



# Framing Success

OBICI HEALTHCARE  
FOUNDATION

*Fiscal Year 2011 - 2012 Annual Report*

# Community Leaders



Caroline Martin, RN, President of the Western Tidewater Free Clinic and Suffolk Partnership for a Healthy Community Boards of Directors



The Honorable Chris Jones, B.Pharm, Virginia House of Delegates and President of and Pharmacist-in-Charge at Bennett's Creek Pharmacy



Nancy Welch, MD, Western Tidewater Health District Medical Director

*"The Obici Healthcare Foundation is pleased to collaborate with these dynamic leaders to improve the health of this community," said Foundation Executive Director, Gina Pitrone.*

## About The Cover Community Leaders Frame Success In Healthcare

The Western Tidewater region is fortunate to have many extraordinary individuals who are committed to improving the health status of its residents. State Delegate Chris Jones, B.Pharm, Caroline Martin, RN, and Nancy Welch, MD, are among the citizens who frame success through leadership.

Delegate Jones is the President of and Pharmacist-in-Charge at Bennett's Creek Pharmacy in Suffolk. His pharmacy was named 2011 Suffolk Small Business of the Year by the Hampton Roads Chamber of Commerce, and Leadership Hampton Roads selected him as the 2011 Statesman of the Year. Delegate Jones is also renowned and respected for his service in the Virginia House of Delegates, where he has served since 1998.

"Chris deeply cares about this community as evidenced by the amount of time and energy he puts into serving Western Tidewater residents in the pharmacy," Caroline Martin observed. "As a member of the House of Delegates Appropriations Committee, he also demonstrates his commitment to the region by being an ardent supporter of the healthcare safety net."

After more than 27 years as the Executive Vice President of Riverside Health Systems and CEO of Riverside Regional Medical Center (concurrently part of the time), Ms. Martin shares her administrative and leadership skills with various community-based organizations. She is the President of the Suffolk Partnership for a Healthy Community and the Western Tidewater Free Clinic. The Suffolk Rotary Club acknowledged Ms. Martin's accomplishments by presenting her with the 2012 First Citizen Award.

Dr. Welch is another award winning community leader. The YWCA of South Hampton Roads presented her with the 2012 Woman of the Year. As the longest-serving health director in Virginia, she directs health departments in the City of Chesapeake and in Western Tidewater (an interim appointment).

"Suffolk is fortunate to have Dr. Nancy Welch work as a public servant in our locality," noted Suffolk Mayor Linda T. Johnson. "Dr. Welch is passionate about improving the lives of Western Tidewater residents."

"The Obici Healthcare Foundation is pleased to collaborate with these dynamic leaders to improve the health of this community," said Foundation Executive Director, Gina Pitrone.

# Leadership

## Board of Directors



Obici Healthcare Foundation Board members (front row from left) are: B.J. Willie; Jeffrey D. Forman, MD; Lula B. Holland; Robert M. Hayes; Frank A. Spady III; and J. Samuel Glasscock. Board members (back row from left) are: Richard F. Barry III; Robert C. Claud; William G. Jackson, MD; Douglas C. Naismith; George Y. Birdsong and Harold U. Blythe.

## From the Chairmen

It was Amedeo Obici's generosity and his vision to improve the health status of Western Tidewater and Gates County, NC, that greatly improved access to healthcare in this region. The Obici Healthcare Foundation is honored to keep this vision as the focus of its efforts.

The selected stories in this report serve to underscore and remind us why healthcare is such a needed and responsible endeavor. The Obici Healthcare Foundation Board is proud of its accomplishments, but recognizes there is much to be done to address the many healthcare needs in Western Tidewater.

During the past five years we have achieved a great deal including: building the capacity for non-profit management; increasing the healthcare workforce in Western Tidewater; supporting collaborative partnerships; facilitating the Healthy People/Healthy Suffolk initiative; improving community resources and initiating direct healthcare services.

Along the way, we have tried to keep a long-term perspective while also looking at current needs. As a board, our goal has been to make the best possible use of grant funds and have the biggest impact on the health of the people in the area.

With great collaborations and partnerships, we strive to invest in programs that will make a real difference in the quality of life for individuals in the Foundation's service area. These important programs include nutrition, prevention, education and treatment.

We encourage community partners and leaders in health issues to share their guidance and feedback to ensure that our support is meeting and adapting to the needs of the people.

Our future challenge is to support those who can help reduce disease risk factors, address prevention and to assure that these measures are available throughout the service area. The Board humbly continues to recognize and to strive to meet this responsibility.

Sincerely,

George Y. Birdsong  
Chairman

J. Samuel Glasscock  
Vice Chairman

## Obici Healthcare Foundation

### Our Vision

The vision of the Obici Healthcare Foundation is good health and wellness for all.

### Our Mission

The mission of the Obici Healthcare Foundation is to improve the health status of the people living in the service area by responding to the medical needs of the indigent and uninsured and by supporting programs which have the primary purpose of preventing illness and disease.

