



Sentara Health Foundation  
**2009**  
Annual Report

RESPONDING TO COMMUNITY NEED



# Responding to community need

was the central focus for the Sentara Health Foundation in 2009, as we worked throughout the system to advance clinical excellence and patient safety at Sentara Healthcare.

**We awarded \$574,000 in community recognition grants focused on four priorities: access to basic healthcare, aid for the frail and elderly, pregnancy outcome**

**improvement initiatives, and coalition building.** These grants included programs to coordinate primary care for our needy populations, to provide mental health services for our at risk youth and low income families, to improve dental care for our children, and to address the ever-present need for free health clinics and community health centers to serve our uninsured population. Our grants supported residents of all ages and served locations spanning both the Southside and Peninsula of Hampton Roads. We can be proud that even in a fiscally challenging year, we continue to support our most critical healthcare needs in the community.

At the same time, we know that healthcare demands continue to grow. We are making strides to involve our residents in their healthcare through philanthropy. Whether you are passionate about cancer or cardiac services, or wish to support the Hospice program for their compassionate care during the end of life, Sentara offers the opportunity for you, our stakeholder, to invest in the healthcare resources of Hampton Roads. We hope that you will consider Sentara when determining your charitable priorities in 2010.



Even in a tough year, Sentara remains committed to the core values that make us a successful healthcare system. Responding to community healthcare needs, inviting our patients to participate in healthcare through philanthropy, and advancing the boundaries of excellence of Sentara facilities is our formula for success. I trust that you will find the Sentara Health Foundation's 2009 Annual Report an informative perspective of the efforts we make to improve the health of Hampton Roads every day.

David L. Bernd  
*Chief Executive Officer*  
*Sentara Healthcare*

2009 was an exciting year for me as Chairman of the Sentara Health Foundation. Every day, Sentara continues to excel in delivering quality care, whether it is in patient safety initiatives, coordination of care, or through technological innovations.

**We also grew and are now proud to call Sentara Potomac Hospital, in Woodbridge, Va., one of our Sentara hospitals. As always, regardless of where we deliver care, we strive to improve health every day.**

I am proud to say that we at the Sentara Health Foundation work diligently to meet the rising needs of our community. Whether the need is for supplies patients cannot afford or for enhanced technologies, our efforts directly benefit our stakeholders...you!

The Sentara Health Foundation maintains many patient assistance funds where you can make donations that help others in your community.

100% of your donations go directly to patient care at Sentara; every last cent helps a real patient—someone like you, like your neighbors, like your family and friends.

One of our latest endeavors has been the campaign to fund a new Nightingale Regional Air Ambulance. I have been fortunate to serve as the Campaign Chairman and am excited by the broad rallying support of the communities in southeastern Virginia and northeastern North Carolina.

Nightingale provides the most severely injured and ill patients the critical trauma care they need within minutes—minutes that often mean the difference between life and death. This is a service I would never want my family, or anyone's family, to go without. Without question, to donate to Nightingale is to save a life.

Our 2009 Annual Report will give you a glimpse of the strides we have made for patients, families, and community organizations alike. I hope that you will consider joining us in the pursuit of better health, better safety, and better lives for our community.

Joan Brock  
*Chairman*  
*Sentara Health Foundation*



# Gifts from the Heart

## Remembering Roy L. Dudley and his Commitment to the Community

**R**oy and Elizabeth Dudley have always had a special place in their hearts for the Sentara Heart Hospital. As patients themselves, they knew firsthand how lucky they were to have excellent cardiac care so close to their own home. Mrs. Dudley was diagnosed with atrial fibrillation in 2002, which was causing her heart to develop an irregular rhythm that couldn't be predicted. "The care was excellent," says Mrs. Dudley, "What a wonderful facility that we have right here in Norfolk!"

