

*giving* makes good happen





*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

2011 BON SECOURS RICHMOND HEALTH CARE FOUNDATION ANNUAL REPORT



# dear friends,

Let us begin by saying thank you.

We are humbled by the generosity of our donors, employees, physicians and volunteers who have committed to our mission through their generous financial support in 2011.

This has been a year of exciting accomplishments for our ministry, from expanding emergency services to rural areas of southside with St. Francis Watkins Centre to providing a record 17,000 free primary care visits to uninsured Virginians through the Care-A-Van mobile health clinic. For these achievements, we have you to thank.

Your gifts have made it possible to reach tens of thousands of Virginians through outreach, within our hospitals and through our many programs. Your generosity has helped us purchase state-of-the-art equipment that has given patients a better chance at beating cancer and other diseases. You've sent our nurses to continuing education, and through our forensic nursing program, you've helped us support victims of abuse.

Some donors give because their mothers have received compassionate care in hospice. Others share their resources to support clinical and academic excellence at the Bon Secours Memorial College of Nursing. Still more donate because they want to ensure world-class cardiac diagnosis and treatment across central Virginia. All give because they want their neighbors, friends and families to experience the excellent and compassionate health care for which Bon Secours is known.

We are honored by your commitment and look forward each day to serving this community in your name.

With warm regards,

Peter J. Bernard  
Chief Executive Officer  
Bon Secours Virginia Health System

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

# why I give...



**k**im Meyers was not a typical nursing student. A wife and mother of three, Kim chose to leave her 23-year career in the airline industry to pursue her passion at the Bon Secours Memorial College of Nursing.

Between Kim's anatomy classes and lab practicals, her children's homework and after-school activities, and her husband's job, it was a stressful couple of years at the Meyers household.

"Sometimes you stretch yourself," Kim said. "I was over 40, raising a family, staying up late. I still attended most school functions and cooked dinner every night."

As hard as it was for Kim, many of her classmates faced even greater challenges. "I saw a number of students struggling financially, just with everyday necessities," Kim said. "It was really threatening to derail their progress toward becoming a nurse."

Kim credits her family with her success in her new career path. "If my husband and children hadn't been so amazingly supportive — financially and emotionally — I wouldn't have been able to devote the necessary time and energy to my coursework."

Thanks to the excellent education she received and the constant and unwavering support of her family, Kim is living her passion today as a home health liaison at Bon Secours St. Mary's Hospital. Kim works with patients being discharged from the hospital who need further care at home. She serves as the link between the patients and the team of medical professionals overseeing their care.

To be sure that future students have the support they need to be successful, Kim and her husband Dave decided to become donors to the Bon Secours Memorial College of Nursing. "It's because of my supportive family that I have been able to follow my dream," Kim said. "Dave and I wanted to make it possible for other aspiring nurses without the same support system to follow their dreams, too."

Founded in 1961, the Bon Secours Memorial College of Nursing educates nurses in a spirit of academic and clinical excellence to serve the community with genuine compassion and the highest clinical standards. Graduates like Kim inspire us to continue to build healthy communities, advance clinical excellence and provide an extraordinary experience of care.

pictured left: Kim Meyers

# why I give...

giving back to the community is a way of life for the Nichols family, a legacy left to brothers Jay, Keith and Jeff by their late father, John Nichols. It was his humble beginnings that prompted the elder Nichols to contribute in a meaningful way to his community, and he raised his children to do the same.

Today, the Nichols brothers are proud to honor their father's memory by giving to the Bon Secours Care-A-Van mobile health clinics that serve the uninsured across metropolitan Richmond and Hampton Roads.

"Our commitment to the community and serving the uninsured is a direct result of the example our father set for us," Jeff said. "It was taught to us at an early age — our good fortune was to be shared." The brothers share their father's business legacy as well. Today, they run HandCraft Services, a full-service dry cleaning and health care linen business started by their father over 40 years ago.

