It’s Personal, *Leading by Example*
Our 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.

Letter from the Chairmen
Dear Friends:

Healthcare really is personal in so many ways. What began as a personal commitment by this Board 8 years ago — “to improve the health status of people living in the service area” — has now become a community-wide engagement emphasizing the four areas we defined as our healthcare focus: Access to Care, Chronic Disease Management, Insuring More People, and Obesity Prevention. As broad as these areas are, they each drill down to the personal interaction of our grant applications, our professional staff, our collaborating service providers, our client base and our friends and collaborators like you.

Over these last 8 years, the Obici Healthcare Foundation has delivered almost $30 million to grantees for programs and projects to serve the community and, more importantly, to turn Western Tidewater health indicators toward more positive footing. We believe this concerted effort is succeeding. Dr. Nancy Welch, Medical Director of the Western Tidewater Health District, reports “since 2006, almost a 20% reduction in cardiovascular disease deaths, close to a 30% reduction in diabetic deaths (still 54% above state rate) and a 21% reduction in deaths from stroke. These positive results reflect active medical intervention, community program and appropriate preventive measures taken by individuals.”

This year’s Annual Report captures a few of the personal stories that illustrate how important our work is and the personal effect it is having on individuals in Western Tidewater — individuals who are not only learning about their own health issues but are also accepting personal responsibility for improving their own health status. We hope you can feel the enthusiasm of these folks as you read of their personal triumphs.

Our benefactor, Amedeo Obici, took personal commitment to the highest level when, to honor his wife’s memory, he left funds in his will to build a hospital and endow a foundation to benefit all of Western Tidewater and Gates County. His personal generosity and concern for community are what we at the Foundation try to preserve and continue.

We thank each of you personally for your interest and for your support of our efforts. The healthcare landscape is extremely complicated and slow to change, but with your partnership we look forward to continued success.

Sincerely,

George Y. Birdsong
J. Samuel Glasscock
Chairman
Vice Chairman

Board of Directors

Individual shots: Richard F. Barry III, and Jeffrey D. Forman, MD
Happy, Healthy Accomplishments for a Vulnerable Population…

Grantee: Western Tidewater Community Services Board | Grant: Intellectual Disabilities Licensed Practical Nurse

It’s a personal accomplishment when Jack can tell us his “diabetes number” is 95. It’s a personal accomplishment when Laura explains she takes two “blood pills” a day. It’s a personal accomplishment when Louis rides the “bicycle built for 2” around the parking lot.

Jack, Laura and Louis are all clients of the Western Tidewater Community Services Board (WTCSB) Day Program for the Intellectually Disabled. They reap the benefits of care, education, activities and medical supervision thanks to funding from Obici Healthcare Foundation. In addition to a full-time LPN position, the grant supplied exercise equipment including the new two-seat tricycle.

Under the guidance of Wanda Powell, LPN, clients in the Day Program have gained increased access to basic healthcare: daily health checks, prescribed medications and gentle counseling about ways to improve their chronic illnesses such as diabetes, obesity and hypertension. Attendance at the Day Program has risen 16% because clients are eager to engage with Wanda. Jack says, “Wanda helps me understand diabetes…hot dogs are bad”; and Laura declares, “I like Wanda!” By establishing a personal relationship with her clients, Wanda can reinforce medical points as well as social and life skills. Improved behavior and medical education. Better compliance and reduced ER trips and 911 calls are the happy outcomes of her efforts. “We can tell a difference in the health status of our clients,” says Wanda. Before Wanda joined the WTCSB staff three years ago, there was no full-time medical professional on site to observe and monitor the physical well-being of these vulnerable individuals. Now, Wanda spends four days a week at the CSB location in Suffolk and one day a week at the CSB location in Southampton County.

As a model grantee, the WTCSB will finish its Foundation funding cycle this year but will sustain Wanda’s position within the regular CSB budget for the future.
On a normal Wednesday morning at the Western Tidewater Free Clinic, Rosa had just completed her medical review with Dr. Terri Babineau, supervising physician for the EVMS residents and students giving care at the Clinic. Rosa was waiting for her follow-up interview with Tiffany Stradford, EVMS Assistant Director for Service Learning. As Tiffany entered the room, Rosa smiled and waited for the usual questions about how her behavior choices might be affecting her health issues. Happily she reported that she had been trying to change some poor behaviors in order to improve her health. To document that change, Tiffany asked Rosa to fill out a short survey on the iPad; that data will be entered into the Program report information that tracks outcomes from this 3-year project. Personal feedback from Rosa is positive indeed. She says “It is great to have” this special health service. “I never had healthcare before coming to the Clinic” and she appreciates the learning approach brought by EVMS. It is a one-on-one approach to increase personal responsibility and accountability to produce better medical outcomes.