### Values

The Obici Healthcare Foundation adheres to the highest standards by embracing the following set of values.

### Service

We will act with compassion, sensitivity and creativity to make a significant improvement in the health status of our community.

### Integrity

We will act with honesty and fairness, give our best efforts and take responsibility for our actions.

### Community Involvement

We will act as a team with the community to promote good health and good healthcare for all.

### Financial Stewardship

We will act responsibly to make the Foundation strong and support healthcare programs that are effective.

# Supporting



Mother, Ms. Darden-McCoy, enjoys sharing healthy choice shopping with her daughter, Amiah.

## Grantees Helping Families Battle Obesity, Diabetes

As the nation mobilizes to combat obesity and diabetes with First Lady Michelle Obama leading the way, here in Western Tidewater the Obici Healthcare Foundation is doing its part to add strength and breadth to local programs that focus on improving health and reducing poor medical outcomes. With a two-pronged approach, Obici Healthcare Foundation grants from 2011-12 have targeted obesity in the young and diabetes in adults.

It's not easy being an overweight child...and Healthy You knows that. This weight management program for kids, begun by Children's Hospital of The King's Daughters in 2001, works to reverse the trend of obesity (12% of hospital inpatients) and unhealthy weight (21.5%) in children.

This year, the program was made accessible to 50 Suffolk children with the help of Obici Healthcare Foundation funds. Eleven-year-old Amiah Sincere McCoy and her mom, Tonya Darden-McCoy, know the value of Healthy You first hand.

Amiah and Ms. Darden-McCoy, along with Amiah's grandparents, participated in the 10-week program focused on nutrition education, lifestyle changes, healthier living, and regular clinic visits.

Through group sessions, Amiah and her family gained enthusiasm for the rewards of better eating and more exercise.

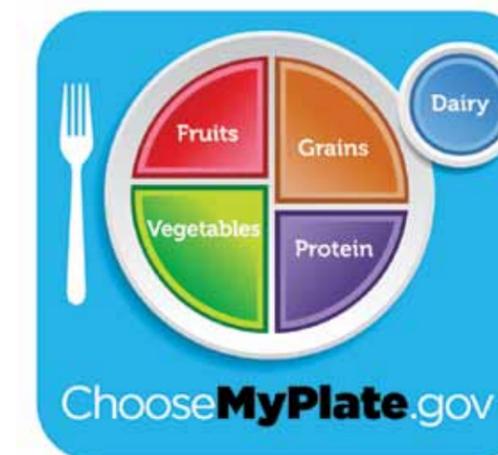
Amiah's BMI dropped over the 10-week period, and she began to lose weight. But more than that, "our whole family learned about all the factors that lead to weight gain," reports Ms. Darden-McCoy.

Dining with Diabetes, like Healthy You, provides intervention and resources to help folks better manage their disease. Through a Foundation grant, over 200 Western Tidewater residents participated in classes focused on self-care, healthy eating, weight management, control of carbohydrate intake and activity patterns. While information, support and encouragement are the cornerstones

of this program, lasting success will be measured by the long-term reduction of poor health indicators and fewer dollars spent on medical care.

The program is a collaborative with the Virginia Diabetes Council and the Virginia Cooperative Extension.

*"Our whole family learned about all the factors that lead to weight gain." -Tonya Darden-McCoy*



Here's an example of MyPlate, which replaced the Food Pyramid, used by Dining with Diabetes for nutritional education.

# Coaching



Renee Austin, a Life Coach for Catholic Charities, met Regina Riddick in the Emergency Department who was able to enroll her at the Western Tidewater Free Clinic and keep her out of the Emergency Department for care.

## Life Coaches: Connecting Resources to Help Find a Way

The Sentara Obici Hospital Emergency Room has two new additions – Life Coaches.

With a grant from the Obici Healthcare Foundation, Renee Austin and La'Shiona Joe-Scott are Life Coaches for Catholic Charities of Eastern Virginia assigned to the hospital's Emergency Room. Their mission is helping the uninsured and underinsured one day at a time.

For Suffolk resident Regina Riddick, the Life Coach program was her last hope. "I really appreciated Ms. Austin's support." While shaking her head, Ms. Riddick said, "Without this program, there wasn't anywhere else for me to go."

One Saturday, her abdominal pains were so bad that Ms. Riddick went to the Sentara Obici Hospital Emergency Room. During registration, it was revealed that she worked part-time and did not have health insurance. Seeing how distraught she was and sensing her frustration, the Emergency Room staff told her about the Life Coach program and suggested Ms. Riddick give them a call.

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*Their mission is helping the uninsured and underinsured one day at a time.*

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Life Coach Renee Austin returned Ms. Riddick's call and after assessing the situation, they determined Ms. Riddick was eligible to receive care at the Western Tidewater Free Clinic. Once Ms. Riddick was enrolled and all documents were received, initial appointments were made at the Clinic.

