



CENTRA Foundation

2020 Impact Report

Local Giving  Local Impact

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Mission

Centra is a community-based,
not-for-profit organization
and relies on fundraising.
The mission of the Centra
Foundation is to develop and
direct resources for the support
of Centra.

Dear Valued Friends and Supporters,

Despite facing the most overwhelming and unprecedented of events, the best parts of humanity – generosity, care and gratitude – have emerged in our community. We could not be more heartened or thankful.

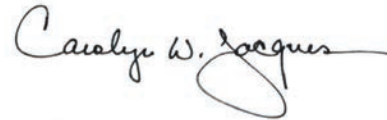
At every level of giving, your generosity has been instrumental in our ability to face our community's healthcare challenges. By partnering with us in philanthropy, you have brought immeasurable impact to our patients, our caregivers and all those we serve.

Together, we have funded new technology, training for caregivers, critical supplies and equipment, and we've supported our neighbors who cannot afford the cost of their care. That adds up to countless stories of survival. We invite you to read through this report to see how your gifts are making an impact.

As we look ahead to 2021 and the challenges and opportunities it will bring, we are confident that with your continued partnership, Centra will be here for all of those who turn to us for care.

On behalf of our dedicated and brave caregivers, we sincerely thank the many individuals, families and organizations who helped support our patients.

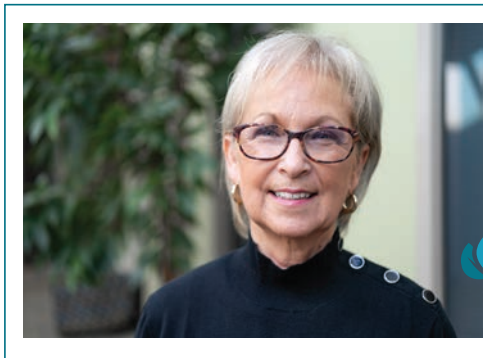
With appreciation,



Carolyn W. Jacques, M.Ed, RNC
Board Chairman



Beth Doyle, CFRE
Executive Vice President



YOUR IMPACT: 2020 SUMMARY OF FUNDS DISTRIBUTED. THANK YOU!

As your local not-for-profit healthcare system, Centra depends on your gifts to help improve the health of our community. In 2020, your gifts made a tremendous impact on the patients who came to Centra for skilled and compassionate care. Thank you from your entire community!

TOTAL: \$2,878,720



- Advance care training
- Centra College nursing scholarships
- Heart & vascular continuing education
- Interactive learning program for perinatal training
- Maternal mental health training
- Maternity care implicit bias training
- Valentine Leadership Institute training for heart & vascular caregivers
- Virginia Henderson Research Symposium

- Assistance with medical bills for needy patients across Centra's service area
- Cardio/pulmonary rehab program subsidies
- Free breast cancer screenings and diagnostic services
- Lodging subsidies for guests at the Rosemary & George Dawson Inn
- Support services for patients at the Centra Alan B. Pearson Regional Cancer Center
- Support services for psychiatric patients at Centra Virginia Baptist Hospital

- Breast cancer public awareness campaign
- Bridges Treatment Center programming and supplies
- Brookneal primary care patient education and care coordination
- Children's Miracle Network Hospitals partnership
- COVID-19 public health campaign
- Health and wellness events
- Helping Hands (emergency assistance for caregivers)
- Infant safe sleep public health campaign
- Lynchburg Family Medicine Residency programming
- Resolve Through Sharing bereavement services
- Spiritual care and education

- Bedford Hospice House upgrades
- Digital portable X-ray machines
- Fetal monitoring systems
- Flight suits and helmets for Centra One transport team
- Greenhouses, adaptive seating, sensory path and supplies for autism programs
- High frequency jet ventilators for the NICU
- iPads for patient virtual visits
- LUCAS devices for the ECMO (extracorporeal membrane oxygenation) program
- Recliners and sleepers for Lynchburg General Hospital pediatric unit
- Point-of-care ultrasound
- Surgical masks
- Ventilators for COVID intensive care units

THANK YOU FOR BEING THERE

Be sure to like and



3 East Surgical has a very important message for our community. Thanks ladies for all you and your team are doing to keep our community safe!