Obici Healthcare Foundation awarded this grant because of its unique opportunities for both patients and physicians. In addition to providing up to 450 additional patient encounters a year for the Clinic, the residents and medical students at EVMS gain valuable knowledge about working with the underserved populations. The goals of the project include seeing a 25% change in personal behavior on the part of the patients and a 40% increase in interest among residents in caring for underserved populations when they enter medical practice.

What transpired on that Wednesday morning between Rosa, Dr. Babineau, the medical students and Tiffany Stradford was anything but normal. It was the intersection of good medicine, education, encouragement and experiential learning that benefitted all involved.

Patients Embrace Education About Their Own Health Issues...

Grantee: Eastern Virginia Medical School | Grant: EVMS Continuity of Care for Western Tidewater

- $668,750 For FY 2014
- $6,515,034 For All Time
The Suffolk Mobile Pantry encourages clients to think of healthy food as “medicine” for their bodies that can curb chronic health conditions.

A FoodBank volunteer distributes fresh fruits and vegetables – healthy foods – to clients at the monthly Foods to Encourage healthy food distribution in Suffolk.

Obesity Prevention Grant Funding
$4,566,411 For All Time
$526,938 For FY 2014

Prevention is almost impossible to prove, but the cause and effect between what we eat and our personal health status is well-documented. Poor food choices can lead to diabetes, heart disease and obesity; healthy food choices can and do prevent these conditions. Armed with this potent fact and eager to pilot a Healthy Mobile Pantry project, the FoodBank of Southeastern Virginia, with grant funding from Obici Healthcare Foundation, began the Suffolk Mobile Pantry. Using a national model called Foods to Encourage (F2E), the FoodBank is bringing healthy food to Suffolk residents.

Once a month, the Healthy Mobile Pantry filled with “yummy goodness” arrives at Suffolk’s Salvation Army site with Foods to Encourage healthy cooking and eating. F2E uses standards based on USDA Dietary Guidelines to measure nutritional quality of food distributed in foodbanks nationwide. Fruits, vegetables, whole grains, low-fat dairy and lean protein are replacing foods high in fat, sodium and sugars.

Focusing on Access, Education and Confidence for its clients, the Suffolk Mobile Pantry delivers 75,000 healthy meals over 12 months, conducts cooking demonstrations on site, and encourages clients to think of healthy food as “medicine” for their bodies that can curb chronic health conditions. This speaks directly to the OHF mission of “supporting programs that have the primary purpose of preventing illness and disease.”

Now in its third funding year, the FoodBank has seen enthusiastic acceptance from its clients who report on surveys four times a year. An adventure in making lentil soup caused one client to exclaim, “I made it and it turned out very good!” Another remarked, “I cannot afford produce… and I liked learning ways to prepare food healthier.”

This pilot Mobile Pantry program will have far reaching effects as it will serve as a model for replication across the region. Even after OHF funding ends, the FoodBank will sustain this project with funding garnered from other sources eager to follow the lead the Foundation has taken for a way to healthier communities.

Let Food Be Your Medicine!
Grantee: FoodBank of Southeastern Virginia | Grant: Suffolk Healthy Mobile Pantry

A local man visits the FoodBank of Southeastern Virginia’s Healthy Suffolk Mobile Pantry where he receives fresh produce in addition to nutritious pantry staples that help stretch his monthly food budget.
The Foundation’s investment portfolio receives the close attention of the Investment Committee and the Foundation’s outside investment advisor.

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 community funding requirements while preserving principal and maximizing returns, and to match or outperform the established portfolio benchmark, given appropriate risk constraints.

The portfolio is broadly diversified across asset classes, strategies, geographies and through investment managers with established performance. The Board establishes overall investment policy and long-term asset allocation ranges and targets. Current allocations are depicted in the circle graph. (Figure 1)

For the fiscal year ended March 31, 2014, the portfolio was up +16.5% net of all fees and expenses. This compares to 10.4% for the portfolio’s total benchmark and 16.6% for the global equity markets. In spite of strong rallies in the global equity markets, the overall portfolio outperformed the portfolio benchmark by +6.1% for the fiscal year. From inception in October 2006 through March 2014, the Foundation’s portfolio has compounded at +6.8% per year net of all fees and expenses, compared to +3.2% for the portfolio benchmark – outperformance of +3.6% compounded per year.

The ultimate goal is to grow our investments so that we can increase our contribution to the community.

