric has adaptive equipment installed on his tractor, sprayer and combine – allowing him to farm over 3,500 acres of land.

The day his equipment was delivered, his father broke down in tears. He didn't think his son would ever get into a tractor again. "Our roots come from farming; our hearts and everything we have," said Eric's father. **"Farming is what we do."**



### The Future You Shape

Funding AgrAbility removes life-altering obstacles in the lives of Nebraskans. Donations help modify and adapt existing farm and ranch equipment to accommodate different disabilities. While some tools and adaptations can be relatively inexpensive, most equipment needs can range from \$10,000 to \$60,000.

These families have given back to their communities for generations, and you can provide the assistance they need to maintain independence, continue the work they love and secure the longevity of their operations for years to come. Past return on investment studies indicate that, for every \$1 spent to support an AgrAbility client, there is an \$11 to \$17 return received through payment of taxes and continued financial participation of the farmers and ranchers in their community.

### The Needs You Meet

**\$193,057 is needed annually to support operations for Nebraska AgrAbility.**

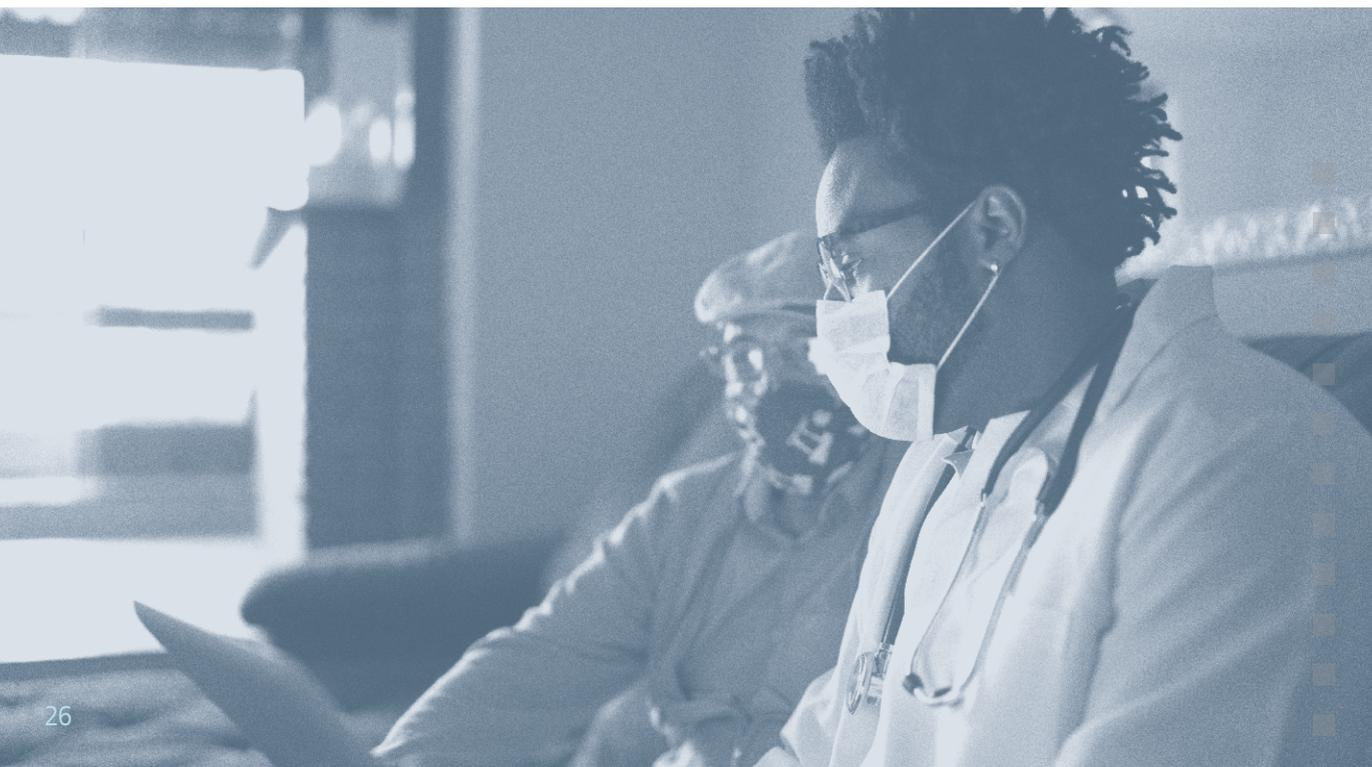
**\$3,000**

Provide a needs assessment for one farmer or rancher who is injured or ill

**\$10,000 - \$60,000**

Purchase assistive technology that adapts equipment for one farmer or rancher

# Your support. Our expertise. Their lives changed.



## We invite you to invest in people.

No matter a person's resources, VNA is proud that our services are always available. This is made possible by generous donors and community support. By investing in VNA programs, you're saving lives and improving quality of life for those who are most vulnerable in our community.

