



Reimagining Pediatric Behavioral Health Developing a Campaign to Support a National Crisis



Today's speakers



Giustine Altschuler
AVP, Development



Nicole Felix
AVP, Campaign & Annual Fund



Quick Poll

- Has anyone had a friend or family member who has experienced mental health issues?
- Has anyone had issues knowing where to turn when faced with these issues?





There is no health
without mental health

The State of Mental Health in America



50 million

U.S. adults are experiencing a mental illness

55%

U.S. adults received no treatment for mental illness



1 in 5

U.S. children have a mental, emotional, or behavioral disorder



15%

of adults had a substance use disorder in the past year



93.5%

did not receive treatment

60%

youth with major depression receive no mental health treatment

18.8%

of adolescents seriously considered attempting suicide in the last year

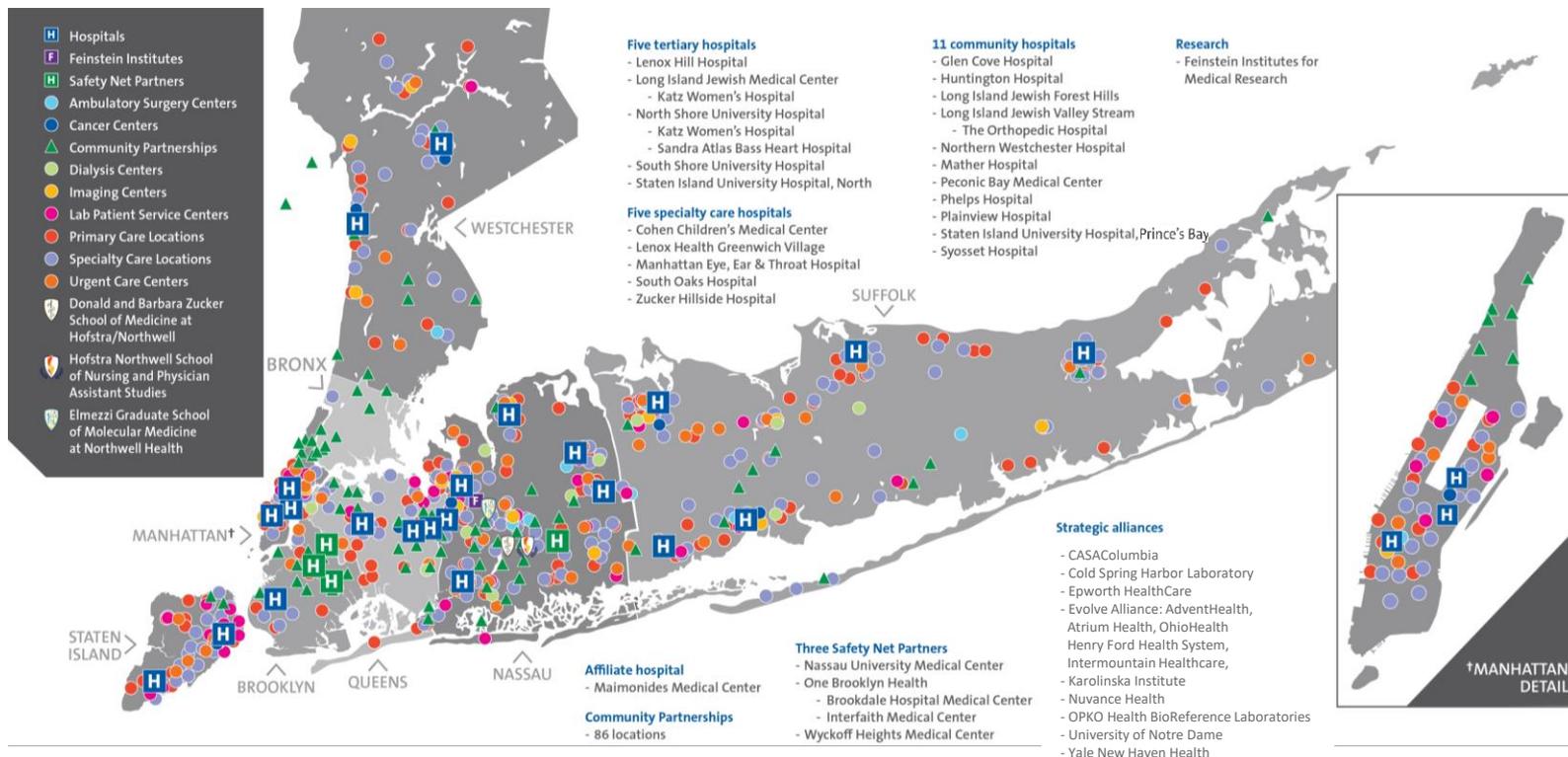




Today's agenda

1. Northwell Health
2. Outpacing the Impossible
3. Campaign within a Campaign
4. Challenges and Opportunities
5. Happy 40th Birthday!