The Nichols brothers raise money for the Care-A-Van through the annual golf tournament, and have actively participated in the tournament for the past six years. Each consecutive year, their commitment grows. This past year, HandCraft Services was the major reception sponsor for the annual event.

The Nichols family focuses their philanthropy on the Care-A-Van because, as small business owners, they know how much of a struggle it can be for many people to afford health insurance. "The Care-A-Van is an invaluable resource to community members who cannot afford basic health care," said Jay. "I also like that I can directly see how my gift is impacting the Richmond community."

The brothers simply see their generosity as a part of who they are. "If you take from the community, you have to give back," Keith said. "It's what community is all about. When you give back, you grow as a person and as a community."

Since 1994, the Bon Secours Care-A-Van mobile health clinics have provided free primary and urgent health care to thousands of uninsured families across central Virginia and Hampton Roads. In 2011 alone, the Care-A-Van provided for more than 17,000 patient visits. With the support of donors like the Nichols family, the Care-A-Van will continue to play a role in building a healthy community, one family at a time.



pictured right: Jay, Keith and Jeff Nichols

# why I give...



When you combine three generations of philanthropy in Hanover with a talented cardiologist passionate about technology, you get better outcomes for patients at Bon Secours Memorial Regional Medical Center.

Thanks to a generous gift from Edna S. Hopkins, Memorial Regional was able to purchase an ILUMIEN™ cardiovascular imaging system. This technology helps cardiologists like Dr. Brian Kaminsky see inside the heart with amazing detail, making a big difference in caring for patients with dangerous blockages.

“We’ve had ultrasound technology for a long time,” said Dr. Kaminsky. “But looking through an ultrasound is like looking through a windshield on a rainy night compared to what we see with this machine.”

Edna’s daughter, Brenda Hopkins Eggleston, and her children, David and Mary Butler, started the Cecil R. and Edna S. Hopkins Family Foundation, in honor of her mother and in memory of her father, who died suddenly of a heart attack almost 12 years ago. For Brenda, giving back is part of who she is and where she comes from.

A lifelong resident of Hanover County, Brenda serves on the Community Advisory Board at Memorial Regional and recently joined the Foundation Board. Brenda’s interest in

health care began when she worked as a lab technician in her 20s. When she met Dr. Kaminsky, she was immediately impressed that such world-class and compassionate care was available in her beloved Hanover.

“This hospital is in my community, and I like keeping things in Hanover,” she said. “Dr. Kaminsky is not only passionate about his work, but he also has a sense of humor. And a little humor can be comforting to people when they are frightened.”

For Brenda’s family, health care is an increasingly important focus of their philanthropy. Mary Butler’s interest in science compelled her to join her mother in learning about Dr. Kaminsky’s work.

“I have always cared about health care but find it much more important to me as I get older,” Brenda said. “I like living, and I want good health care where I live.”

Dr. Kaminsky is always striving to bring the latest technologies to Memorial Regional. “Philanthropic support is so important. It allows us to adopt new technologies early — and that has a big impact on our patients.”

pictured left: David Eggleston. Brenda Eggleston and Mary Butler Eggleston

# why I give...

**W**hen you arrive at a Bon Secours Richmond hospital, the first person you're likely to see is one of our volunteers. The true front line with patients, families and visitors, Bon Secours volunteers give the greatest gift — their time.

You'll see them in their blue jackets, working in the gift shop at St. Mary's, delivering flowers to new moms at Memorial Regional, welcoming hospital visitors to St. Francis, and escorting patients to and from their rooms at Richmond Community.

Volunteers across the health system not only give their time, but they also raise money through gift shop proceeds and other fundraising initiatives to enhance the quality of care at our hospitals.

The St. Mary's Volunteer Auxiliary recently pledged \$1.6 million to update the lobby and retail corridor, an area where families wait anxiously for news about their loved ones. Extending their ministry of hospitality, they have contributed \$300,000 to help build a new guest house for St. Mary's.

