

*giving* makes good happen

2010 annual report



*giving* makes good happen

2010 BON SECOURS FOUNDATION ANNUAL REPORT





MESSAGE FROM PETER J. BERNARD AND SISTER ANNE MARIE MACK, C.B.S.  
*Giving makes good happen*

## Dear Friends:

Each year, as we gather information for our annual update, we find that the preparation offers us a number of benefits. It is a wonderful way to inform you about all that is happening within the foundation, and provides us with an opportunity to review our accomplishments and look to the future.

Most importantly, however, it is an opportunity to reflect on the generosity of our donors. We hope that each of you knows and understands the importance of your gifts. Each donation has a defined impact on the health system's ability to care for patients within our hospitals, as well as through our community outreach efforts.

Donations have helped Bon Secours continue as an excellent provider for residents in central Virginia and beyond, fulfilling the health care needs of our community. Because of your support, we are able to reach tens of thousands in the community with our mobile health Care-A-Vans. And it is your support that has helped us fulfill our mission of caring for the dying through Bon Secours Hospice and Noah's Children.

As we look to the future and the ever-changing face of health care, philanthropy will be more important than ever. The needs of the community will be greater, and your support will ensure that we are able to fulfill our mission of meeting those needs.

On the following pages, you will see just a few examples of the countless stories that demonstrate the impact your dollars have made on our community. We are both honored and humbled by your commitment to our health care ministry.

On behalf of those you have touched with your generosity, we thank you.

May 2011 be a year of health, happiness and prosperity for you and your loved ones.

Peter J. Bernard  
CEO  
Bon Secours Virginia Health System

Sister Anne Marie Mack, C.B.S.  
Sr. Vice President for Sponsorship  
Bon Secours Richmond Health System

Peter J. Bernard



Sister Anne Marie Mack, C.B.S.







you give smiles

**CARE-A-VAN**  
*A healthy Patricia Pierce babysits for her five grandchildren every week*

*“If it wasn’t for Care-A-Van, I don’t know where I’d be.”*

Most of us never imagine the possibility of having to seek out free health care. Patricia Pierce was no different. Then the unthinkable happened. Patricia found herself sick, unemployed and without health insurance. And for the first time in her 51 years, she was dependent on free health care in order to survive.

After being hospitalized for a serious thrombus condition two years ago, Patricia learned that in addition to the need for lifelong treatment for her condition, she also suffered from diabetes and high blood pressure. The good news was that the conditions were treatable; the bad news was that treatment required regular and frequent medical visits, as well as follow-up care and medications. Such a diagnosis would be overwhelming for anyone, but with no health insurance and no regular income, Patricia was devastated.

Then she learned about the Bon Secours Care-A-Vans, the health system’s mobile health care units, which see some 15,000 uninsured patients annually in the Richmond metropolitan area.

“If it wasn’t for the Care-A-Van, I don’t know where I’d be,” said Pierce, recalling the relief she felt when she learned that the Care-A-Van would take care of her needs. “I would not have been able to afford the doctor visits or the medications. Treatment for my conditions may not have been possible.” Pierce visits the Care-A-Van every three months. In addition to medical treatment, she has also received educational materials about her illnesses and discusses healthy living and wellness with her physicians, who, she says, are always encouraging and patient.

“I cannot say enough about the Care-A-Van’s physician and nursing staff. I never expected that kind of attention, care and respect from a free health service,” said Pierce. “The Care-A-Van has been a godsend for me.”



Damien, Patricia,  
Lexie and Valerie





you *give* happy mornings

CRITICAL CARE TRANSPORT  
*Triplets in the NICU at St. Mary's*

## *Bon Secours Critical Care transports triplets to St. Mary's.*

The Bon Secours Critical Care Transport is designed for exactly what Yolonda and David Vines and their three tiny newborns needed it to do — to make certain the infants made it safely and securely to their destination at the St. Mary's Hospital NICU, a Level III neonatal intensive care unit that would be the babies' home for the next several months.