2013-2014 Financial Summary

Obici Healthcare Foundation, Inc.

FINANCIAL POSITION – FISCAL YEAR ENDED MARCH 31, 2014

<table>
<thead>
<tr>
<th>ASSETS</th>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Cash and Investments</td>
<td>$114,751,088</td>
<td></td>
</tr>
<tr>
<td>Property, Plant and Equipment (Net Book Value)</td>
<td>1,031,185</td>
<td></td>
</tr>
<tr>
<td>Other Assets</td>
<td>703,773</td>
<td></td>
</tr>
<tr>
<td>Total Assets</td>
<td>$117,488,046</td>
<td></td>
</tr>
</tbody>
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LIABILITIES AND NET ASSETS

| Healthcare Grants Payable | $1,352,124 |             |
| Accounts Payable and Accrued Expenses | 217,486 |             |
| Bond Payable | 1,594,621 |             |
| Deferred Federal Excise Taxes | 648,059 |             |
| Total Liabilities | 3,808,070 |             |
| Uninvested Net Assets | 113,579,976 |             |
| Total Liabilities and Net Assets | $117,388,046 |             |

REVENUE AND EXPENSES – FISCAL YEAR ENDED MARCH 31, 2014

<table>
<thead>
<tr>
<th>REVENUE</th>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Investment Income (Net of Fees)</td>
<td>$16,591,860</td>
<td></td>
</tr>
<tr>
<td>Other Income</td>
<td>10,941</td>
<td></td>
</tr>
<tr>
<td>Total Revenue</td>
<td>$16,602,801</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>EXPENSES</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthcare Grant Awards (Net of Amendments)</td>
<td>3,076,936</td>
<td></td>
</tr>
<tr>
<td>Program and Administrative Expenses</td>
<td>1,111,831</td>
<td></td>
</tr>
<tr>
<td>Provision for Federal Excise Taxes</td>
<td>596,015</td>
<td></td>
</tr>
<tr>
<td>Total Expenses</td>
<td>5,484,552</td>
<td></td>
</tr>
</tbody>
</table>

Increase in Net Assets | $11,118,249 |
Net Assets, Beginning of Year | 102,461,727 |
Net Assets, End of Year | $113,579,976 |

The foundation’s investment portfolio comprises a direct investment in our own programs. Complete audited financial statements, including the footnotes, are available on our website (www.obicihcf.org).

Investment Review

The Foundation’s investment portfolio receives the close attention of the Investment Committee and the Foundation’s outside investment advisor. 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 community funding requirements while preserving principal and maximizing returns, and to match or outperform the established portfolio benchmark, given appropriate risk constraints.

The portfolio is broadly diversified across asset classes, strategies, geographies and through investment managers with established performance. The Board establishes overall investment policy and long-term asset allocation ranges and targets. Current allocations are depicted in the circle graph. (Figure 1) For the fiscal year ended March 31, 2014, the portfolio was up +16.5% net of all fees and expenses. This compares to 10.4% for the portfolio’s total benchmark and 16.6% for the global equity markets. In spite of strong rallies in the global equity markets, the overall portfolio outperformed the portfolio benchmark by +6.1% for the fiscal year. From inception in October 2006 through March 2014, the Foundation’s portfolio has compounded at +6.8% per year net of all fees and expenses, compared to +3.2% for the portfolio benchmark – outperformance of +3.6% compounded per year.

The ultimate goal is to grow our investments so that we can increase our contribution to the community.

LOM Asset Allocation

The Obici Healthcare Foundation was established in 2006 with investments exceeding $100 million. At the end of March 2014, the investment portfolio totaled approximately $115 million and the Foundation has awarded over $7.6 million in grants for all time.
Grants Awarded

Olive Healthcare Foundation awarded over $13.9 million in 47 grants to 33 organizations during Fiscal Year ended March 31, 2014

**Access to Care**

- **Basic Primary Care Services**
  - Eastern Virginia Medical School: $56,210
  - To engage medical residents and third-year medical students in giving care to patients at the Western Tidewater Free Clinic, thereby increasing access medical care.

- **Western Tidewater Free Clinic**
  - $500,000
  - To provide specialty and medical care to medically underserved in Western Tidewater.

- **Case Management Services**
  - Sentara Obici Hospital: $37,500
  - To provide free, mobile medical services to medically underserved in Western Tidewater.

- **Senior Services**
  - Suntara Obici Hospital: $35,000
  - To provide Life Coaches in Sentara Obici Hospital's Emergency Department for patients who are homebound and/or home alone.