The Life Coach program works in collaboration with the Free Clinic, Main Street Physicians, Access Partnership, Sentara Obici Hospital and other community resources to assess patients and connect them with primary care that best fits their needs.

In addition, they check eligibility for all patients to see if they qualify for Medicaid, FAMIS, FAMIS Plus or Medicare. Once that determination is made, patients are referred to an outreach worker for assistance in completing the necessary paperwork.



Renee Austin (center) and La'Shiona Joe-Scott, Life Coaches for Catholic Charities of Eastern Virginia, help Regina Riddick find a medical home.

# Encouraging



## Senior Services Helps Suffolk Resident Navigate the Medicare Maze

Suffolk resident and member of the boomer generation, Mrs. Shirley Klages, turned 65 in October 2011. Her recognizable red, white and blue Medicare card arrived 5 months earlier.

At that time, she was covered by her husband's private insurance policy which cost them over \$800 per month. Mrs. Klages was eligible for Medicare benefits because she turned 65 within 90 days of the 2011 Medicare Open Enrollment Period. "I just didn't know what to do. I was totally confused," she said.

*Now enrolled in a Medicare Part D plan for medications, Mrs. Klages pays an affordable \$34 monthly premium for her Part D plan.*

Someone recommended calling Senior Services MedCare Access Specialist Brenda Lawrence. A grant from the Obici Healthcare Foundation funds the Medication and Care Access Resource Program (MedCare Access) that provides community outreach and awareness, education, assessment and enrollment assistance for Medicare and other benefits.

Now enrolled in a Medicare Part D plan for medications, Mrs. Klages pays an affordable \$34 monthly premium for her Part D plan and \$120 per month for her Medicare Supplement Plan. The supplemental plan covers the 20 percent of her medical expenses that Medicare does not. She saves almost \$200 a month.

Mr. Klages is retired because of a medical disability. Brenda Lawrence advised Mr. Klages to continue coverage under his former employer's insurance plan because of his numerous medications. Without the employer's plan, Mr. Klages would fall into Medicare's prescription "donut hole," or coverage gap, when his

expenses reached \$2,930. He would not have continued Medicare coverage until he spent \$4,700 out of pocket within the calendar year.

Ms. Lawrence added, "If it wasn't for the Obici Healthcare Foundation funding this important outreach and education to the uninsured or underinsured, many people would be spending more money than necessary."



*Talking with Mrs. Brenda Lawrence (left) has saved Mrs. Shirley Klages hundreds of dollars.*

# Collaborating



Zaria Irons and Kamryn Whitley enjoy their time at YMCA Camp Arrowhead where in addition to youth development and social responsibility, the camp focuses on active healthy living.



## A New Plan Frames a Healthier Future

The health and well-being of Suffolk residents is important to the economic vitality, productivity and vibrancy of the Suffolk community.

Yet, one in every four children in Suffolk (25%) and almost two-thirds (63%) of the adults are considered either overweight or obese. Healthy People/Healthy Suffolk was formed to embrace, support and advance our residents' efforts toward improving their individual and families' health.

*Healthy People/Healthy Suffolk is pleased to begin this healthful endeavor.*

A collaboration between the Obici Healthcare Foundation and the Suffolk Partnership for a Healthy Community was forged. The collaboration included many interested citizens, businesses, employers, healthcare professionals, schools, faith-based and city government representatives who came together over a year-long period to construct Healthy People/Healthy Suffolk, a 10-year community road map for health improvement.

There are four goals, each with multiple aims, and these will provide the citizens of Suffolk with the tools to achieve the intended healthy results. They are:

- Goal One – Promote healthy eating habits and increase access to healthy foods in Suffolk.
- Goal Two – Create a walkable environment and a physically active community.
- Goal Three – Engage and empower residents to develop healthy Suffolk neighborhoods and lifestyles.
- Goal Four – Increase awareness and build community and financial support for active and healthy living in Suffolk.

With a 10-year commitment and much groundwork underway, Healthy People/Healthy Suffolk is pleased to begin this healthful endeavor.

## Fiscal Year 2012 Grantees

### Access To Care

#### Basic Primary Healthcare

**Surry Area Free Clinic** \$86,300

To expand services and provide new construction for the Surry Area Free Clinic.

**Western Tidewater Community Services Board** \$60,941

To purchase physical and occupational therapy equipment and employ a Licensed Practical Nurse to monitor chronic disease symptoms for adult patients with profound intellectual and other complex disabilities.

**Bon Secours Maryview Foundation** \$150,000

To provide consistent, free, primary healthcare to the medically underserved patients using the mobile Care-A-Van.

**Western Tidewater Free Clinic** \$450,000

To provide operational support for medical care and chronic disease management of uninsured patients.

**Peninsula Institute for Community Health** \$25,000

To develop a community plan to establish a Federally Qualified Community Health Center to serve residents of the City of Franklin and Southampton and Isle of Wight Counties.

#### Case Management

**For Kids, Inc.** \$33,553

To offer behavioral health screenings, referral to care and transportation to services for newly identified homeless adults and children.