Since the Sentara Heart Hospital opened in 2006, Mr. Dudley always believed that it was superior to every other hospital they visited for cardiac treatment. "The staff is so courteous and caring," Mr. Dudley said in 2009, "I can't say enough nice things about [the hospital]." During the time Mr. Dudley spent at the hospital, both as a patient and as a pillar of support for Mrs. Dudley, he made several generous gifts to further the cardiac initiatives and education at the Sentara Heart Hospital.



**"I am very thankful we have such an outstanding hospital here in Norfolk."**

**– Elizabeth Dudley**

In October of 2009, Mr. Dudley passed away after a brief hospital stay. Mrs. Dudley continues to support Sentara in his memory, carrying on the legacy

of a kind heart and giving spirit. "He received good care," Mrs. Dudley wrote to the Sentara Health Foundation, "and the staff was most considerate of our family." Thanks to her generosity and to others like the Dudleys, Sentara Heart Hospital will continue to provide the highest level of care and serve as a community resource for those learning to live a heart-healthy life.

Mr. and Mrs. Dudley's commitment to cardiac care has helped Sentara serve thousands of cardiac patients with better technology and innovative treatments. Mr. Dudley will always be remembered for his dedication to helping others in his community; his kindness and selflessness were truly gifts from the heart.

Philanthropy Totals for 2009	
<b>Annual Gifts:</b>	\$ 655,410
<b>Major Gifts:</b>	\$ 723,225
<b>Planned Gifts:</b>	\$ 121,225
<b>Grants:</b>	\$ 319,198
<b>Total Raised:</b>	<b>\$ 1,819,057</b>

*To find out more about how you can support the Sentara Heart Hospital, please visit us at [www.sentara.com/foundation](http://www.sentara.com/foundation) or call (757) 455-7976.*

# Grants Paid in 2009

## Access Partnership

**\$70,000** to improve access to health services for communities across Hampton Roads.

## American Diabetes Association

**\$5,000** to fund Project POWER, a diabetes awareness program, through workshops in churches and monthly meetings at Park Place Medical Center.

## American Red Cross of Southeastern Virginia

**\$10,000** to expand clinic hours at the Adult Dental Clinic serving residents who are living at or below 125% of the Federal Poverty Level.

## Beach Health Clinic, Inc.

**\$20,000** to provide patient education tools, a pharmacy technician, and supplies for the pharmacy's patients in Virginia Beach.

## Catholic Charities of Eastern Virginia

**\$30,000** to provide guardianship and/or conservator services for ten incapacitated individuals.

## Chesapeake Care, Inc.

**\$25,000** to provide high quality, comprehensive medical treatment and individualized health education for uninsured, low income patients.

## CHIP/Healthy Families of Chesapeake

**\$14,000** to provide bilingual support services for low income Hispanic women in Chesapeake who are currently in the prenatal and infant stages of parenthood.

## ForKids, Inc.

**\$30,000** to institute a medical case management program for formerly homeless families participating in the ForKids program.

## Gloucester-Mathews Free Clinic

**\$12,000** to fund one additional primary care clinician to serve uninsured, low income individuals with diabetes.

## Gloucester-Mathews Free Clinic - Project Care

**\$20,000** to support a coalition of safety net providers who work to link low income, uninsured adults with physicians and specialists.

## HELP, Inc.

**\$15,000** to provide free dental care for uninsured, low-income persons on the Virginia Peninsula.

## International Black Women's Congress

**\$25,000** to detect unidentified teen pregnancy issues and prevent premature births by monitoring prenatal care.

## Lackey Free Clinic

**\$15,000** to fund one additional primary care clinic every week, specifically to serve uninsured adults with hypertension.

## Mary Buckley Foundation

**\$5,000** to fund a social club for brain injury survivors.

## Olde Towne Medical Center

**\$30,000** to support a part-time pediatric dentist for uninsured children and children enrolled in the FAMIS program.

## Oral Health Improvement Coalition

**\$10,000** to increase access to dental care for individuals living below 200% of the Federal Poverty Level.

## Peninsula Agency on Aging

**\$8,000** to fund the Senior Outreach to Services program, linking low-income elderly to social, medical and community services.