The triplets were born nearly three months premature at Bon Secours Mary Immaculate Hospital in Newport News, where advanced NICU services are not available. And in this case, like many others, the transport service was a critical component to the babies' survival.

The Critical Care Transport is staffed by a dedicated NICU team, a service unlike any other in the community. In addition to the NICU team, there are specialized pediatric, maternal fetal and adult transport teams available for patients. The ambulance itself is specially designed and equipped, and its four-member NICU transport team is made up of a critical care nurse, a respiratory therapist and two emergency medical technicians. It's a team that is available 24/7 — traveling within a 200-mile radius of St. Mary's or farther, if necessary.

"We see cases like the Vines' regularly from

hospitals across the commonwealth," said Dr. Sara Gay, a pediatric intensivist at St. Mary's Hospital and medical director of the pediatric critical care transport program. "In this particular case, the children were well stabilized at Mary Immaculate and we worked to make the transition seamless while getting them to the St. Mary's NICU as quickly as possible."

Transport clinicians serve as the conduit between referring and receiving hospitals. Once deployed, the team is in immediate remote communication with the referring hospital staff, the family of the patient and the medical staff at St. Mary's.

"It was nerve-racking at first, but the transport team left us very confident that our children were in good hands," said David Vines, father of triplets Eliana, Hannah and Ariel. "I was very impressed by their fast work and professionalism. They did an excellent job."

In 2010 alone, the Pediatric Transport brought 327 pediatric patients and 47 NICU patients to St. Mary's. The majority of the transports came from within the metropolitan Richmond area, demonstrating the community's need for such a service.





*you give rainbows*



Meriam Rucker, RN, BSN

**NURSING EXCELLENCE**  
*Importance of advanced education for nurses*

*Medicine is forever changing.*

Meriam Rucker, RN, BSN, a 24-year veteran nurse at Bon Secours Memorial Regional Medical Center, agrees and credits Bon Secours for recognizing the importance of education and making it possible for her to continue her training.

Now a PICC (peripherally inserted central catheter) nurse, Rucker works with patients who need IVs for long periods of time or who have difficulty getting reliable IV access. But that wasn't always the case. Before becoming a PICC nurse, Rucker first had to become specially trained and certified, something she did not think was possible given the cost of certification. As a mother of two, with one of her children already in college, advancing her own education was not an option in the immediate future.

That all changed when Rucker mentioned her interest to her nurse manager, Jill Russell, RN, BSN, CNE, an administrative director in the Emergency Department at Bon Secours Memorial Regional Medical Center. Russell immediately took action to help secure the funding for Rucker's certification.

"It's important that our nurses grow and evolve into areas of nursing in which they have an interest. It's better for the employee and ultimately better for our patients," said Russell.

"Educating and engaging our nursing team is a priority for Bon Secours, and to have the resources to help employees with the financial aspect of training makes a huge difference."

With more than six months of independent study, Rucker completed her certification and has now added Certified Registered Nurse Infusion® (CRNI) to her credentials. Financial support for her effort came from the Bon Secours Richmond Health Care Foundation. Continuing education is just one of the ways the foundation assists nurses in advancing their professional careers. Other assistance includes funding for advanced practice accreditation and original nursing research. Also available are scholarship opportunities for nursing students in the Bon Secours Memorial College of Nursing. Bon Secours Memorial Regional and St. Mary's Hospital are Magnet® Hospitals. Designated by the American Nurses Credentialing Center, it is the highest national recognition for nursing excellence in the United States.

Each year, with your support, our nurses are able to attend the national Magnet® Conference to learn leadership skills, clinical practices and research findings.





*you give peace*

**BON SECOURS HOSPICE**  
*Sister Vicky Segura, MD, C.B.S*

## *Bon Secours has deep commitment to Hospice.*

When you ask Sister Vicky about her passion for the hospice house, she smiles. A driving force behind plans for the facility, Sister Vicky Segura, MD, a Sister of Bon Secours and Hospice medical director, sees a home-like place for families, one filled with warmth, water features and plants for all seasons — the signature elements of Bon Secours’ holistic, spiritual approach to medicine, healing and end-of-life care. She would like patients and families to see and feel nature around them and to heal emotionally, together.