Memorial Regional's Volunteer Auxiliary recently donated \$150,000 for a community garden at the hospital, a space for patients and families to experience nature. The money raised will also support renovations to the Peacock Courtyard and the Memorial Regional chapel. The group will celebrate 500,000 hours of service this summer.

Richmond Community boasts a volunteer force of more than 50, and St. Francis volunteers help in almost every unit of the hospital. This dedicated and active group raised more than \$100,000 last year to fund hospital projects, including warmers for the neonatal intensive care unit, as well as the St. Francis Care Fund, which helps ease patients' transitions from the hospital back home.

Many volunteers choose to become Volunteers Forever, supporting the mission of Bon Secours through a special planned giving program just for volunteers. By leaving a bequest through Volunteers Forever, volunteers can continue to make an impact on the patients and families whose lives they have touched through their years of service to Bon Secours.



Because you give...

## ...our community is healthier.

- Breast cancer survivor Rene Reams attended her granddaughter's school play this year. Rene and more than 700 women received free cancer screenings through Bon Secours' Every Woman's Life Program.
- One-year-old Brandon Kenney's mom Mildred received support from Richmond Community's Center for Healthy Beginnings. The Center helps expectant families with everything from healthy prenatal nutrition to installing a car seat.
- An uninsured mom new to Richmond was able to enroll her sons in school thanks to a free physical and vaccines provided by the Care-A-Van mobile health clinic.

## ...clinical innovation is advancing.

- Nursing student Heather Vaughn developed real-world skills in a new Clinical Simulation Center at the Bon Secours Memorial College of Nursing.
- A hospice patient at home is comforted to know that her nurse can check her vitals every day through a telehealth monitor.
- Heart failure patient Eva Ross teaches Sunday school again thanks to the left ventricular assist device that does the pumping work of her heart.

## ...patients experience extraordinary care.

- Ashley Patterson and 60 other Bon Secours nurses are grateful to learn the very latest advancements in medicine through continuing education at the world-class Magnet Conference.
- Patients, families and caregivers can rest and reflect in the Healing and Community Garden at Memorial Regional Medical Center.
- Forensic Nurse Examiner Bonnie Price provides care and testifies on behalf of victims of sexual and physical abuse. Her specially trained team stands by 24 hours a day.

There are so many reasons for giving.

**Cancer Care Fund:** Supporting all the cancer programs and services of the Bon Secours Richmond Health System, our Cancer Care Fund helps to ensure access to innovative treatments and equipment. The fund also provides resources for community education, screening programs, palliative care and post-treatment survivorship support.

**Community Services Fund:** Supporting an array of services and programs that help Bon Secours Richmond 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-Van, our mobile operation that provides urgent and primary health care at no cost to more than 1,500 uninsured Virginians each month.

**Cullather Brain Tumor Quality of Life Center:** The Cullather Brain Tumor Quality of Life 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.

**Forensic Nursing:** The Forensic Nursing 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 this vulnerable population in abusive situations.

**Hospice:** The Hospice Fund supports the 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 also helps families deal with the loss of a loved one. This partner to the Amy & Charles Millhiser Hospice Fund, an endowed fund to maintain our hospice program in the future, provides funds for immediate needs.

**International Mission Funds:** 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. The Haitian Health Care Ministry Fund is dedicated to maternal and children's health needs in the Central Plateau.

**Noah's Children:** The only pediatric hospice and palliative care program in central Virginia, Noah's Children provides comprehensive care, through an interdisciplinary team approach, for the mind, body and spirit of infants, children and adolescents who have been diagnosed with a life-threatening illness, and their families.

**Nursing Excellence:** The Nursing Excellence Care Fund provides education and development opportunities for all nurses in order to foster professional excellence that will improve the quality of patient care. This fund supports extensive advanced training and education opportunities for nurses so that they have access to the latest evidence-based medicine and can stay ahead of a rapidly changing health care landscape.