THE NORTHWELL FOOTPRINT

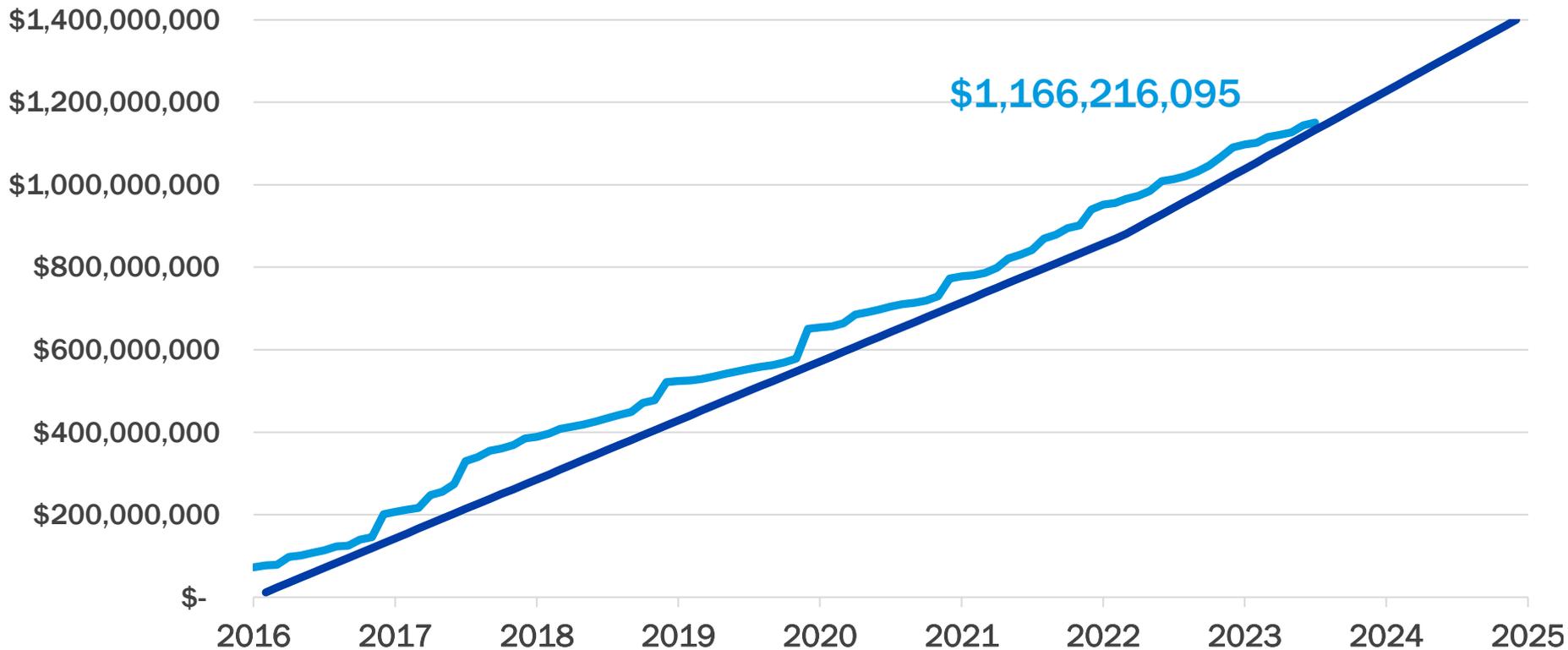




Outpacing the Impossible

The Northwell Campaign

CAMPAIGN TRENDLINE as of 8.31.23



186,931 Donors

▼ **CAPITAL**

Goal: \$660,000,000



▼ **PROGRAMS**

Goal: \$515,000,000



▼ **ENDOWMENT**

Goal: \$225,000,000



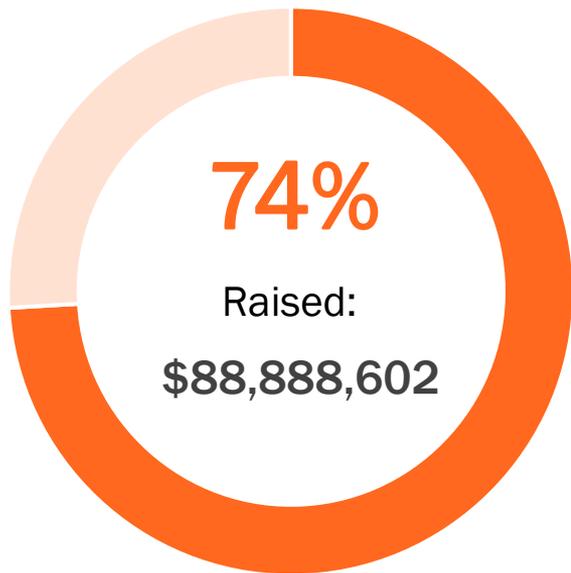
Campaign Priorities:

COHEN CHILDREN'S MEDICAL CENTER as of 8.31.23



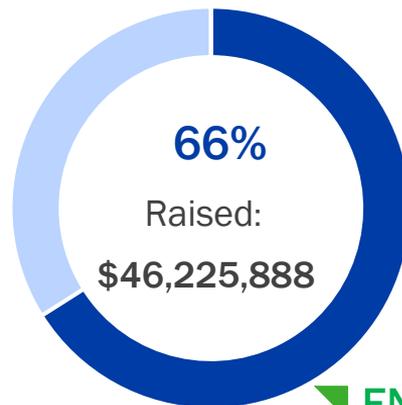
OVERALL

Goal: \$120,000,000



CAPITAL

Goal: \$70,000,000



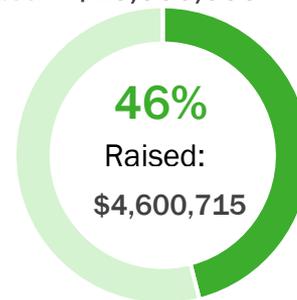
PROGRAMS

Goal: \$40,000,000



ENDOWMENT

Goal: \$10,000,000





Cohen Children's Medical Center Mission

To provide the highest level of care in meeting the special healthcare needs of children from premature babies to adolescents. To offer comprehensive state-of-the-art healthcare services in both the in-patient and out-patient environment to support the full range of medical, surgical, dental, and psychiatric needs of our community through research, teaching and patient care.