“It is a natural extension of the ministry of the Sisters of Bon Secours and of what Bon Secours Hospice has meant to patients and families in Richmond for nearly 30 years,” said Sister Vicky.

A hospice house for the community has long been on the drawing board for Bon Secours, and now the plan is beginning to come to fruition. The vision is for a 16-bed facility for the entire community — a place that can be shared by all Richmond-area health systems and physicians. The goal is for the community at large and the medical community to come together — with the sole purpose of providing end-of-life care.

It will be a place for the community and of the community — a place without barriers and outside

the competitive health care marketplace, said Sister Vicky, who cares for hospice and palliative patients and their families.

“There is a need for a hospice house in this community, and the time is right. The notion of a hospice house is embraced by patients and families across Richmond. They are eager to know that plans are moving forward.”

The initiative is grounded in Bon Secours Richmond’s deep commitment to hospice care — a founding element of the Sisters’ ministry which began in 1824. Since 1983, Richmond’s Bon Secours Hospice has provided medical and emotional care to terminally ill patients and their families, along with the daily living assistance that ensures their comfort and dignity. Support services for families through bereavement also are available.

In addition to the long-standing services of Bon Secours Hospice, the health system also is home to Noah’s Children, the only not-for-profit pediatric hospice in central Virginia.



## Because you give...

### Because you give, our communities are healthier.

- Young children regularly receive immunizations so that they can start school.
- Parents of children with asthma are educated to help their children manage the chronic condition so it no longer hinders the child's ability to attend and succeed in school.
- Some 800 community members came together for the East End Charrette in an effort to improve the health of their neighbors and neighborhoods.

### Because you give, our patients receive cutting-edge medicine.

- The Bon Secours Critical Care Ambulance and Transport Team made certain that 327 pediatric patients and 47 NICU patients were brought safely to St. Mary's Hospital.
- Two weeks after giving birth, Teresa Pendleton suffered serious heart complications and received the life-saving Left Ventricular Assist Device (LVAD), making it possible for her to celebrate Christmas and New Year's with her husband, Todd, and their four children.

### Because you give, our patients experience extraordinary care.

- Nurse, Meriam Rucker, received her certification in infusion therapy, so she has "more confidence and advanced skills for treating her patients."
- Karen Jennings, a patient at the Bon Secours Cancer Institute, received support and coordinated care from her Breast Cancer Team, who guided her through every step of treatment and recovery.

While you may not be present for all of these moments, your presence is felt everyday in the lives of those in need. And because you give, we want to thank you, for these moments of good help and the countless others that you make happen. Sometimes the impact of your generosity goes to unexpected places and shines in a way you might not have imagined. We thank you for trusting us to help you with all of this extraordinary giving. Together we are improving health care and changing lives every day.

## We turn to the generosity of people like you to help people in need.

The Bon Secours Richmond Health Care Foundation raises charitable funds to help Bon Secours Richmond Health System address the community's growing health care needs with compassion and excellence. Through charitable support, we are dedicated to helping create healthy communities, advancing clinical innovation and providing an extraordinary experience of care.

In partnership with the community, we are able to serve the greater good in ways far beyond the standard economic realities of health care. In order to meet the present and future demands of care in the communities we serve, Bon Secours depends on annual contributions from people who believe in our faith-based, mission-driven ministry.

*giving* makes good happen

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## People have many reasons for giving.

It may be a personal experience or a broader commitment based on philanthropic dedication.

**BEHAVIORAL HEALTH:** The Behavioral Health Care Fund supports patients and families in our community struggling with addiction or other behavioral health issues. The fund also provides compassionate assistance to clinicians and other colleagues in need of such treatment.