**Western Tidewater Health District** \$101,106

To help reduce undesirable birth outcomes through education, nurse-case management, home visitations and transportation assistance to medical appointments in Suffolk and Isle of Wight County.

**Catholic Charities of Eastern Virginia** \$71,418

To provide Life Coaches in the Sentara Obici Hospital Emergency Room to help uninsured or underinsured patients secure primary care services and other resources.

**For Kids, Inc.** \$75,000

To connect homeless families with emergency shelters, rapid re-housing, insurance and healthcare services.

## Fiscal Year 2012 Grantees

### Case Management cont.

**Mother Seton House, Inc.** \$15,000

To develop a plan for housing and supportive services for youth who have no resources through family or extended family.

**Sentara Louise Obici Memorial Hospital** \$75,000

To provide uninsured patients with case management services that improve self care disease management skills from the hospital to home.

**Western Tidewater Health District** \$95,780

To implement a national model – the Nurse Family Partnership program – to improve prenatal health, child health and development through age two in Suffolk and Southampton County.

### Dental Care

**Peninsula Institute for Community Health** \$150,000

To provide basic dental services for children and adults.

**Western Tidewater Free Clinic** \$250,000

To improve patient access to medical and dental care.

### Facility

**Suffolk Salvation Army Corps** \$50,000

To help build a facility where children and older adults can exercise, learn about nutrition and access other programs and resources.

**The Children's Center** \$50,000

To renovate and expand the current Suffolk facility to allow an increase in the number of children served.

**Foodbank of Southeastern Virginia** \$25,000

To renovate and expand the storage facility to increase food distribution.

### Medical Equipment

**Suffolk Fire and Rescue** \$106,679

To purchase emergency medical equipment essential on all front line City of Suffolk EMS vehicles.

**Lions Club International District 24-D** \$10,000

To purchase vision screening equipment (PediaVision) to detect treatable and preventable causes of poor or incomplete vision for children before they enter the first grade.

**Paul D. Camp Community College** \$110,585

To expand laboratory training equipment in the Nursing and Allied Health Program (Suffolk campus) and increase the number of students graduating.

**Albemarle Health** \$71,102

To acquire and implement an Electronic Health Record and Payment Management System to improve clinical quality and safety of patients.

### Medication Access

**RX Partnership** \$15,000

To provide free prescription medication and low-cost supplies to low-income, uninsured residents served by the Western Tidewater Free Clinic.

### Mental Health

**The Up Center** \$168,228

To offer traumatic stress symptom education and referral system to community providers and conduct traumatic stress therapy to individuals referred.

**The Up Center** \$58,125

To offer telemental health counseling services for fatherhood development, anger management and autistic children and their parents.

**Western Tidewater Community Services Board** \$200,000

To establish Western Tidewater's first outpatient medical detoxification program, providing daily testing, counseling, support and referral services to substance abusers.

### Nutrition

**Suffolk Meals on Wheels** \$104,272

To provide nutritious meal delivery to seniors and the disabled residents who are homebound, home alone and in financial need.

### Screenings

**Sentara Louise Obici Memorial Hospital** \$137,283

To develop and implement a hospital-based, universal risk screening during pregnancy or at birth that connects new parents with appropriate community resources.

### Specialty Care

**Access Partnership** \$52,094

To provide low-income, uninsured residents in Western Tidewater with expanded access to diagnostic and specialty medical services.

### Transportation

**Senior Services of Southeastern Virginia** \$90,965

To conduct a Transportation Needs Assessment and develop a public transportation plan for residents in the Cities of Suffolk and Franklin and the Counties of Isle of Wight and Southampton.

## Chronic Disease Management

### Diabetes Improvement

**Peninsula Institute for Community Health** \$100,000

To screen and identify undiagnosed diabetics and provide clinical learning groups that help patients treat and manage the disease.

## Fiscal Year 2012 Grantees

### Diabetes Education

**Eastern Virginia Medical School** \$184,488

To raise awareness and reduce the risk of diabetes by educating physicians, conducting screenings and implementing a telephonic care management plan to patients referred.

**American Diabetes Association** \$27,711

To train ambassadors in high-risk congregations to raise awareness of diabetes and stress the importance of early detection, disease management and health risk factors.

**Virginia Diabetes Council** \$35,445

To provide an evidence-based self-management program for type 2 diabetics and promote healthy dining choices and active lifestyles.

### Primary Care

**Eastern Virginia Medical School** \$75,000

To improve access to care for uninsured patients at the Western Tidewater Free Clinic by providing medical appointments with Eastern Virginia Medical School family medicine residents, third-year medical students and an attending physician.

### Screenings

**ACCESS AIDS** \$42,985

To expand rapid HIV testing and education to Suffolk, Franklin and Isle of Wight County residents.

## Insure More People

### Enrollment Initiatives

**Patient Advocate Foundation** \$83,655

To increase access to healthcare through patient education and healthcare assistance resources.