**Patient Care Funds:** Patient Care Funds were established by the volunteers at each hospital to support discharged patients who are in financial distress. The Patient Care Funds may provide assistance that is critical to the patient's recovery and healing process, such as medications, medical supplies and equipment.



pictured left: Rene Reams (center) with her daughter and granddaughters



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**2011 Fleur-de-Lis Society**

This list reflects recorded contributions received or pledged during the period January 1, 2011, to December 31, 2011.

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Prestige Construction Group, Inc.  
Mr. and Mrs. James A. Price  
Ms. Carley Price  
Ms. Holly P. Pugh, R.N., B.S.N.  
Rawles Family Fund of The Community Foundation  
Dr. and Mrs. G. Rawles, Jr.  
Mrs. Dee Ann Remo  
Dr. and Mrs. James H. Revere, Jr.  
Reynolds Holdings, LLC  
Mr. and Mrs. J. Sargeant Reynolds, Jr.  
Mr. William G. Reynolds, Jr.  
Mr. and Mrs. Jonathan Rhudy  
Rhudy & Company Communications and Marketing, Inc.  
Richmond Academy of Medicine Alliance Foundation, Inc.  
Richmond International Raceway  
Mr. and Mrs. Michael L. Rigsby  
Mr. and Mrs. Richard C. Ritz  
Dr. and Mrs. Charles H. Robertson, Jr.  
Mr. Michael D. Robinson  
Andrew L. Rose, M.D.  
Rotary Club of South Richmond  
Ms. Karen J. Russell  
Saint Gertrude High School  
Mr. and Mrs. Tom Santini  
Schwab Charitable Fund  
Mr. William H. Schwarzschild, III  
Scott & Stringfellow  
Mrs. Kristen L. Seay  
Mrs. Irvin J. and Linda K. Seeman  
Don and Pat Seitz  
Patricia M. Selig, Ph.D., R.N., F.N.P.  
Mr. and Mrs. Richard L. Sharp

Ms. Bonnie M. Shelor  
Ms. Joan Shepherd  
Mr. Kevin S. Sheppard  
Mr. and Mrs. John N. Simpson, Sr.  
Mr. and Mrs. Robert C. Sledd  
Sledd Family Charitable Fund of The  
Community Foundation  
Ms. Diane Smith  
Mr. and Mrs. Thomas W. Sokol  
Mr. Gregory Sorensen  
St. Edwards Epiphany Catholic School  
St. Mary's Hospital Environmental Department  
St. Mary's Hospital Service Excellence Department  
Mr. and Mrs. James J. L. Stegmaier  
Strongwell Corporation  
Mr. and Mrs. James C. Tafel  
Mr. Nicholas F. Taubman  
Taylor & Parrish, Inc.  
The Capital Management Corporation  
The Airington Family Foundation  
The Eddie and Jo Allison Smith Family Foundation, Inc.  
The Reco Foundation  
Mr. and Mrs. John C. Thomas  
Mr. and Mrs. Paul M. Thompson, Sr.  
Thompson, Siegel & Walmsley LLC  
Thoratec Corporation  
Toxicology and Pharmacology, Inc.  
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Virginia Eye Institute  
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Ms. Mary Williams  
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Mr. and Mrs. Louis M. Wilson  
Mr. and Mrs. Marshall B. Wishnack  
Mr. Eric M. Young

**FRIENDS OF FLEUR-DE-LIS \$500+**

Afton Chemical  
Alan I. Kirshner and Deborah Mihaloff Charitable Fund  
Mr. and Mrs. Franco Ambrogio  
Ms. Kimberly M. Anderson  
Mr. and Mrs. Paul Atwood  
Ms. LaQuiana Bailey  
Naim S. Bashir, M.D.  
Ms. Barbara G. Bass  
Ms. Helma Baylor  
Ms. Joanne Bays  
Mr. David E. Benshoff  
Ms. Susan G. Betts  
Ms. Kathryn L. Bivens  
Ms. Ebony A. Bolus  
Brandermill Woman's Club