## Peninsula Institute for Community Health

**\$50,000** to increase access to affordable basic healthcare for uninsured and underinsured residents.

## Portsmouth Community Health Center, Inc.

**\$50,000** to provide access to primary medical care for low-income residents through the services of a full-time equivalent family practice physician.

## Resource Mothers - Office of Human Affairs

**\$20,000** to fund the Resource Mothers program, which strives to advance healthy birth outcomes in pregnant and parenting teens through mentoring, encouragement and support services.

## RxPartnership

**\$5,000** to implement a medication inventory database training program for staff members of three free clinics and one community health center.

## Seton Youth Shelters

**\$15,000** to increase access to basic mental health care services through case management and counseling for at-risk youth.

## Tidewater Pastoral Counseling Services

**\$15,000** to provide access to quality outpatient mental health counseling services for individuals having little or no ability to pay.

## Union Mission Ministries

**\$35,000** to meet healthcare needs for homeless men and women residing at the shelter.

## The Up Center

**\$10,000** to increase collaboration among agencies to improve positive pregnancy and early childhood outcomes by home visiting programs for the region's at-risk families.

## Virginia Supportive Housing

**\$30,000** to provide mental health services, substance abuse counseling, psycho-educational programs and case management services to low income, formerly homeless individuals.

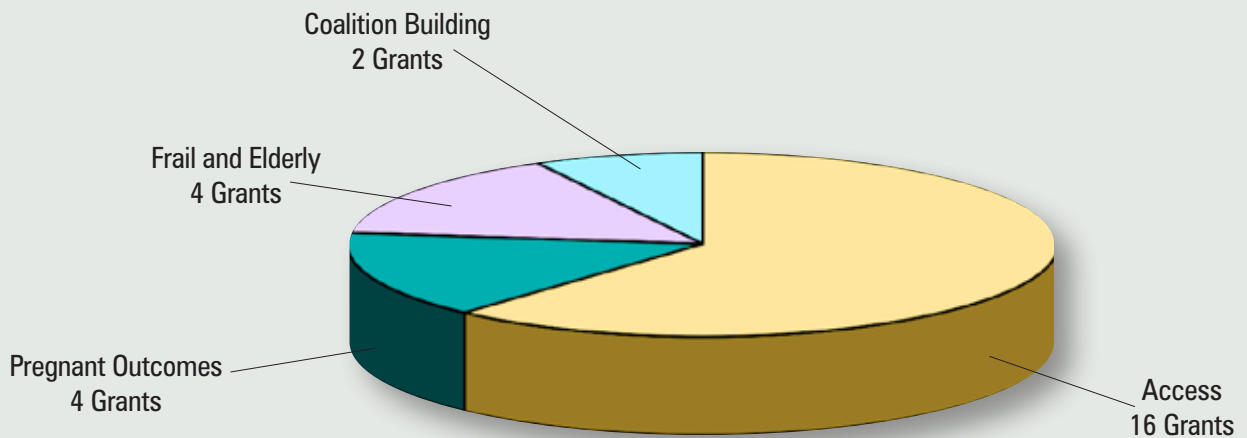
# 2009 Grant Dollars

Awarded by Focus Area

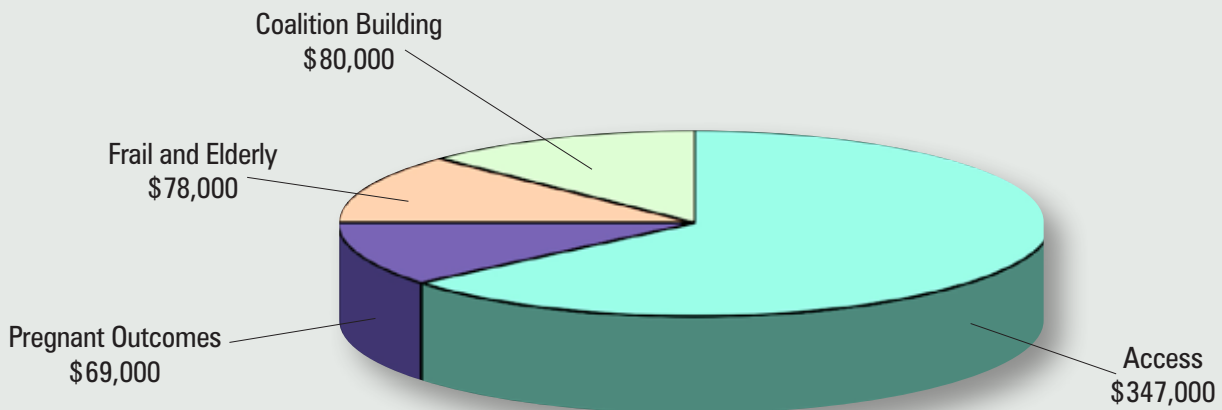
Grants Awarded: 26

Total Funds Awarded: \$574,000