**Senior Services of Southeastern Virginia** \$100,013

To provide community education, counseling and assistance to enroll seniors in Medicare and Medicaid benefits and other community resources for healthcare and prescription drug coverage.

**Catholic Charities of Eastern Virginia** \$28,292

To enroll uninsured pregnant women and families of children who do not have health insurance in FAMIS.

**Smart Beginnings Western Tidewater** \$32,000

To increase the number of Western Tidewater children enrolled in FAMIS.

**Suffolk Department of Social Services** \$27,920

To increase the enrollment of children and families in Medicaid and FAMIS.

**Virginia Legal Aid Society** \$75,000

To help individuals with complicated disability cases navigate the application process to secure Medicaid or Medicare.

## Obesity Prevention

### Obesity/Clinical

**Children's Hospital of The King's Daughters** \$32,705

To implement a clinical approach to reduce obesity among Western Tidewater and Gates County children who have been diagnosed with obesity and another chronic disease.

**Suffolk Partnership for a Healthy Community** \$32,300

To encourage active lifestyles, access to healthy foods, neighborhood engagement and implementation.

### Community Engagement

**Town of Smithfield** \$45,550

To develop a community wellness plan in the Town of Smithfield to promote healthy lifestyles and encourage activities at Windsor Castle Park.

**Suffolk Partnership for a Healthy Community** \$87,600

To develop a 10-year community wellness plan that promotes active lifestyles, access to healthy foods, neighborhood engagement and implementation.

### Facility

**YMCA of South Hampton Roads** \$50,000

To construct a regional swimming pool that will provide children with exercise, safety training and healthy group activities at the Y's Camp Arrowhead.

### Improved Activity

**City of Suffolk** \$31,793

To provide adults and youth with increased physical activity and better nutrition using the Get Up and Get Out program.

**Suffolk Family YMCA** \$75,000

To increase cardiovascular fitness, physical strength, and life skills for youth participating in an after-school jump rope program.

**Suffolk Public Schools** \$75,000

To provide a wellness coach for teachers and students to incorporate exercise and nutritional information into daily core curriculum.

**Albemarle Health** \$72,000

To conduct a school-based healthy lifestyle program on exercise and nutrition education for Gates County students and school employees.

### Nutrition Education

**American Heart Association** \$24,160

To develop a plan to evoke a cultural change and improve the nutritional content of meals served in faith-based institutions.

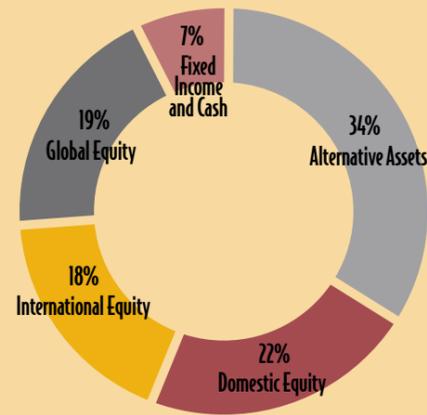
**Suffolk Public Schools** \$206,000

To develop a comprehensive health plan, implement After-School Challenge Clubs focused on obesity prevention, and establish salad bars in cafeterias for better nutrition.

**Total Awards: \$4,433,048**

## 2012 Asset Allocation

The Obici Healthcare Foundation was established in 2006 with investments exceeding \$100 million. At the end of 2012, investments were approximately \$94 million.



## 2012 Financial Summary

### Obici Healthcare Foundation

#### AUDITED STATEMENT OF FINANCIAL POSITION – YEARS ENDING MARCH 31, 2012 AND 2011

ASSETS	2012	2011
<b>Current assets:</b>		
Cash and cash equivalents	\$ 5,198,887	5,189,721
Accrued interest and dividends receivable	37,472	18,283
<b>Total current assets</b>	<b>5,236,359</b>	<b>5,208,004</b>
Investments	94,264,496	99,078,709
Property, plant and equipment, net	2,125,481	2,207,697
Other assets	708,236	723,483
<b>Total assets</b>	<b>\$ 102,334,572</b>	<b>107,217,893</b>

#### LIABILITIES AND NET ASSETS

<b>Current liabilities:</b>		
Accounts payable and accrued expenses	\$ 109,808	81,037
Healthcare grants payable	1,780,644	1,273,994
Current portion of long-term debt	66,040	63,289
<b>Total current liabilities</b>	<b>1,956,492</b>	<b>1,418,320</b>
Long-term debt, excluding current portion	1,663,333	1,729,373
Deferred federal excise taxes	306,269	199,059
Unrestricted net assets	98,408,478	103,871,141
<b>Total liabilities and net assets</b>	<b>\$ 102,334,572</b>	<b>107,217,893</b>