Ms. Caroline Y. Brandt  
Mr. Robert P. Brown  
Ms. Sandra K. Burcham  
Mr. and Mrs. Jeffrey D. Burke  
Ms. Hazel M. Buys and Mr. Douglas M. Palais  
Mr. and Mrs. Joseph B. Call, III  
Mr. Howard E. Carpenter  
Mr. Richard A. Carter, Jr.  
Ms. Emily Castelvechi  
Central Virginia Correctional Unit 13  
Commissary Fund  
Mr. and Mrs. W. Bates Chappell  
Mr. and Mrs. Michael R. Cheney  
Children's Hospital Pediatric Specialty  
Care of Richmond  
Mr. and Mrs. Landon T. Christian, IV  
Ms. Lori C. Collins  
Commonwealth Woman's Club  
Continental Emergency Services, LLC  
Mr. and Mrs. Scott Crane  
Cumberland Pharmaceuticals  
Doctors Research Group, Inc.  
Ms. Michelle Stewart Eddy  
Ms. Pauline B. Elliott  
Ms. Rosemary A. Fahed  
Ms. Theresa Faina  
Ms. Barbara S. Fasig  
Mr. and Mrs. Herbert Foster  
Ms. Sarah T. Gardner  
Ms. Avis H. Gates  
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ADVISORY COUNCIL**

The Bon Secours Richmond Health Care Foundation established the Professional Advisory Council in 2008. The Council consists of volunteer professionals who serve as a resource to donors wishing to support the Foundation's charitable mission through planned gifts that achieve their charitable goals while maintaining their financial security.

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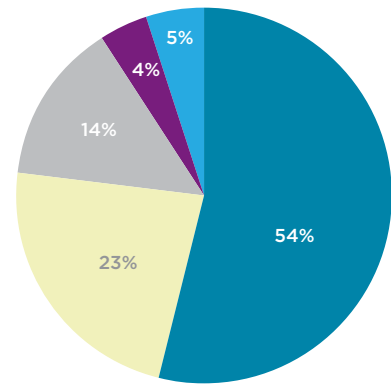


pictured above: Mildred Kenney and her son Brandon

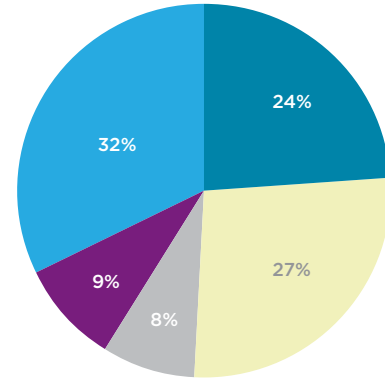
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FINANCIALS



**FY11 GIFT REVENUE**  
TOTAL \$7,208,975



**FY11 DISBURSEMENT**  
TOTAL \$2,061,644

- CAPITAL
- PROGRAM SUPPORT
- PATIENT ASSISTANCE
- EDUCATION
- COMMUNITY SUPPORT



Charlie Morrison

# thank you, charlie

It's not often that we come across a person who has dedicated nearly half of his life to one cause. However, we at Bon Secours are blessed to have encountered one — and that man is Charlie Morrison. I am privileged to use this forum to recognize Charlie's immeasurable contribution to our health system and our community.

For more than 40 years, Charlie has given his financial resources, time and generous spirit to further the mission of Bon Secours. With Charlie's help, tens of thousands of uninsured residents in our community have received health care services through the Bon Secours Care-A-Van.

To his friends at the Foundation and throughout our health system, Charlie *is* Bon Secours. He has served with equal devotion in prestigious leadership and fundraising roles and as an on-the-ground volunteer. Charlie embodies our mission of good help to those in need.