**CANCER:** The Cancer Care Fund supports all the cancer programs and services of Bon Secours Richmond Health System, assuring convenient patient access to innovative treatments and technology. The fund also provides resources for community education, screening programs, palliative care and survivorship support.

**CHILDREN'S SERVICES:** Health care for children presents a unique set of challenges. Their diagnoses, treatment and care require highly trained, dedicated professionals and special equipment and facilities designed to meet the medical needs of children with the most compassionate, gentle and highest-quality care. The Children's Services Care Fund supports a variety of services distinctive to the care of

children, which includes support for our Mother and Infant Units, Newborn Intensive Care Units, the Pediatric Intensive Care Unit and Pediatric Inpatients Unit at St. Mary's and our children's outpatient specialty clinics and Child Life Program.

**COLLEGE OF NURSING:** Donations to the Bon Secours Memorial College of Nursing support a wide array of nursing scholarships, as well as instructional equipment and supplies. For the fifth consecutive time, 100 percent of the graduates of Bon Secours Memorial College of Nursing have passed the Nursing Board exam (NCLEX) on their first attempt. This is well above the national average.

**COMMUNITY SERVICES/MISSION/CARE-A-VANS:** The Community Care Fund supports an array of services and programs that help Bon Secours Richmond Health System fulfill its promise to provide good help to those in need, including Pediatric Asthma Education, Safe Landings and Every Woman's Life programs. The powerful impact of this fund is perhaps most visible in the daily mission work of the Care-A-Vans, our mobile operation, which

provides urgent and primary health care at no cost to more than 1,200 uninsured children and families each month.

**CULLATHER BRAIN TUMOR QUALITY OF LIFE:** The Cullather Brain Tumor Quality of Life Care Fund supports a variety of resources and programs designed to provide practical help and emotional strength to patients and their families after a brain tumor diagnosis.

**EMERGENCY SERVICES:** The Emergency Services Care Fund provides resources for emergency preparedness programs, training and equipment that are essential to our state-of-the-art Emergency Departments, including our Critical Care Transport Program.

**FORENSIC NURSING:** The Forensic Nursing Care Fund supports the specialized training of nurses who assist in evidence collection, patient observation, criminal procedures and legal testimony in order to serve as a bridge between the medical and criminal justice communities. The fund also provides clothing, toys and comfort for vulnerable populations in abusive situations.

**HEART CARE FUND:** The Heart Care Fund strengthens and broadens community access to the nationally renowned cardiac programs of Bon Secours Virginia Health System. By supporting top-tier physicians with innovative technologies and advanced wellness programs, the Heart Care Fund ensures expert cardiac diagnostics, treatments and therapies.

**HOSPICE:** The Amy and Charles Millhiser Hospice Fund and the Millhiser Hospice and Palliative Care Fund support the medical, practical and emotional needs of patients with advanced, life-threatening illnesses so they may live out their remaining days with dignity and in comfort. From supporting hospice caregivers in the home to providing durable medical equipment, this fund helps families with the loss of a loved one.

**NEUROSCIENCE:** The Neuroscience Care Fund invests in lifesaving technology and helps provide critical rehabilitation services to greatly increase a patient's survival and quality of life following an injury to the brain or other neurological illness.

**NOAH'S CHILDREN:** The only pediatric hospice and palliative care program in central Virginia, Noah's Children provides comprehensive, family-centered care for children diagnosed with life-limiting illness. The program offers an interdisciplinary team approach for the care of the mind, body and spirit of the patient and family.

**NURSING EXCELLENCE:** The Nursing Excellence Care Fund provides education and development opportunities for nurses in order to foster professional excellence that will improve the quality of patient care. The fund also helps support community-based and mission nursing.

**ORTHOAEDIC:** The Orthopaedic Nursing Care Fund supports advanced training for nurses who care for patients with musculoskeletal diseases or patients who have experienced a traumatic bone injury and require specialized therapies.