#### STATEMENT OF ACTIVITIES – YEARS ENDING MARCH 31, 2012 AND 2011

<b>Revenues, gains, and other support:</b>		
Interest and dividends	\$ 1,366,996	832,537
Net realized and unrealized gains (losses) on investments	(292,089)	12,484,588
<b>Investment income before investment fees</b>	<b>1,074,907</b>	<b>13,317,125</b>
Less investment fees	630,339	602,889
<b>Investment income (loss), net</b>	<b>444,568</b>	<b>12,714,236</b>
Unrestricted contributions	5,000	29,000
<b>Total revenues, gains (losses) and other support</b>	<b>449,568</b>	<b>12,743,236</b>
<b>Expenses:</b>		
Healthcare grants	4,415,655	1,394,385
Program and administrative	1,218,021	1,065,077
Provision for federal excise taxes	278,555	221,217
<b>Total expenses</b>	<b>5,912,231</b>	<b>2,680,679</b>
<b>Increases (decrease) in net assets</b>	<b>(5,462,663)</b>	<b>10,062,557</b>
Unrestricted net assets, beginning of year	103,871,141	93,808,584
<b>Unrestricted net assets, end of year</b>	<b>\$ 98,408,478</b>	<b>103,871,141</b>

A copy of the Financial Statement is available upon request and/or at [www.obicifcf.org](http://www.obicifcf.org).

## Investment Review

The primary long-term objective of the Foundation's investment program is to manage the assets in a prudent and well-diversified manner, to ensure sufficient resources to meet funding requirements while preserving principal and maximizing returns, and to match or outperform the established portfolio benchmark, given appropriate risk constraints.

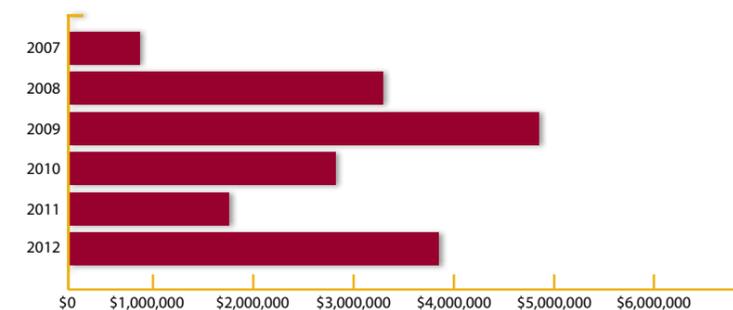
Exceptional investment managers with established performance records broadly diversify the portfolio across asset classes, strategies, and geographies. The Board establishes the long-term asset allocation ranges and targets. Current allocations are depicted in the circle graph [see graph on page 14].

For the fiscal year ended March 31, 2012, the portfolio was up +0.6 % net of all fees and expenses. This compares to -3.6% for the portfolio's total benchmark. The portfolio outperformed its benchmark by +4.2% for the fiscal year. From inception in October 2006 through March 2012, the Foundation's portfolio has compounded at +4.7% per year net of all fees and expenses, compared to +1.2% for the portfolio benchmark.

The Foundation's investment portfolio receives the close attention of the Board's Investment Committee and an outside investment advisor.

The value of the investment portfolio on March 31, 2012, was \$94,264,496.

### Total Grants Awarded Per Year Since Inception to March 31, 2012

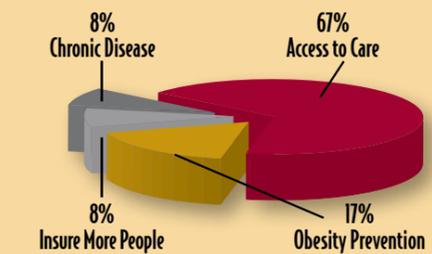


## Grant Awards by Priority and Grant Type

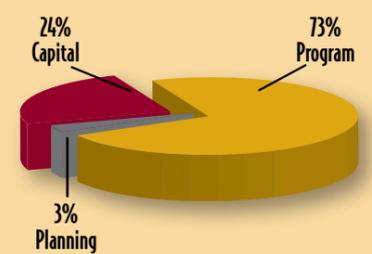
Fiscal Years 2011 – 2012

A total of 52 grants were awarded to 37 organizations for Fiscal Year 2011-2012 in the amount of \$4,433,048. During this period, 67% of grants supported Access to Care; 17% for Obesity Prevention; 8% for Insure More People and 8% for Chronic Disease Management. During Fiscal Year 2011-2012, the Foundation awarded 73% of the grants in Programs; 24% for Capital; and 3% for Planning.

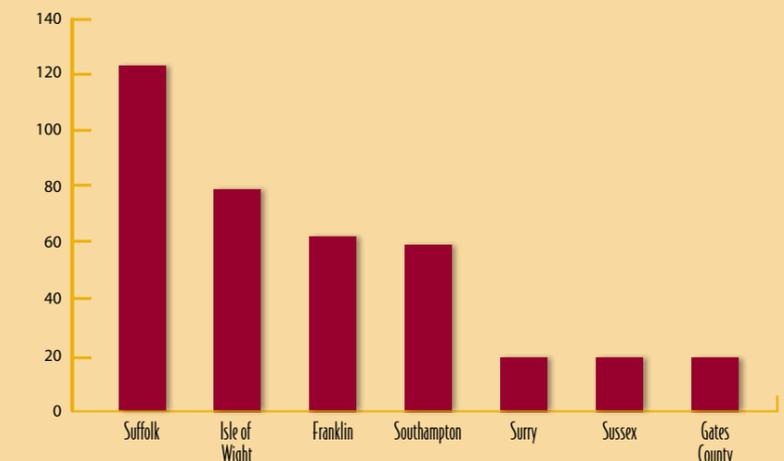
Grants by Priority Areas  
April 1, 2011, to March 31, 2012



