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

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 Delegate 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. TheYWCA 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.
From the Chairman

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 the 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 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
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 (21.8%) in children.

This year, the program was made accessible to 80 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 collaboration 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

Grantees Helping Families Battle Obesity, Diabetes

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

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.

Life Coaches: Connecting Resources to Help Find a Way

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.

Robert Parsons, CPH, and owner of Windsor Pharmacy, welcomes Brenda Lawrence, Medcare Access Specialist, weekly to his Windsor, Virginia, pharmacy. This partnership has proved to be very beneficial to the community.

Encouraging 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.

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.

Mr. 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.”

Senior Services Helps Suffolk Resident Navigate the Medicare Maze

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

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 Physical Therapist to manage chronic disease symptoms for adult patients with profound intellectual and other complex disabilities.

Dom Sherrir/Maryview Foundation $450,000
To provide computers, fax, primary healthcare for medically underserved patients using the mobile Care-A-Van.

Western Tidewater Free Clinic $142,000
To provide operational support for medical care and disease management of uninsured patients.

Premire Institute for Community Health $13,000
To develop a community plan to establish a Federally Qualified 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 undeserved high circumstance birth outcomes, home care management, home health education 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**

### Medical Equipment

#### Southampton Hospital

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

- **Foodbank of Southeastern Virginia**: $25,000

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

- **The Children’s Center**: $50,000

### Nutrition

#### Southampton Hospital

- **Nutrition Foods on Wheels**: $10,357

### Dental Care

#### Virginia Dental Care Foundation

**To help build a facility where children and older adults can exercise, learn about nutrition and preventative health.**

- **Peninsula Institute for Community Health**: $50,000

### Specialty Care

#### Alzheimers Disease

**To develop and implement an Alzheimer's Health Equity and Payment Management System to improve clinical quality and safety of patients.**

- **Eastern Virginia Medical School**: $75,000

### Medication Access

**To offer a traumatic stress symptom education and referral system to community providers.**

- **Senior Services of Southeastern Virginia**: $90,965

### Education

#### Suffolk Public Schools

**To develop a plan to evoke a cultural change and improve the nutritional content of meals served to all students.**

- **American Heart Association**: $72,000

#### Suffolk Family YMCA

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

- **City of Suffolk**: $31,793

### Facility

#### Western Tidewater Free Clinic

**To provide basic dental services for children and adults.**

- **Paul D. Camp Community College**: $110,585

### Prevention

#### Western Tidewater Health District

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

- **Western Tidewater Community Health Services**: $15,000

### Case Management

#### Tobacco Control

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

- **Suffolk Department of Social Services**: $32,000

### Special Needs

#### Suffolk Special Education

**To ensure all students with special needs are served by the Western Tidewater Free Clinic.**

- **Albemarle Health**: $71,102

### Transportation

#### Eastern Virginia Medical School

**To expand laboratory training equipment in the Nursing and Allied Health Program (Suffolk Campus) and increase the number of student graduates.**

- **Peninsula Institute for Community Health**: $100,000

### Emergency Medical Services

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

- **Suffolk Fire and Rescue**: $50,000

### Cancer Research

#### Lions Club International District 24-D

**To purchase vision screening equipment (PediaVision) to detect treatable and preventable cases of vision problems in the children before they enter the formal education system.**

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

### Diabetes Education

#### Virginia Diabetes Council

**To train diabetes educators to improve clinical care for type 2 diabetics and promote healthy dietary choices and active lifestyles.**

- **Virginia Diabetes Council**: $27,711

### Access Partnership

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

- **Nutrition**: $104,272

### Primary Care

#### Peninsula Health

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

- **Senior Services of Southeastern Virginia**: $32,705

### Prevention

#### Virginia Legal Aid Society

**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 Legal Aid Society**: $83,655

### Community Engagement

#### Suffolk Public Schools

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

- **Suffolk Partnership for a Healthy Community**: $32,300

### Outreach AIDS

#### Virginia Department of Health

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

- **Suffolk Department of Social Services**: $32,000

### Food and Nutrition

#### Suffolk Public Schools

**To promote healthier, more nutritious physical activity and life skills for youth participating in after-school camp programs.**

- **Suffolk Public Schools**: $137,283

### Enrollment Initiatives

#### Suffolk Public Schools

**To provide community education, counseling and assistance to enroll seniors in Medicare and Social Security.**

- **Patient Advocate Foundation**: $87,600

### Health Education

#### Suffolk Public Schools

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

- **Suffolk Public Schools**: $190,000
2012 Financial Summary

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

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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 benchmarks, 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. This compares to -3.6% for the portfolio’s total benchmark.

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

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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.
Volunteering

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 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.

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.

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

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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 honor 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.

Access Partnership

$500

Volunteering Brighter Smiles Frame Success at Free Dental Clinics

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To provide health equipment essential for monitoring and assessing student health status and record ongoing health data.
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 funders that provide emergency and other forms of vulnerability of our community.

Suffolk Rotary Club
$1,000
To support a Volunteer Senior Olympics that recognizes volunteers and philanthropist leadership and other funds to further Rotary youth development.

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 volunteer coordinator and training grants to strengthen volunteerism and equity of volunteer services and promote support of volunteerism.

Western Tidewater Task Force on Aging
$1,000
To support safety and mobility assistance to low-income seniors 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 Member 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.

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
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.

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.