**2009 Number of Grants Awarded by Focus Area**



**2009 Grant Dollars Awarded by Focus Area**



# Opening Doors to Care:

## Virginia Beach Family Medical Center Debuts in 2009

**B**efore the Virginia Beach Family Medical Center opened, Linda Wooten's healthcare strategy was to wait for a problem to become really bad – and then get to the emergency room as quickly as possible for treatment. Wooten is representative of the 600 patients seen each month at the center, who prior to the clinic's opening, had nowhere to turn but the emergency room when illness set in.

The Sentara Health Foundation awarded a grant of \$300,000 to the Peninsula Institute for Community Health to broaden their services to the Southside and provide a resource for patients like Wooten in Virginia Beach. The Virginia Beach Family Medical Center opened its doors in February of 2009 as a primary care resource that would serve all populations, including low income and medically underserved patients, as well as Medicare and Medicaid recipients. Patients visit the center for examinations, lab tests and referrals to specialists when

necessary, and pay according to their income. It is staffed by a doctor, a nurse practitioner and a health educator.



*Linda Wooten, a patient at the Virginia Beach Family Medical Center, talks to executive director Patricia Reynolds about her improving health.*

**“We are here to help provide a better quality of life. People are seen consistently by the same physician who can do follow-ups and keep patients on their medications.”**

**– Patricia Reynolds, Executive Director**

With the support of Virginia Beach Family Medical Center, many people suffering with life-threatening conditions, such as diabetes and high blood pressure, are now able to see a physician and take control of their own health. Thanks to the clinic's opening, Wooten now has her health back on track: “It's a great blessing.”

*The Virginia Beach Family Medical Center is open Monday, Wednesday, Thursday, and Friday from 8 a.m. to 5 p.m. and on Tuesdays from 10 a.m. to 7 p.m. The center's phone number is 757-425-3610.*