Types of Grants Awarded  
April 1, 2011, to March 31, 2012



### Total Grants Awarded by Geographical Area Since Inception to March 31, 2012



# Volunteering



A patient received oral health instructions from a dentist (center) and a dental student (left) who volunteered at Pankey Dental Access Days.

## Brighter Smiles Frame Success at Free Dental Clinics

While the financial cost of providing free dental care can be easily calculated, the value to uninsured patients receiving free care is priceless.

“Dental care is usually the last thing people think of until they have a toothache. Then even an emergency room can’t help – only a dentist will do. And for those without dental insurance, cash is required, which is something most people are short of these days,” said Access Partnership Executive Director Candice Driskell.

The Obici Healthcare Foundation partnered with Access Partnership, the Pankey Institute and the United Way in conducting Dental Access Days in December 2011 and May 2012 at the Suffolk National Guard Armory. During the 4-days of caring, 237 uninsured people received \$290,280 in free dental care.

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*“The importance of good oral health cannot be underestimated.”  
—Foundation Executive Director  
Gina Pitrone.*

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Access Partnership, which collaborates with the Oral Health Improvement Coalition of Hampton Roads, was the recipient of the Foundation Discretionary Grants that allowed the Giving Hand Foundation in North Carolina to bring their mobile dental clinic to Western Tidewater.

There were 223 volunteer dentists, hygienists, nurses, dental hygiene assistants and students who provided care during the two dental access events. Collectively, they donated 1,471 hours of service. Priority was given to patients with the most acute dental challenges.

The importance of good oral health cannot be underestimated. A growing body of research is showing that oral health is directly related to overall physical health.

## Fiscal Year 2012 Discretionary Grants

### Access Partnership

\$5,000

May 2012 – To support the May Pankey Dental Access Days, a two-day event providing comprehensive dental care to more than 150 uninsured, low-income adults at the Suffolk Armory.

### Access Partnership

\$5,000

December 2011 – To support the December Pankey Dental Access Days, a two-day event, where volunteer dentists provided \$110,100 in dental care to uninsured, low-income residents.

### Alzheimer's Association

\$1,500

To support the 23rd Annual Walk to End Alzheimer's, part of an awareness campaign and fundraiser for Alzheimer's care, support and research.

### American Cancer Society

\$1,000

To support the Suffolk Relay for Life, raising over \$243,000 to support local programs and services and celebrate 370 cancer survivors and caregivers.

### American Diabetes Association

\$2,500

To support a regional cycling event that raises funds and awareness about diabetes and its effects on health.

### Association of Fundraising Professionals

\$500

To support National Philanthropy Day 2011 and recognize outstanding philanthropy and encourage future gifts.

### City of Suffolk, Department of Tourism

\$5,000

To provide equipment for the Suffolk Farmers' Market and provide health educational programs to hundreds of participants.

### Cover 3 Foundation

\$2,000

To provide fresh fruits and vegetables for Cover 3's Kid's Meal Program to over 4,000 enrolled children in Western Tidewater.

### Gates Partners for Health

\$3,000

To purchase equipment for the Gates County Farmers' Market, making available fresh produce and education about the importance of fresh foods and good health.

### Girl Scout Council of the Colonial Coast

\$1,000

To support a service project providing music for the Suffolk Candlelight Historic Holiday Homes Tour.

### Gray Walker Washington PEACE Studies Institute, Inc.

\$250

To provide a public health fair in Suffolk for Western Tidewater and Gates County underinsured residents.

### Main Street United Methodist Church

\$1,000

For Boy Scouts Troup #1 Memorial Scholarship Fund providing scouting opportunities to encourage life development.

### Nansemond-Suffolk Academy

\$4,985.16

To provide health equipment essential for monitoring and assessing student health status and record ongoing health data.

## Fiscal Year 2012 Discretionary Grants *cont.*

### Senior Services of Southeastern Virginia

\$2,500

To sponsor the Aging in Place Conference attended by nearly 200 agencies and individual caregivers.

### Smithfield and Isle of Wight County

\$2,000

To support the Smithfield Farmers' Market, providing access to fresh produce and children's educational activities.

### Southeastern Council of Foundations

\$5,000

To provide the southeastern leading foundation decision makers with educational expertise exploring industry issues and best practice topics.

### Coalition for the Alleviation of Poverty Suffolk (Suffolk CAPS)

\$4,100

To support agency collaboration among social service providers and churches that provide emergency aid to the most vulnerable of our community.