We invite you to join us in ensuring quality healthcare is accessible to those who need it most. VNA never walks away from a person in need. We are here to provide expert and compassionate care, education and individualized services — no matter one's ability to pay. **Your support is life-changing, and we need your help.**

### How you can give:

- ▶ Securely donate online:  
[www.vnatoday.org/donate](http://www.vnatoday.org/donate)
- ▶ Send a check payable to VNA or Easterseals Nebraska at the address below. Please use the memo line to direct your gift. If left blank, we will use your gift in our area of greatest need.

- ▶ Leave your legacy with a planned gift. Charitable gifts/trusts, stock, bequests or life insurance ensure that your impact on our community continues. Provide for the future of healthcare by planning your donation today.

For more information, visit:  
[vnatoday.org/plannedgiving](http://vnatoday.org/plannedgiving)

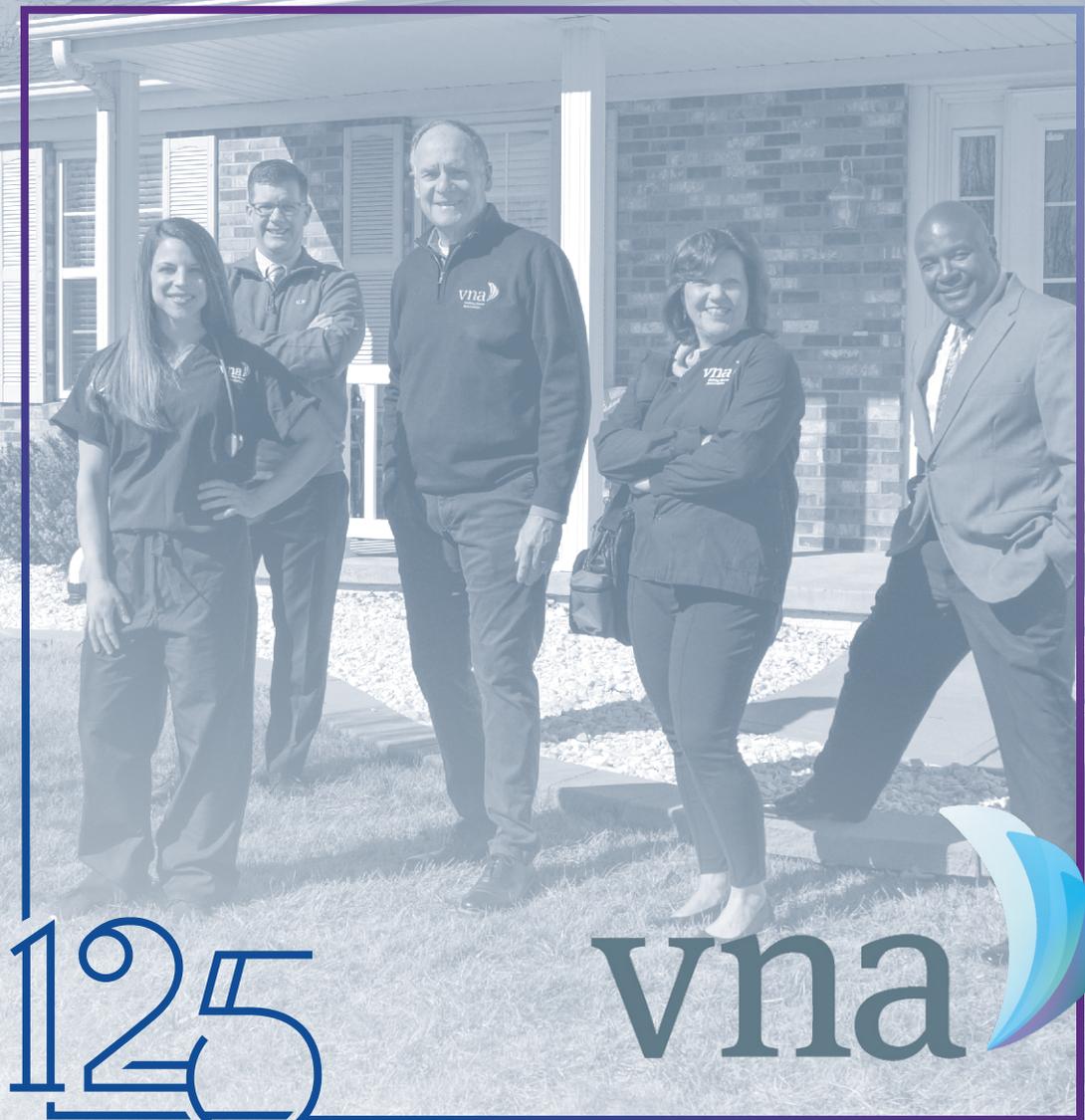
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Omaha, NE 68144

Thank you for helping us  
shape the future of care.

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vna

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