

### Celebrating All, Highlighting Some

“After five years of grant making and six years of operations, the Obici Healthcare Foundation was pleased to celebrate Amedeo Obici’s sustaining legacy of caring at the Bravo Breakfast,” said Foundation Chairman George Y. Birdsong.

The celebration was held on March 26 at the Smithfield Center in Smithfield, Virginia.

Three former grantees were honored at the breakfast for sustaining projects after Foundation funding ended – each received a check for \$5,000 and a glass sculpture in recognition of their success.

Honorees were:

- Roanoke Chowan Community Health Center for the Telehealth Remote Patient Monitoring – the Foundation grant made it possible to take the telehealth remote monitoring system beyond their service area for the first time. Now, the agency trains providers in telehealth in other parts of North Carolina and the U.S.
- Sentara Obici Hospital for the Community Health Outreach Program, a successful and sustaining model for serving patients with severe chronic diseases. The Community Health Outreach Program, CHOP, helps

people living at or below 200% of the poverty level who have congestive heart failure or diabetes.

- Suffolk Family YMCA for the Y-Change Program – this successful healthy lifestyle model has been replicated throughout Y’s in Hampton Roads and accessed by 12,000 people. This program has age-appropriate routines offered over a 6-week period.

Each week, participants meet with their coaches in small groups for support and educational sessions.

“Bravo is a cry of celebration and approval that acknowledges excellent performances,” said Gina Pitrone,

Foundation Executive Director. “At the Bravo Breakfast, we wanted to publicly recognize and celebrate the excellent performances of our grantees who work hard to improve the health of vulnerable residents in our community. We are particularly proud of those grantees who have sustained, grown and thrived after their grant period ended.”

“We look forward to future events like the Bravo Breakfast and encourage all grantees to reach a level of success that our community will applaud,” Ms. Pitrone concluded.

# Bravo!



*Recognized at the Bravo! Breakfast for sustaining their projects were: Steve Julian, MD, President, Sentara Obici Hospital; Matt Lewis, Director of Operations, Suffolk Family YMCA; Phyllis Stoneburner, RN, Vice President, Sentara Obici Hospital Patient Care Services; Virginia Savage, RN, Director, Community Health Outreach and Education Program; Kim Schwartz, CEO, Roanoke Chowan Community Health Center; Ryan Harrell, Board Chair, Suffolk Family YMCA; Viola Vaughn-Holland, Roanoke Chowan Community Health Center Board; and Rick Matthews, District Vice President, Suffolk Family YMCA.*

# Wise Investments are Lasting Investments

by Richard F. Barry III

One of the most compelling aspects to the life of Amedeo Obici, was his investment in things that last. His investment in Western Tidewater's fertile soil resulted in this community becoming the peanut capital of the world. Our community continues to reap the benefits of Mr. Obici's vision of building a hospital in Suffolk that serves citizens throughout the region.

Following Mr. Obici's lead, the Obici Healthcare Foundation also wants to make fruitful investments in services that endure over time. This is why the Foundation strives to invest in capital and program grants to improve the health of people covered by our mission in a way that has lasting impact.

In our 5 years of grantmaking, the Foundation has awarded \$4.5 million in capital grants and \$17.6 million in program grants.

We honor Mr. Obici's legacy of caring whenever we help fund a new building or improve access to needed services. Capital investments can be around for decades.

Likewise, Mr. Obici is honored when the Foundation invests in programs that continue after our funding ends.

The panelists at the Bravo Breakfast in March discussed sustainability and philanthropy. They emphasized the need for nonprofit organizations to design programs that last. To accomplish this feat, they encouraged agencies to form partnerships and be forward thinking.

"...nonprofits will need to change their paradigm, be more innovative and adopt business principles..."

In addition, nonprofits should be innovative and consider expanding operations to form micro-businesses. Examples of micro businesses include opening thrift shops, bakeries, laundromats, transportation services or other revenue-generating businesses.

This strategy can provide job experience for people served by nonprofits, income for the organization and its clients and strengthen the economy of their communities – a win for all.

Other nonprofits may be well suited to incorporate a fee-for-service model – billing Medicaid, Medicare or instituting a sliding fee scale based on income for the service – for a broader community.

In light of shrinking resources and greater demands for services, nonprofits will need to change their paradigm, be more innovative and adopt business principles so investors and their constituents will feel confident knowing that the services will be there when they are needed.



*Richard Barry is a member of the Obici Healthcare Foundation Board of Directors and Chair of its Investment Committee.*

## OPPORTUNITIES TO GROW

*The Obici Healthcare Foundation encourages training and education for nonprofit leaders. Financial assistance is offered to both current and past grantees. An upcoming example:*

### **UNDERSTANDING YOUR FINANCIAL STATEMENTS**

Thursday, June 13, 2013, 7:45 a.m. to 10:00 a.m.

Hampton Roads Chamber of Commerce

500 East Main Street, Suite 700, Norfolk, VA 23510

Contact: Marianne Collins, 757/664-2504/mcollins@hrccva.com

### **VISIT:**

Hampton Roads Chamber of Commerce: [www.hamptonroadschamber.com](http://www.hamptonroadschamber.com)

Academy for Nonprofit Excellence at Tidewater Community College: [www.tcc.edu/wd/academy](http://www.tcc.edu/wd/academy)

***[www.obicihcf.org/training](http://www.obicihcf.org/training) for local trainings, our grant application and further details.***