### Suffolk Rotary Club

\$1,000

To support the First Citizen Award Reception that recognizes volunteer and philanthropic leadership and raises funds for the Rotary charity contributions.

### Suffolk Salvation Army Corps

\$5,000

To coordinate and provide transportation including 792 trips to low-income persons for medical appointments.

### Surry Area Free Clinic

\$100

To support an event benefitting the Surry Area Free Clinic which provides free medical care, pharmaceutical services and dental care to the uninsured.

### The Planning Council

\$12,800

To assist the Western Tidewater Continuum of Care Committee in the coordination of services provided by the agencies supporting homeless and nearly homeless individuals and families seeking services.

### Union Mission Ministries

\$5,000

To provide healthcare case management, transportation and medication assistance to homeless individuals from Western Tidewater.

### United Way of South Hampton Roads

\$500

To support agencies providing community services to individuals during the winter holidays.

### Virginia Healthcare Foundation

\$5,000

To support the Charting the Future program preparing Virginia's Health Care Safety Net with accurate and timely information about the Affordable Care Act and its impact in Virginia.

### VOLUNTEER Hampton Roads

\$5,000

To support a volunteer comprehensive training program to strengthen infrastructure and capacity of local nonprofits and promote corporate social responsibility.

### Western Tidewater Task Force on Aging

\$4,823.75

To provide safety and mobility assistance to low-income residents in assisted living facilities in Western Tidewater.

**Total Discretionary Awards: \$85,558.91**

## Trump, Simpson Become Distinguished Board Member Emeritus Status

The Obici Healthcare Foundation salutes former and founding Board Members Joyce Trump and Henry Simpson. As the result of their dedicated service, they received Distinguished board member Emeritus status.

Mrs. Trump and Mr. Simpson joined the Foundation's Board of Directors in 2006 and departed in 2012 and 2009, respectively.

The Emeritus status recognizes these community leaders for "generously sharing their time, talent and wisdom in the efforts of the Foundation to improve the health status of people in the area."

Mrs. Trump is a former Superintendent of Suffolk Public Schools. Mr. Simpson is a certified public accountant and former Secretary/Treasurer of the Foundation Board.



Henry G. Simpson

Joyce H. Trump

## Service Area



■ Service Area

The Obici Healthcare Foundation's service area covers the established location of the Louise Obici Memorial Hospital and includes the cities of Suffolk and Franklin; Isle of Wight County; Gates County in North Carolina; the towns of Surry, Dendron and Elberon in the eastern half of Surry County; Waverly and Wakefield in Sussex County; and Boykin, Newsomes, Courtland, Sedley and Ivor in Southampton County.

## Health Access Points

### Hospitals

- Sentara Obici Hospital, Suffolk, VA 1
- Southampton Memorial Hospital, Franklin, VA 2
- Albemarle Hospital, Elizabeth City, NC\* 3\*
- Vidant Roanoke-Chowan Hospital, Ahoskie, NC\* 4\*

### Federally Qualified Health Centers

- Gateway Community Health Center, Gatesville, NC 5
- Surry Medical Center, Dendron, VA 6
- Ivor Medical Center, Ivor, VA 7
- Waverly Medical Center, Waverly, VA 8
- Main Street Physicians, Suffolk, VA 9

### Free Clinics

- Surry Area Free Clinic, Surry, VA 10
- Western Tidewater Free Clinic, Suffolk, VA 11
- Gateway Tyner Community Health Center, Tyner, NC\* 12\*

(\*serves residents within service area)

# Serving

## Foundation Staff



Obici Healthcare Foundation staff (from left) are: Diane Nelms, Anna Roberts, Rick Spencer, Cathy Huband, Michael Brinkley, Gina Pitrone and Tammie Mullins-Rice.

# Welcoming



Sister City International residents from Oderzo, Italy, visited Suffolk in August. This delegation of 19 persons visited the Obici Healthcare Foundation office where they had a chance to see statues, paintings and other keepsakes that belonged to Amedeo Obici, philanthropist and founder of Planter's Peanuts. Mr. Obici immigrated from Oderzo to America in 1889 when he was 11 years old.



**OBICI  
HEALTHCARE FOUNDATION**

Obici Healthcare Foundation is a tribute to the generosity and compassion of Amedeo Obici (1877 - 1947). Eleven year old Amedeo was sent by his family from Oderzo, Italy to relatives in America, a young immigrant with the hope of greater opportunity. In 1906 he founded Plasters Nut and Chocolate Company in Wilkes Barre, Pennsylvania. In 1915 Plasters began operations in Suffolk, which soon became its headquarters.

Successful in business and passionate about helping the people of this community, Mr. Obici was the sole benefactor of the Lazzaro Obici Memorial Hospital, named for and dedicated to his wife. The Foundation was created from his estate and from the proceeds of the sale of the hospital in 2006. Obici Healthcare Foundation continues Amedeo Obici's legacy to provide access to medical care for all.

**106 W. FINNEY AVENUE**



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