A retired insurance executive, Charlie has served as chair of the boards of Bon Secours St. Mary's Hospital and the Bon Secours Richmond Health Care Foundation. He has led the expansion and addition of the St. Mary's Community Education Center and chaired multiple capital campaigns, raising hundreds of thousands of dollars.

His true passion is rolling up his sleeves to fundraise, cheerlead and do whatever is needed to ensure success at the annual golf tournament benefiting the Care-A-Van program. For 20 years, Charlie has been the driving force behind this yearly event that raises more than \$100,000 for the mobile health clinic.

In 1994, before Charlie channeled his limitless energy and imagination toward this endeavor, we had one Care-A-Van, which provided 92 immunizations that year to uninsured Virginians. Now we have four vehicles, and this year, we are proud to say we served more than 17,000 people with free health care.

A devoted father and grandfather, Charlie is about to experience two major milestones this summer — his 95th birthday and the birth of his first great-grandchild. We hope to mark this special year by sincerely expressing our deepest gratitude for Charlie's decades of service to building a healthier community here in central Virginia.

Thank you, Charlie. And we'll see you on the course this September.

Terry W. Mohr  
CEO  
Bon Secours Richmond Health Care Foundation

ASSETS

| CASH               | PREPAID EXPENSES         | ACCTS. RECEIVABLE         | SHORT-TERM PLEDGES | SHORT-TERM RESTRICTED INVESTMENTS/OTHER | TOTAL CURRENT ASSETS |
|--------------------|--------------------------|---------------------------|--------------------|---|----------------------|
| \$5,406,042        | \$29,919                 | \$36,895                  | \$5,147,010        | \$94,780                                | <b>\$10,714,646</b>  |
| <b>(LONG TERM)</b> |                          |                           |                    |   |                      |
| PLEDGES RECEIVABLE | TEMP. REST. INVESTMENTS* | PERM. REST. INVESTMENTS** |                    | REAL ESTATE INVESTMENTS                 | TOTAL ASSETS         |
| \$3,218,552        | \$7,675,036              | \$2,074,770               |                    | \$0                                     | <b>\$23,683,005</b>  |

LIABILITIES

|  | ACCOUNTS PAYABLE | TOTAL LIABILITIES |
|--|------------------|-------------------|
|  | \$0              | <b>\$0</b>        |

NET ASSETS

| UNRESTRICTED | TEMP. REST.  | PERM. REST. | TOTAL NET ASSETS                                       |
|--------------|--------------|-------------|--|
| \$2,157,668  | \$17,946,015 | \$3,579,332 | <b>\$23,683,005</b>                                    |
|              |              |             | <b>TOTAL NET ASSETS &amp; LIABILITIES \$23,683,005</b> |

\*Temporarily Restricted Investments  
\*\*Permanently Restricted Investments

*“From what we get, we can make a living;  
what we give, however, makes a life.”* ARTHUR ASHE



**St. Mary's Hospital**  
5801 Bremono Road  
Richmond, VA 23226  
804-285-2011



**Memorial Regional  
Medical Center**  
8260 Atlee Road  
Mechanicsville, VA 23116  
804-764-6000



**Richmond  
Community Hospital**  
1500 N. 28th Street  
Richmond, VA 23223  
804-225-1700



**St. Francis  
Medical Center**  
13710 St. Francis Boulevard  
Midlothian, VA 23114  
804-594-7300



BON SECOURS RICHMOND HEALTH CARE FOUNDATION

5875 Bremo Road, Suite 305  
Richmond, VA 23226

*One act of goodness inspires another. And another.*

Before you know it, a culture of giving is born.

Compassion gains momentum. Generosity shines brighter. And suddenly you are at your best, working together with others at their best.

This is how a culture of giving improves our community for all.

*this is Bon Secours*