**Chronic Disease Management**

- **Diabetes**
  - Eastern Virginia Medical School: $85,769
  - To reduce the risk of diabetes by educating physicians,yre, and developing and implementing a telephone care management plan for referred patients.

- **Senior Services**
  - Sentara Obici Hospital: $22,926
  - To improve access to medical and mental health services for homebound families by connecting them to services.

- **Foodbank of Southeastern Virginia**
  - To provide free prescription medications and low-cost supplies to low-income, uninsured residents in the Western Tidewater region.

- **Mental Health**
  - The Genieve Shelter: $123,962
  - To support the establishment of the Development Coordinator position to encourage community participation, and financial support to The Genieve Shelter's programs and special events.

- **Senior Services**
  - Sentara Obici Hospital: $22,926
  - To provide telemedicine to behavior health services for patients with severe/profound intellectual disabilities and physical disabilities in the Day Support programs.

**Nutrition**

- **Foodbank of Southeastern Virginia**
  - To provide diabetic clients with high nutritional value foods from the Foodbank's Suffolk Mobile Pantry.

**Case Management**

- **Foodbank of Southeastern Virginia**
  - To provide medical residents and third-year medical students in giving care to patients at the Western Tidewater Free Clinic, thereby increasing access medical care.

**Community Engagement**

- **Foodbank of Southeastern Virginia**
  - To help public housing residents become more aware of both the prevention and management of chronic disease.

- **Senior Services of Southeastern Virginia**
  - To raise awareness among residents of public housing communities in Suffolk about the health hazards from exposure to secondhand smoke in public places and reduce the number of smokers.

**Enrollment Initiatives**

- **Virginia Legal Aid Society**
  - To help disabled clients navigate the complex Medicaid and Medicare system.

**Facility/Equipment**

- **Detail, track, achieve, communicate, and improve the health of the families of Wight County's Special Needs/Human Service Initiative.

**Healthy Eating**

- **Foodbank of Southeastern Virginia**
  - To include incentives for Supplemental Nutrition Assistance and SNAP householders to shop at the Farmers Market for fresh produce.

- **Suffolk Family YMCA**
  - To provide physical activity with high nutritional value foods from the Foodbank's Suffolk Mobile Bundle.

**Grand Total**

- $3,942,459
A Mission of Mercy Treatment Result

Grantee: Virginia Dental Association Foundation | Grant: Suffolk Mission of Mercy (MOM) Project

T

hers is profound disparity in oral care in Virginia with approximately three million people in the state lacking the resources needed to see a dentist. Western Tidewater mirrors that profile, and many citizens in our region routinely turn to hospital Emergency Rooms for relief from chronic oral disease and pain.

In 2013, Dr. Ralph Howell, a prominent Suffolk dentist long involved in many dental missions, met with the Obici Healthcare Foundation, the Virginia Dental Association and a team of volunteer leaders to address this lack of access to dental care. That collaboration resulted in the development of a signature event called Mission of Mercy, a single day dedicated to providing dental services to those in the disparity gap. Obici Healthcare Foundation provided funding for the initial event.

In March 2014 nearly 500 Western Tidewater citizens took advantage of the Mission of Mercy at the transformed King's Fork Middle School. The volunteer staff of 400, including dentists, dental hygienists, dental assistants, nurses, pharmacists, x-ray technicians and dental and dental hygiene students, worked in an extremely well-organized manner to serve the unmet dental needs of almost 500 clients. The school auditorium was transformed into a stage clinic and the school’s gymnasium became a giant dental clinic. A pregame indicator of the desperate need for services was the fact that some folks showed up as early as 3 am to be seen. One of the patients being treated was 18 year old Alexus “Lex” Phillips.

Lex, in her eighteen years, has seen a dentist only three times. Many times she suffered with mouth pain that radiated through her jaw and was so severe she remembers crying. The only option available was a visit to the emergency department. After treating Lex for infection and the pain of an abscess, the emergency department would prescribe antibiotics, review the importance of taking all of the prescription and stress the need for a dentist intervention. Due to lack of dental insurance, dental visits for Lex were out of financial reach as they are for so many others.

The Mission of Mercy clinic provided her with hope for a permanent solution to her oral problems: two extractions, a root canal and a crown with an estimated value of nearly $3,000. “I am so happy to have had the opportunity to go to the Mission of Mercy event,” said Lex Phillips.

For All Time

Grantee: Virginia Dental Association Foundation | Grant: Suffolk Mission of Mercy (MOM) Project

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Mingle on Main event.

Hampton Roads Chamber of Commerce will host the after-school running and exercise program that teaches life skills.

To support the Franklin City Child Abuse Prevention Fund’s No Excuse for Child Abuse fundraiser.