Recognitions emblematic of our Aspirations



AMERICAN COLLEGE OF SURGEONS
Verified Trauma Center



**Children's
Miracle Network
Hospitals®**

Philanthropy in action



COMPLETED

- Damaghi Family Pediatric Surgical Operating Complex
- Sharon J. Cohen Pediatric Neurosciences Unit
- Seacrest Studio
- CMF Center for Diagnostic Studies



FUTURE

- Pediatric Behavioral Health Pavilion
- Cardiac ICU

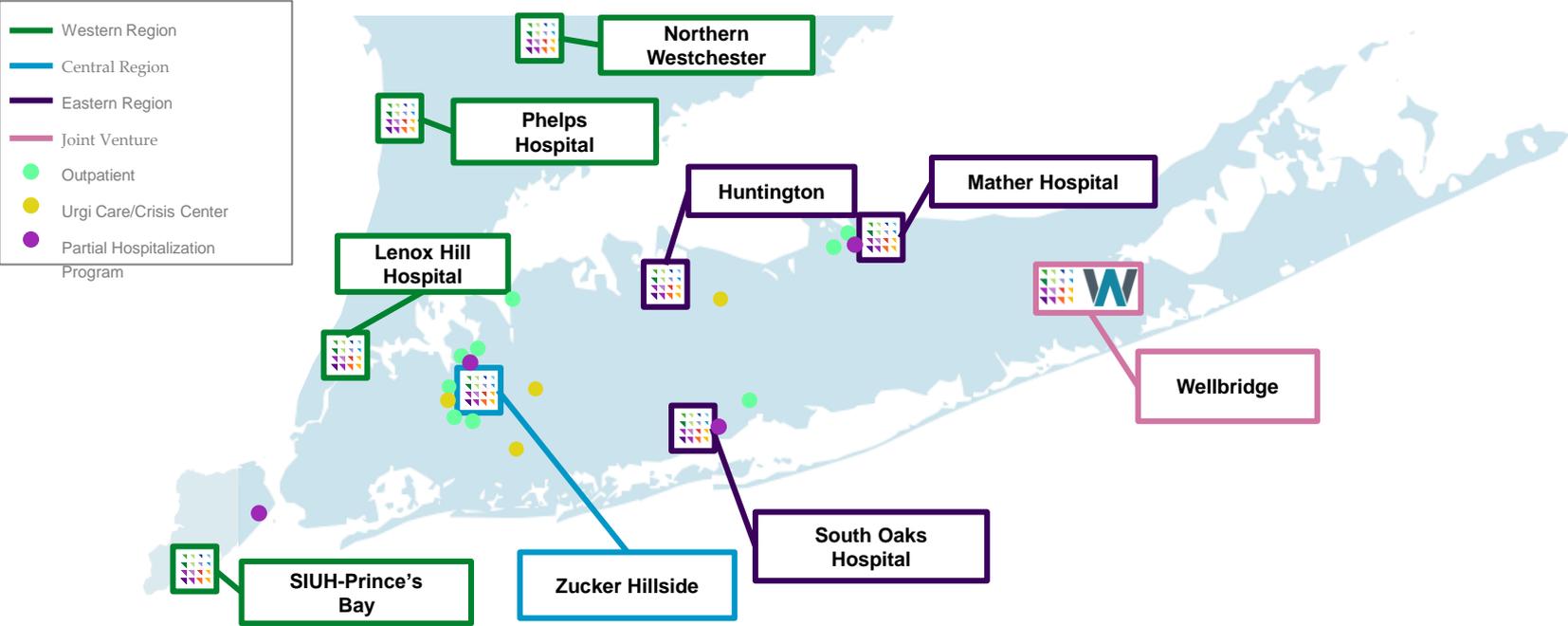


Philanthropy in action



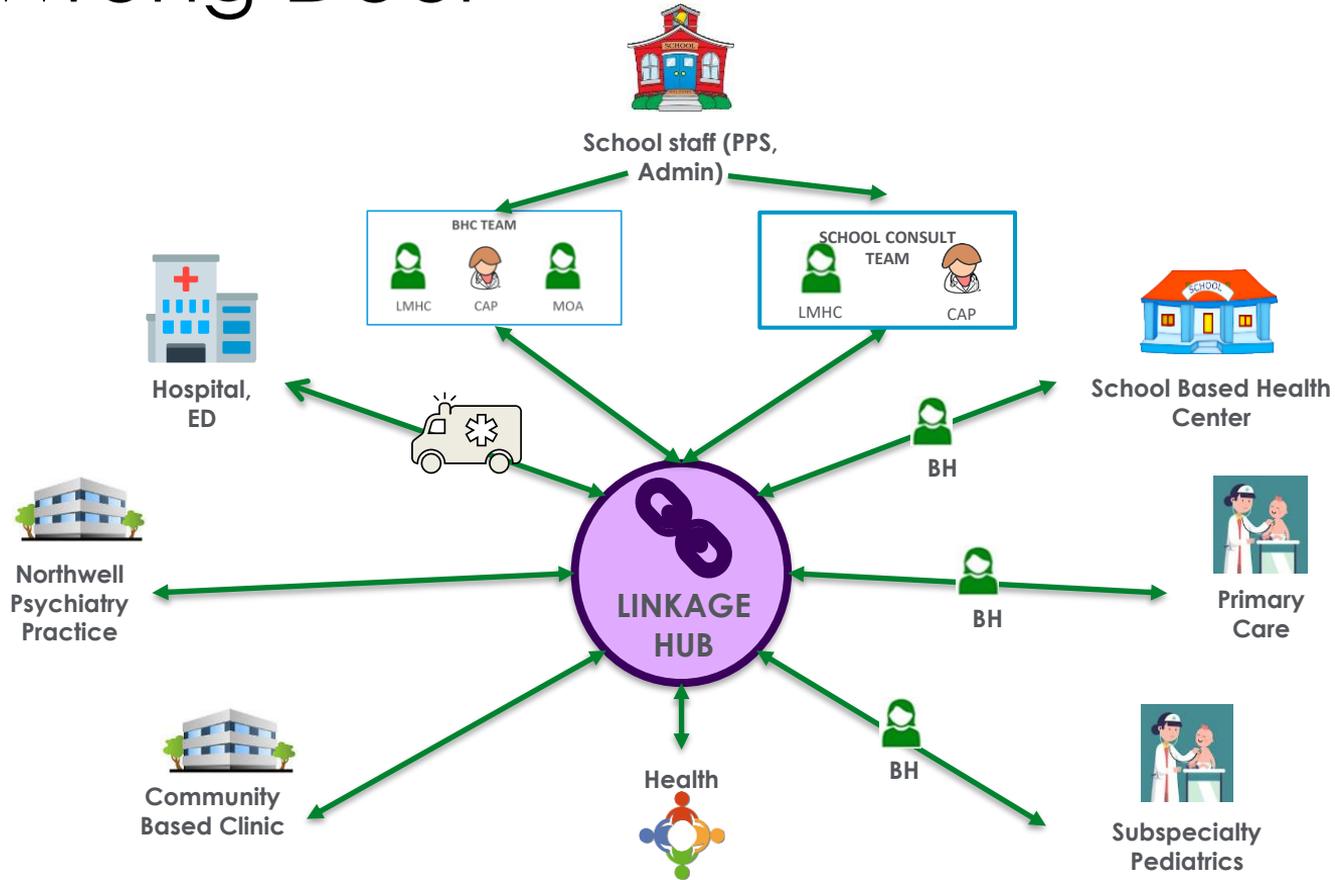
The Northwell Behavioral Health Landscape

