

Hackensack Meridian *Health* Foundation Raises More Than \$10 Million at Annual Gala, Honors Peter Cancro and Eli Manning and Publicly Launches \$1 Billion Be The Difference Campaign

Funds raised will transform health care in New Jersey for years to come



Hackensack Meridian Health leadership, board chairs, honorees and distinguished guests celebrated the launch of the Hackensack Meridian Health Foundation Be The Difference Campaign Launch and Gala at Lincoln Center on September 14.

Be The Difference campaign co-chairs, Eli Manning and Peter Cancro, are recognized for their dedication and support by Hackensack Meridian Health CEO Robert Garrett, and Hackensack Meridian Health Foundation president and chief development officer Joyce Hendricks, at the campaign launch and gala.

Edison, NJ – September 17, 2024 – On Saturday, September 14, Hackensack Meridian *Health* Foundation hosted its annual gala at Lincoln Center in New York City and publicly launched its one billion dollar [Be The Difference](#) campaign – the largest fundraising campaign ever undertaken by a health care system in New Jersey. The event’s honorees were campaign co-chairs Peter Cancro, founder and CEO of Jersey Mike’s Subs, and Eli Manning, former New York Football Giants quarterback and 2x Super Bowl MVP, who were recognized for their selfless support of Hackensack Meridian *Health* programs and services and steadfast leadership.

The event raised more than \$10 million, thanks in large part to our fundraising committee chaired by Tatiana Cancro, helping to bring Hackensack Meridian *Health* Foundation’s fundraising total to over \$608 million - more than halfway towards its lofty goal. To help celebrate the campaign launch, guests were treated to a special performance by Hugh Jackman, the Academy Award®-nominated,

Golden Globe and Tony-Award winning performer, and the unique humor of comedian, writer, producer, director, political commentator, actor and television host Jon Stewart, who emceed the event.

“What a fantastic evening it was to host the Hackensack Meridian *Health* Foundation gala and officially launch our extraordinary **Be The Difference** campaign,” said Robert C. Garrett, FACHE, CEO of Hackensack Meridian *Health*. “This initiative marks a transformative moment in our health care journey, aiming to revolutionize the delivery of patient care, elevate community health and advance medical education and research. The impact of this campaign will resonate far beyond the walls of our hospitals and facilities, improving the health and lives of everyone in New Jersey. We are deeply grateful to Peter Cancro and Eli Manning for their remarkable support, as well as our friends and corporate partners who came together to be the difference for our communities.”

“Serving as **Be The Difference** campaign co-chairs is incredibly rewarding, and we were honored to have been recognized at the Hackensack Meridian *Health* Foundation gala,” said Peter Cancro and Eli Manning. “Every day, Hackensack Meridian *Health* provides leading-class care to patients all around the state, and to those who travel to New Jersey for specialized care. This year’s event was incredibly special, and we hope we can rely on our communities to continue joining us in making a positive impact in health care today and for generations to come. Together, we can be the difference in health care.”

The **Be The Difference** campaign is built upon four pillars, each designed to support Hackensack Meridian *Health*’s vision for New Jersey in their own distinct ways:

- better delivery of patient care
- revolutionizing medical education and supporting the nursing profession
- accelerating research and discovery
- and ensuring more equitable access to advanced care.

“This year’s Hackensack Meridian *Health* Foundation Gala and public launch of our **Be The Difference** campaign was truly unforgettable, and I am in awe of the continued confidence we receive from our campaign co-chairs and champions, as well as our supporters,” said Joyce P. Hendricks, president and chief development officer, Hackensack Meridian *Health* Foundation. “Each day, Hackensack Meridian *Health* pushes the boundaries to ensure that the best care is available to the communities we serve, and the public launch of our campaign is a defining moment that showcases our bold vision for the future. This campaign is unlike anything we have ever embarked on before – and it is poised to propel health care, research and education forward and will have a far-reaching impact. The future will be brighter and healthier for us all!”

Numerous community members have committed their support to the cause, including top campaign donors. They include:

- The Cancro Family
- Steven & Alexandra Cohen Foundation
- Golden Dome Foundation
- Mary Ellen Harris
- Mike & Patti Hennessy Foundation
- H. Hovnanian Family Foundation
- several anonymous donors

Additionally, the campaign's success can also be attributed largely to the Campaign Executive Committee comprised of the following individuals:

- Peter Cancro, campaign co-chair
- Eli N. Manning, campaign co-chair
- Keith T. Banks
- Harry Carson
- John M. Dias
- Domenic M. DiPiero III
- Frank L. Fekete, CPA
- Louis J. Freeh
- Lawrence Inserra, Jr.
- Tracy Morgan
- Siran Hovnanian Sahakian
- Joseph M. Sanzari
- Jon Stewart (Honorary)
- Helena Theurer

The Gala and **Be The Difference** Campaign Launch was generously sponsored by: Platinum Sponsor - Jersey Mike's Subs; Presenting Sponsor - Ardent Health Services; Bernhard; Inserra Supermarkets, Inc.; and the physicians of RCCA - Regional Cancer Care Associates. Many other generous organizations also supported at the Diamond, Gold, Silver and Bronze levels to help make the evening and campaign launch a success.

To learn more or make a gift in support of the **Be The Difference** campaign, visit HMHBeTheDifference.org.

ABOUT HACKENSACK MERIDIAN HEALTH

Hackensack Meridian *Health* is a leading not-for-profit health care organization that is the largest, most comprehensive and truly integrated health care network in New Jersey, offering a complete range of medical services, innovative research and life-enhancing care. The network has 18 hospitals and more than 500 patient care locations, which include ambulatory care centers, surgery centers, home health services, ambulance services, lifesaving air medical transportation, rehabilitation centers, urgent care centers, physician practice locations, and a fitness and wellness center. With more than 35,000 team members and 7,000 physicians, Hackensack Meridian *Health* is a distinguished leader in health care philanthropy and committed to the health and well-being of communities throughout New Jersey.

The network's notable distinctions include having the only #1 ranked adult and children's hospitals in New Jersey, as ranked by *U.S. News & World Report*, 2024-25. Hackensack University Medical Center is nationally-ranked by *U.S. News & World Report* in eight specialties. To learn more, visit www.hackensackmeridianhealth.org.

ABOUT HACKENSACK MERIDIAN HEALTH FOUNDATION

Hackensack Meridian Health Foundation, a registered 501(c)(3), is the philanthropic division of Hackensack Meridian Health, a leading not-for-profit health care organization that is the largest, most comprehensive and truly integrated health care network in New Jersey, offering a complete range of medical services, innovative research and life-enhancing care. The foundation oversees fundraising for the network's three academic medical centers, two children's hospitals and seven

community-based medical center foundations, as well as key initiatives, programs and services offered by Hackensack Meridian Health, including nursing support, behavioral health, children's health, Hackensack Meridian Health's Center for Discovery & Innovation and Hackensack Meridian School of Medicine.

Hackensack Meridian Health Foundation has been designated as both a High Performer Overall and Healthcare System High Performer by the Association for Healthcare Philanthropy (AHP) within their 2023 Report on Giving.

Visit GiveHMH.org/Donate for more information.