

---

## ST. VINCENT'S SECOND CENTURY CAMPAIGN

---

*Responding to Our Changing Needs™*

---

**St. Vincent's has responded to the challenges of the 80's and beyond** with a comprehensive strategy for the future, including the most exciting facilities renewal and endowment program in the hospital's history.

**Consisting of eleven buildings,** St. Vincent's facilities date back as far as 1889. While well maintained, the sheer passage of time has mandated a total modernization. In addition, a number of recent demographic studies have shown that St. Vincent's must be prepared to provide for a wide variety of greatly increased health care demands in the coming years as residential and corporate development projects prosper on the mid to lower West Side of Manhattan.

**Likewise, of its 21,000 annual inpatient admissions,** more than two-thirds come from outside its immediate community, underlining St. Vincent's importance to the entire New York region. Clearly, significant steps are needed to enable St. Vincent's to meet these heightened demands for medical services and to maintain its position as a leader in the delivery of quality health care.

**The medical center's ambitious response** to these demands is the "St. Vincent's 2nd Century Campaign," an effort designed to help fund a total facilities renovation project and endowment program vital to the financial future of the hospital.

---

---

## LOOKING TO THE 21ST CENTURY AND BEYOND

**As the 21st century rapidly approaches,** the St. Vincent's rebuilding program will usher in a new age of technology in medical care in New York City. The blue-print for this construction and renovation program involves two stages, spread over a five-year period.

---

**The first stage was completed in 1983** as several inpatient and support service units were transferred to the technologically advanced John A. Coleman Pavilion, named in memory of St. Vincent's long-time friend and major benefactor. This magnificent facility houses 326 inpatient beds, new laboratories, pharmacy, operating suites, medical, surgical and neonatal intensive care units, and a greatly expanded emergency room.

**In early 1984, stage two will begin** with the demolition of the Seton Building and the construction in its place of the George E. Link, Jr. Medical Sciences Building. This facility will complement the Coleman Building and it will become the new main hospital entrance, housing the vital technical and support services for the entire hospital.

**In addition to this new construction,** the project calls for major renovation work to unite the new and existing structures into an efficient and cohesive physical plant.

**The capstone of the modernization project** will be essential equipment acquisitions, as old and worn out equipment will be replaced with the latest that modern technology has to offer.

---

---

## THE PRICE OF PROGRESS

The total cost of the St. Vincent's modernization stands at \$152,000,000. A significant portion of the cost is being obtained through FHA financing. The remainder will be raised through the \$30,000,000 "St. Vincent's 2nd Century Campaign."

---

**Comprehensive in scope**, this campaign is designed to assure the completion of the total facilities rebuilding program, acquisition of the necessary equipment, an increased endowment base, and the funding of other essential hospital needs that will insure continued medical excellence at St. Vincent's.

The **2nd Century Campaign Executive Committee** is now reaching out to corporations, foundations and individuals for significant support in this time of great opportunity. The leadership committee is fully committed to approaching the broadest possible prospect base in their efforts to achieve the minimum goal of \$30,000,000.

**Of particular note** at this time is a generous funding opportunity provided by one of our foundation benefactors. The Frances L. and Edwin L. Cummings Fund has structured a \$2,000,000 challenge grant, whereby all contributions will be matched on a four to one basis. Thus, the Foundation will increase each individual gift or grant to the campaign by twenty-five percent. In this way the Cummings Fund hopes to stimulate broader, increased support of the effort.

**St. Vincent's is grateful for your support** and confident that others will join in the effort, based upon the medical center's long history of service to New York and its numerous innovative contributions to the history of medicine as we know it today.

---

### FOR FURTHER INFORMATION CONTACT:

Peter W. Ghorse  
Vice President for Development  
and External Affairs  
St. Vincent's Hospital  
and Medical Center of New York  
(212) 790-7676