# Sponsorship in 2009

## **ACCESS College Foundation**

2009 ACCESS Health Careers Project

**\$3,500**

## **Alzheimer's Association - Southeastern Virginia Chapter**

Annual Alzheimer's Education Conference

**\$2,500**

## **American Cancer Society**

Relay for Life - 20 events

**\$17,000**

## **American Diabetes Association**

Party in Paradise

**\$2,500**

## **American Diabetes Association**

Step Out: Walk to Fight Diabetes

**\$5,000**

## **American Heart Association**

Heart Walks

**\$9,000**

## **American Heart Association**

Heart Galas

**\$6,000**

## **American Lung Association of Virginia**

Asthma Walk

**\$1,000**

## **Arthritis Foundation**

Arthritis Walks

**\$2,000**

## **CaringBridge**

Enhanced sponsorship

**\$5,000**

## **Cerebral Palsy of Virginia**

Annual 5K Run & Walk

**\$700**

## **Cystic Fibrosis Foundation**

Great Strides Walk

**\$1,000**

## **Juvenile Diabetes Research Foundation**

Walk to Cure Diabetes

**\$2,000**

## **Leukemia & Lymphoma Society**

Annual Virginia Blood Cancer Conference

**\$1,000**

## **March of Dimes**

March for Babies

**\$15,000**

## **National Kidney Foundation of the Virginias**

Kidney Walk

**\$3,000**

## **Susan G. Komen for the Cure, Tidewater Affiliate**

Race for the Cure

**\$5,000**

## **United Way**

2009 Project Homeless Connect

**\$1,000**

## **Urban League**

Whitney M. Young Dinner

**\$1,500**

## **VOLUNTEER Hampton Roads**

HR Volunteer Achievement Awards Banquet

**\$2,500**

## **VOLUNTEER Hampton Roads**

HR Corporate Volunteer Council Annual Meeting & Corporate  
Volunteer Excellence Awards

**\$1,000**

## **Access Partnership**

Dental Day

**\$500**

## **Virginia Association of Free Clinics**

Sponsorship: 2009 VAFC & VRHA Conf.

**\$500**

**Total Sponsorships Awarded in 2009: \$ 88,200**

# Bridging the Gap:

## CaringBridge Connects Patients and Loved Ones

A long-term hospital stay isn't easy for anyone—not for the patient nor for their family. It was no different for Maria Williamson. A member of Maria's family was staying at a hospital in New York for two weeks—hundreds of miles away from their friends and family in Virginia Beach. Thanks to CaringBridge—a non-profit organization that provides free websites that connect family and friends during serious health events—Maria was able to keep in touch with everyone at home just by a simple click of a button. “CaringBridge is a phenomenal way to keep our family and loved ones in the loop, while also giving us the space we needed to cope,” says Maria.

In 2009, the Sentara Health Foundation gave a \$5,000 sponsorship to CaringBridge in order to help provide patients at Sentara with a way to stay in touch with friends and family. Through these contributions, the website is able to remain free to anyone in any care facility across the country: over a half million people connect over CaringBridge every single day.

CaringBridge makes sharing difficult news—and good news—as easy as possible. The patient or their closest family members can simply log on to

caringbridge.org and create a personal website where they can post pictures and updates, or blog about their experience in the hospital. “Patients and their



**“Patients and their families greatly benefit from the ease of communication that CaringBridge provides.”**

**– Sona Mehring  
Founder and  
Executive Director**

families greatly benefit from the ease of communication that CaringBridge provides,” said Sona Mehring, founder and executive director of CaringBridge. “Instead of spending time making phone calls and sending e-mails to keep everyone updated, their energy can be focused on caring for the patient.”

*To learn more about CaringBridge or to create a CaringBridge website for a loved one suffering through a serious health event, please visit [www.caringbridge.org](http://www.caringbridge.org) or call 651-452-7940*

# Ways to Give

## Help Us Help Others

**T**o join the efforts of the Sentara Health Foundation with a gift towards support of the Foundation's community care and advanced technology programs, or to make a designated gift for a specific program or hospital, contact the Sentara Health Foundation directly at (757) 455-7976. Outright donations to the Sentara Health Foundation can be made in the form of:

- Cash contributions
- Gifts of stocks and securities
- Gifts of real estate or other property of value
- Life insurance policies
- Your company's matching gift program

### Other ways to support Sentara Healthcare include:

- Retirement plans
- Bequests in your will
- Planned gifts, life income gifts and gifts in trusts



### For your consideration, memorial and honorary gifts can be made

through the Foundation and notification of your gift will be sent to your designated honoree. This gift is often used to...

- Remember a loved one.
- Celebrate an achievement
- Honor a friend
- Recognize an event or a holiday

All gifts to Sentara are tax-deductible to the full extent of the law. Sentara Health Foundation is a division of Sentara Healthcare, a 501(c)3 charitable entity.

**To learn more about Sentara Health Foundation,**

obtain grant guidelines and an application, or to make a contribution,

please visit [www.sentara.com/foundation](http://www.sentara.com/foundation) or call **757-455-7976**.



[sentara.com/foundation](http://sentara.com/foundation)

*Your community, not-for-profit health partner*