Inpatient and Outpatient Locations



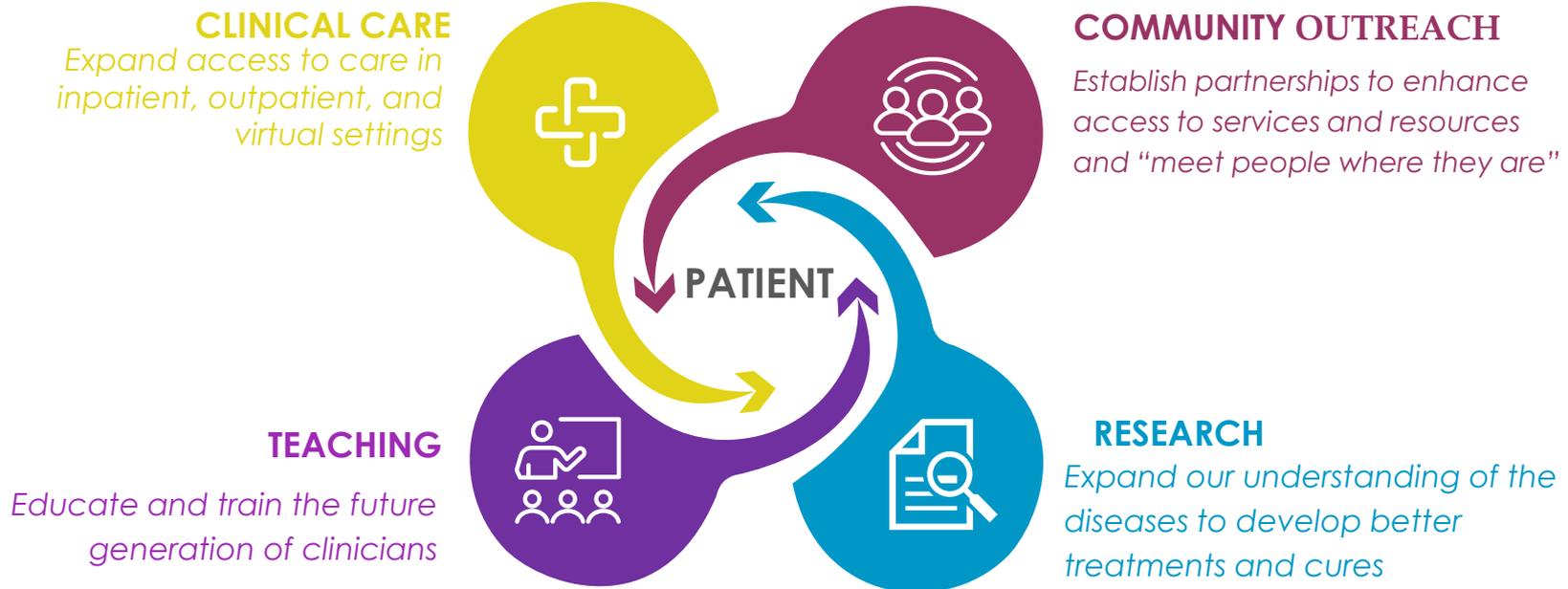
Northwell Health is the second largest provider of mental health services in New York State

“No Wrong Door”



Our Vision

A holistic, multifaceted approach to addressing the behavioral health crisis





Pediatric Behavioral Health Center of Excellence

Investment Summary



Philanthropic Investment

\$100,000,000 Capital
\$30,000,000 Endowment
\$20,000,000 Programs



Northwell Investment

\$100,000,000 Capital
\$50,000,000 Annual loss
from operations



Total 5 Year Investment

\$500,000,000

Draft Funding Opportunities

Pediatric Behavioral Health Pavilion

- Welcome Area
- Floor
- Greenspace
- Art Sponsorship
- Administrative Area
- Caregiver Area
- Playroom
- Patient Room

\$50,000,000

- \$10,000,000
- \$8,000,000
- \$5,000,000
- \$5,000,000
- \$5,000,000
- \$1,000,000
- \$500,000
- \$250,000

1 Available

- 1 Available
- 4 Available
- TBD – 1 Available
- TBD – 4 Available
- TBD – 1 Available
- TBD
- TBD
- 104 Available



Challenges & Opportunities

- De Novo
- Mission Driven
- Stigmatization/Destigmatization
- Pipeline
- Organizational Alignment
- System Priority

**SAVE THE
DATE!**

11/7/23

**THE
BIRTHDAY
PARTY**

**ON THE FIELD
AT CITI FIELD**

 **Cohen Children's Medical Center**
Northwell Health



Q&A



Thank
You