**PATIENT CARE FUNDS:** Patient Care Funds were established at each hospital to support patients who have been discharged from the hospital and are in financial distress. The Patient Funds

may provide assistance that is critical to the patient's recovery and healing process, including financial assistance such as medications, medical supplies and equipment. These funds include the Good Help Fund at Memorial Regional and Richmond Community, the Sr. Mary Monia Good Samaritan Fund at St. Mary's and the St. Francis Care Fund.

**SALVA VIDA:** The Salva Vida Fund supports mission trips to Haiti, Honduras and Belize to offer vital medical assistance and hope to people living in extreme poverty. While team physicians volunteer their time and pay for their own travel, this fund helps offset expenses for equipment, medicine and other supplies.

**WOMEN'S SERVICES:** The Women's Services Care Fund enables Bon Secours Richmond Health System to be a leader in women's health care throughout all stages of life. In addition to maternity and gynecologic services, this fund supports leading-edge advances in women's conditions experienced more often or differently than men — from heart disease, cancer and joint conditions to neuroscience and beyond.



*you give joy*

HOW TO GIVE  
*Giving makes good happen*

*Every contribution  
is an act of  
good help.*

Whether large or small, every gift to the Bon Secours Richmond Foundation matters, and every gift will make a difference in the lives of our patients and the community in which we live. Our goal is to make the gift-giving process convenient, flexible and accessible. Many of our patients, families and friends make gifts by check or credit card. Some gain tax benefits by gifting appreciated stock. Others incorporate gifts to the foundation into their estate plans. In the paragraphs that follow are the many options you have when making a gift.

**GIVE ONLINE:** Giving online is a secure, quick and easy way to make a gift. Contributions can be made using your credit or debit card. We accept Visa, MasterCard and American Express. Simply go to [www.bsvaf.org/makeagift](http://www.bsvaf.org/makeagift) to donate or to learn more.

**MONTHLY GIVING PROGRAM:** Be part of our monthly giving program. Your ongoing support provides a steady source of revenue,

ensuring Bon Secours Richmond Foundation will be able to continue to make our communities healthier. Your gift can be set up online, and we can process your gift monthly, or at any interval you prefer.

**TRIBUTE GIFTS:** Give a gift in honor or memory of a loved one or to celebrate a special occasion. It is also a great way to say thank you to the employees who made a difference during your time at the hospital. You can make a tribute gift online at [www.bsvaf.org/makeagift](http://www.bsvaf.org/makeagift).

**GIFT-PLANNING OPPORTUNITIES:** One of the easiest ways to support quality health care in our community is to make a bequest to the Bon Secours Richmond Foundation. In addition, there are gifts of stock, life income plans, charitable trusts or real estate. Many of these gift-planning opportunities can improve your financial and tax situations. To learn more, visit [www.bsvaf.org/makeagift](http://www.bsvaf.org/makeagift).

**MATCHING GIFT PROGRAM:** With matching gift programs, you may double or even triple your gift to the Bon Secours Richmond Foundation. Thank you to those of you who already participate in the Matching Gift Program, and a special thank you to those companies that generously match their employees' contributions.

**GIFT IN KIND:** Some of our donors wish to contribute goods and services in lieu of cash, and we are equally grateful for those of you who do. Though your donations cannot be categorized monetarily, they provide tremendous support to our patients and their families. Gifts of tangible personal property can have valuable tax benefits for the contributor while aiding the foundation.





**GIVING/DONORS**  
**2010 Fleur-de-Lis Society**

This list reflects recorded contributions received or pledged during the period January 1, 2010, to December 31, 2010.

