

Foundation Invests in Projects for New Priority Areas



Earlier this year, 100 applicants attended the Strategic Priority Breakfast where they learned about the Foundation's new priorities and new grant application process that began with the submission of Concept Papers.

"The OBICI Healthcare Foundation is pleased to announce the awarding of \$1.4 million in grants to 25 projects operated by 22 nonprofit organizations serving Western Tidewater and Gates County residents," said George Y. Birdsong, Foundation Chairman.

At the beginning of 2010, the Foundation established four strategic priorities and concentrated its funding in the following areas: Improving Access to Basic Healthcare, Obesity Prevention, Chronic Disease Management and Insure More People.

"These grant awards made by the Foundation are seen as investments in good health. Like financial investments, there is an expectation that grantees will have profitable outcomes. The Foundation Board of Directors and staff will be monitoring their ability to work with their constituent groups and improve health indicators over the next 12 months," Mr. Birdsong added.

"Grants made by the Foundation continue Amedeo Obici's legacy to provide access to medical care for all." "The Foundation congratulates these 25 grant recipients. Originally, there were 43 Concept Papers submitted that requested \$3.1 million in grants. After a thorough review, 29 agencies were given an opportunity to write full applications; those requests totaled \$1.7 million," Gina Pitrone, Foundation Executive Director noted.

"Grants made by the Foundation continue Amedeo Obici's legacy to provide access to medical care for all," she added. "Mr. Obici, the founder of Planter's Peanuts, was successful in business and passionate about helping the people in Western Tidewater."

Grantees Listed by Priority Area, Award Amount & Program Title

Improving Access to Basic Healthcare

- **ACCESS AIDS - \$57,313** - Rapid HIV Testing & SISTA Intervention Program
- **Access Partnership - \$5,000** - Community Health Workers Training Project
- **Access Partnership - \$69,458** - Community Access to Care Program
- **Catholic Charities of Eastern Virginia - \$95,239** - Life Coaches: Navigating Access to Care
- **ForKids, Inc. - \$66,729** - Basic Healthcare and Access to Insurance for Homeless Families
- **Gates County Medical Center - \$95,478** - Adolescent Care Clinic
- **Isle of Wight Christian Outreach Program - \$15,500** - Access to Basic Dental Care Program
- **Sentara Healthcare - \$50,000** - Nightingale Air Ambulance Service
- **Sentara Louise Obici Memorial Hospital - \$63,390** - Healthy Families Program
- **Suffolk Salvation Army Corps - \$50,000** - Physical Health and Education Building
- **The Up Center - \$77,500** - Outpatient Counseling Services
- **Voices for Kids CASA Program - \$21,500** - Voices for Kids CASA Program

Obesity Prevention

- **James L. Camp, Jr. Family YMCA - \$25,699** - Y-Change Program
- **Luter YMCA - \$56,290** - Fit for Life Program
- **Suffolk Partnership for a Healthy Community - \$75,000** - Healthy Moves for Suffolk Program
- **Suffolk Public Schools - \$81,595** - Suffolk Public Schools Wellness Program
- **YMCA of South Hampton Roads - \$50,000** - YMCA New Summer Day Camp Climbing Tower

Chronic Disease Management

- **Sentara Louise Obici Memorial Hospital - \$79,653** - Community Health Outreach Program
- **Virginia Diabetes Council - \$47,715** - Dining with Diabetes
- **Western Tidewater Free Clinic - \$74,775** - RX Partnership Connection

Insure More People

- **Catholic Charities of Eastern Virginia - \$37,921** - Family Access to Medical Insurance Security (FAMIS) Outreach Program
- **Senior Services of Southeastern Virginia - \$57,825** - Medicare Access Program
- **Smart Beginnings Western Tidewater - \$43,230** - Making Healthy Connections Insuring Children
- **Suffolk Department of Social Services - \$37,290** - Medicaid and FAMIS Enrollment
- **Virginia Legal Aid Society - \$75,000** - Medicaid Access Project

Call for Concept Papers Fall 2010 - Strategic Priorities

OBICI HEALTHCARE
FOUNDATION
www.obicihcf.org

- Improve Access to Basic Healthcare
- Obesity Prevention
- Chronic Disease Management
- Insure More People

Visit our website at www.obicihcf.org for more information and to download Concept Paper instructions and the application. Concept Paper deadline is December 5, 2010, at 2 p.m. **For more information, please contact a program officer at 757-539-8810.**

OBICI Healthcare Foundation is Active in the Community



Day of Caring. Access Partnership coordinated the Day of Caring that occurred at the Western Tidewater Free Clinic. "This event was a remarkable display of support from the medical community," said Miriam Beiler, Free Clinic Executive Director. John Burton, DDS and Trischa Carrington, Dental Assistant, were among the 41 healthcare professionals who treated 34 dental patients in need of extensive treatments, such as extractions. Medical volunteers provided 27 new patients with comprehensive assessment and treatment plans. Day of Caring exposure motivated several medical volunteers to return as future volunteers. US Navy dental vans augmented dental access at the Free Clinic with a dentist, two hygienists and two dental assistants - all volunteers to help decrease the number of patients on the Clinic's waiting list. The Foundation was one of the Day of Caring sponsors and provided non-clinical volunteers.

Homeless Assist Day. Held by the Western Tidewater Continuum of Care Council, this event helped 40 low-income and homeless people learn about valuable resources in the community. There were about 30 safety net providers that provided more than 400 encounters with attendees. Debby Hugill, of the Planning Council, answered questions about housing options at the Homeless Assist Day. Services available at Homeless Assist Day included HIV/AIDS testing, financial counseling, housing assistance and haircuts. Participants were assisted by approximately 100 volunteers. The Foundation was among the sponsors that made this community service possible.



Nonprofit Training Opportunities

Tidewater Community College Academy of Nonprofit Excellence will be offering the following courses:

- **November 17 & 18** - Building High-Impact Teams
- **December 7** - How to Talk Online: One vision, one voice with all your online communications

The course description and registration form are available at www.tcc.edu/wd/academy and (757) 822-1170.

Volunteer Hampton Roads will be offering these training sessions:

- **November 16** - Working in Microsoft Publisher
- **November 18** - Your Online Fundraising Campaign*
- **November 30** - After the Grant
- **December 14** - Email Marketing for Events and More

All trainings are from 9 a.m. - noon. The course description and registration form are available at www.volunteerhr.org and (757) 624-2400.

* Training session will take place at the OBICI Healthcare Foundation office, 106 W. Finney Ave., Suffolk, VA 23434 (757) 539-8810.

Visit the Foundation's website for information about Tuition Assistance www.obicihcf.org.

Healthy Families Program Gets Children Ready to Learn



Damarion Knight is a 2010 graduate of the Healthy Families Program.

If you think most graduation ceremonies are limited to high school and college students, think again.

A proud group of eight, ages 3-5, graduated from the Healthy Families program in September.

The program is offered to all first-time mothers delivering at Sentara Obici Hospital. If the initial screening identifies a need for additional follow up, new mothers are assigned a family resource specialist who will help coordinate community resources that will help get their children ready to learn.

Healthy Families strives to work with parents in providing a nurturing, supportive and educationally-rich environment for their children.

The OBICI Healthcare Foundation awarded a grant to Sentara Obici Hospital for the screening and assessment process, which identifies the new parents who would most benefit from the services.