To support the Franklin City Department of Senior Services program that teaches breast and prostate screenings for men.

To encourage students to choose healthy food options.

To fund early childhood specialized education designed to plan the prevention of early childhood obesity.

To provide funds for marketing to introduce and educate individuals in need of a temporary home.

To support the Scleroderma Win the War! Foundation.

To provide funding to support the 2011 Health and Wellness Initiative which focuses on reading and comprehension of nutrition labels and food distribution.

To provide funds for marketing to introduce and educate individuals in need of a temporary home.

To fund supplies for the free Obici Healthcare Foundation and the Suffolk Partnership for a Healthy Community, has introduced many healthy lifestyle activities for Suffolk residents. These activities are moving folks in Suffolk neighborhoods, schools, local government, churches, restaurants, businesses and the local workforce. Activities include fitness courses, trail clean-up programs, and weekly walking projects. Local physicians are supporting the effort through the Rx Green Prescription Pad for Health that stresses healthy analysis of local restaurant menus and to indicate on the analyzed menus and to indicate on the analyzed

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To sponsor “Another view with Beth Johnson, manager of the city-wide Healthy People Healthy Suffolk initiative, is using his hometown knowledge and his community organization experience to reduce sedentary ways, promote healthy eating and active living for Suffolk moving all over the city’s 490 square miles! The singular goal of all of this effort is better personal health for our citizens.

Over three years the Healthy People Healthy Suffolk collaboration, with partners, the Obici Healthcare Foundation and the Suffolk Partnership for a Healthy Community, has introduced many healthy lifestyle activities for Suffolk residents. These activities are moving folks in Suffolk neighborhoods, schools, local government, churches, restaurants, businesses and the local workforce. Activities include fitness courses, trail clean-up programs, and weekly walking projects. Local physicians are supporting the effort through the Rx Green Prescription Pad for Health that stresses healthy analysis of local restaurant menus and to indicate on the analyzed menus and to indicate on the analyzed

To sponsor the 2014 Kidney Walk, to fund introductory and advanced horse training.

To encourage students to choose healthy food options.

To prevent health and fitness course.

To sponsor the 2014 Kidney Walk, including meals. Local churches are encouraged to offer oatmeal as an available program and resources are continuously updated.

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To provide funds for marketing to introduce and educate individuals in need of a temporary home.

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Mr. Obici Made It Personal

The work of the Obici Healthcare Foundation is dedication to the lasting memory of Amedeo Obici, founder of Planter Peanuts, and his wife, Louise Musante Obici. As a philanthropist and healthcare visionary, Mr. Obici made possible the Louise Obici Memorial Hospital in 1951, and the Obici Healthcare Foundation in 2006. Any and all good we do in the community to help citizens lead healthier, more productive lives is because of the Obicis; our success continues to define and amplify their legacy.

Service Area and Populations

The Obici Healthcare Foundation’s service area covers the established area identified by 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 Sunn, Dendron and Elberon in the eastern half of Surry County; Waverly and Wakefield in Sussex County, and Boykin, Newsoms, Courtland, Sadly and Ivor in Southampton County.

Service Area (in green)

Sussex County 2,993
- one fourth of Sussex County population

Surry County 6,844
- Southhampton County 11,409
- Isle of Wight County 36,399

Franklin 8,528
- Suffolk, VA 8,191
- Gates County, NC 11,869

Health Access Points

Hospitals
- Sentara Obici Hospital, Suffolk, VA
- Southampton Memorial Hospital, Franklin, VA
- Bon Secours Care-A-Van mobile medical center, Suffolk, VA
- Sentara Atlantic Regional Hospital*
- Vidant Roanoke-Chowan Hospital, Ahoskie, NC

Federally Qualified Health Centers
- Gateway Community Health Center, Gatesville, NC
- Roanoke-Chowan Community Health Center, Ahoskie, NC
- Surry Medical Center, Clayton, VA
- Ivo Medical Center, Ivo, VA
- Waverly Medical Center, Waverly, VA
- Main Street Physicians, Suffolk, VA

Free Clinics
- Sun Area Free Clinic, Sun, VA
- Western Tidewater Free Clinic, Suffolk, VA

(*serves residents within service area)

Foundation Staff
Front Row: Nick Shapiro, Program Resource Officer; Lee Phillips, Student Intern; Cathy Huband, Grants Administrator; Dana Nelson, Communications and Program Specialist; Gina Pitrone, Executive Director; Ray Rock, Back Row: Tammy Mullins-Rice, Program Resource Officer; Anna Roberts, Foundation Assistant and Mike Brinkley, Director of Finance.
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