**PLATINUM 10,000+**

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*“Philanthropy is almost the only virtue which is sufficiently appreciated by mankind.”*

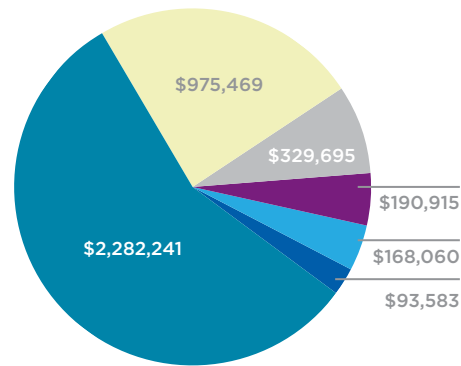
HENRY DAVID THOREAU

*Every effort has been made to ensure the accuracy of the list. We apologize for any omissions or errors.*

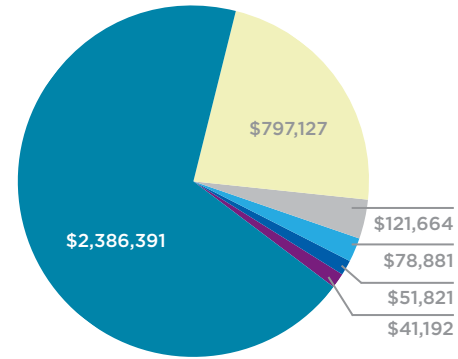




FINANCIALS



FY10 GIFT REVENUE  
TOTAL \$4,039,963



FY10 SPENDING  
TOTAL \$3,477,076

- MEDICAL EXCELLENCE
- COMMUNITY
- CHILDREN'S
- HOSPICE
- NURSING
- CANCER

ASSETS

CASH	PREPAID EXPENSES	SHORT-TERM PLEDGES	SHORT-TERM RESTRICTED INVESTMENTS/OTHER	TOTAL CURRENT ASSETS
\$7,168,525	\$28,716	\$2,002,013	\$58,820	<b>\$9,258,074</b>

(LONG TERM)				TOTAL ASSETS
PLEDGES RECEIVABLE	TEMP. REST. INVESTMENTS*	PERM. REST. INVESTMENTS**	REAL ESTATE INVESTMENTS	
\$3,262,093	\$6,778,265	\$1,773,797	\$300,000	<b>\$21,372,229</b>

LIABILITIES

ACCOUNTS PAYABLE	TOTAL LIABILITIES
\$213,990	<b>\$213,990</b>

NET ASSETS

UNRESTRICTED	TEMP. REST.	PERM. REST.	TOTAL NET ASSETS
\$4,837,564	\$12,826,027	\$3,494,648	<b>\$21,158,239</b>

TOTAL NET ASSETS & LIABILITIES **\$21,372,229**

\*Temporary Restricted Investments  
\*\*Permanently Restricted Investments

TRIBUTE TO BILL BOINEST, PHILANTHROPIST  
*Giving makes good happen*

*When Bill Boimest stepped away from his successful business more than 20 years ago, he bestowed on this community an enormous gift — the gift of philanthropy.*

The greater Richmond community has been the beneficiary of his commitment, understanding and ability to convey the message that philanthropic giving is, of and for the community.

Recently, Bill was presented with the Lifetime Achievement Award from the Association of Fundraising Professionals. He is the only community member to have received this award and the Philanthropist of the Year Award. We congratulate him on this tremendous honor and recognize how fortunate our community is that Bill chose health care as a primary philanthropic mission.

Central Virginia will be forever grateful for Bill's support; the Bon Secours Foundation, in particular, is grateful as Bill continues to serve on our board as he has for the past 10 years. In 2006, Bill served as co-chair fo the Campaign for St. Francis Medical Center, and in 2009, Bill began his tenure as board chair.

Bill has been tireless in his support of the delivery of health care to the uninsured in our community and recognizes that giving isn't about the organization or entity — but about how that support ultimately finds its way to the community. During his tenure, Bill has helped us gather support for the Care-A-Van, Noah's Children, Bon Secours Hospice and numerous other initiatives and funds that translate directly into health care support for the community.

Bill meets the highest standard of personal responsibility, and working with him for the past three years has been my distinct honor. Please join me in congratulating Bill on this great accomplishment.

Terry W. Mohr  
CEO  
Bon Secours Richmond Health Care Foundation

Bill Boimest