Thank you to all our wonderful donors who made it possible for the Foundation to appropriate \$962,925 to purchase ventilators and other equipment to help fight COVID-19.

Pictured: LGH Respiratory Therapists Ginger Coles and Siminne Duff



Dr. Winifred V. Agard, affectionately known as Dr. Winnie, wants you to know that her team at the Gretna ER is ready and appreciates everyone for staying home! #HealthcareHeroes #StayHome



Thanks to Saunders Brothers Orchard, spring arrived yesterday at Centra with a donation of 1,500 Phlox plants for our caregivers! Jim Saunders collaborated with a team of Centra Caregivers to deliver these beautiful flowers to the #HealthcareHeroes at every unit at Virginia Baptist Hospital, Bedford Memorial Hospital, Southside Community Hospital, the Gretna ED, Alan B. Pearson Cancer Center and Forest Urgent Care. What a ray of sunshine on Good Friday! Thank you to everyone at Saunders for this generous gift! #LittleThingsBigDifference. Saunders Brothers, Inc.



Lizzy Poole, BSN, RN, CCRN in the MICU made these photo IDs so our COVID patients would know what their caregiver looks like under all that PPE. Way to make connections nurses! Foundation donations helped fund the surge in needed PPE here at Centra. Thank you donors! Looking great Marianna Moye, MICU travel nurse.



We ❤️ Puzzled Car Truck & Bike Show, Blake Bryant and Heather Cash! What a great surprise for the Centra Foundation... \$15,000 will do so much good for Rivermont Schools and CMN Hospitals. Thanks and we think you are all pretty great!



It's back to school season at Centra College! Did you know that the Foundation funds nursing scholarships? 🙌🙌 Local giving, local impact!



PPE, personal protective equipment, is one of the many different types of donations we receive. Thank you Gleaning for the World for the third delivery this year, bringing your in kind donation to 170,000 pieces! This need for our healthcare system is critical and we are so very grateful!



WHEN WE NEEDED YOU MOST!

follow us on Facebook



Thank you Lynchburg Garden Club and Hillside Garden Club for bringing joy to the Pearson Cancer Center today! 🌸



Kathryn Drayton, Violet Mitchell and Louise Mitchell, affectionately known as The Mitchell Sisters, have collectively raised over \$15,000 since 2008 for the Centra Foundation and our M.A.A.M. (Mammograms Annually A Must) Fund. The funds raised provide free mammograms to under-served and uninsured women throughout Centra's service area. We are so very grateful for them and the hard work their MDM Network does on behalf of local women in need.



Thank you PandaExpress for your donation of 19,000 masks and 70 yummy meals for our front line caregivers. Children's Miracle Network Hospitals #PandaCares



Today the mobile mammography unit was at the Express YMCA of Lynchburg for a Free Day. The van is outfitted with the latest 3D technology and was paid for by the Centra Foundation. YOUR donations at work here providing free screenings to uninsured and underinsured women.



Have you registered yet? The I Am Woman 5K 2020 race will be raising funds to support the needs of our tiniest patients—newborns in the NICU at the Virginia Baptist Hospital. Our newly acquired high-frequency jet ventilator will allow newborns with respiratory distress to stay at VBH. We estimate that annually this will keep approximately 50 babies and their parents closer to home and not transported to other hospitals. Please support this and other invaluable resources in our NICU.



Did you know, in 2020 the Centra Foundation provided \$962,925 for resources in the fight against COVID-19, including six new ventilators and portable x-ray machines? On #GivingTuesday, invest your money where it matters—supporting your community's health. Please join other generous and grateful folks and donate to the Centra Foundation today.



Wow! Thanks to everyone who ordered a Centra One X #ChildrensMiracleNetworkHospitals t-shirt! The fundraiser was a great success and the funds raised will help so many local kiddos! Extra special thanks to Benaiah Clothing for design, fabrication, fulfillment and a matching gift. Win | Win | Win for all! 🎉



Thank you sweet Alana for delivering holiday cheer to our pediatric patients for the third year in a row! Being in the hospital on Christmas is no fun for anyone, especially children. Your kindness and compassion give true meaning to the season of giving! Thirteen patients will surely be smiling when given these 🎁. You are a mighty nine year old force! 🎉



COVID-19 RESPONSE

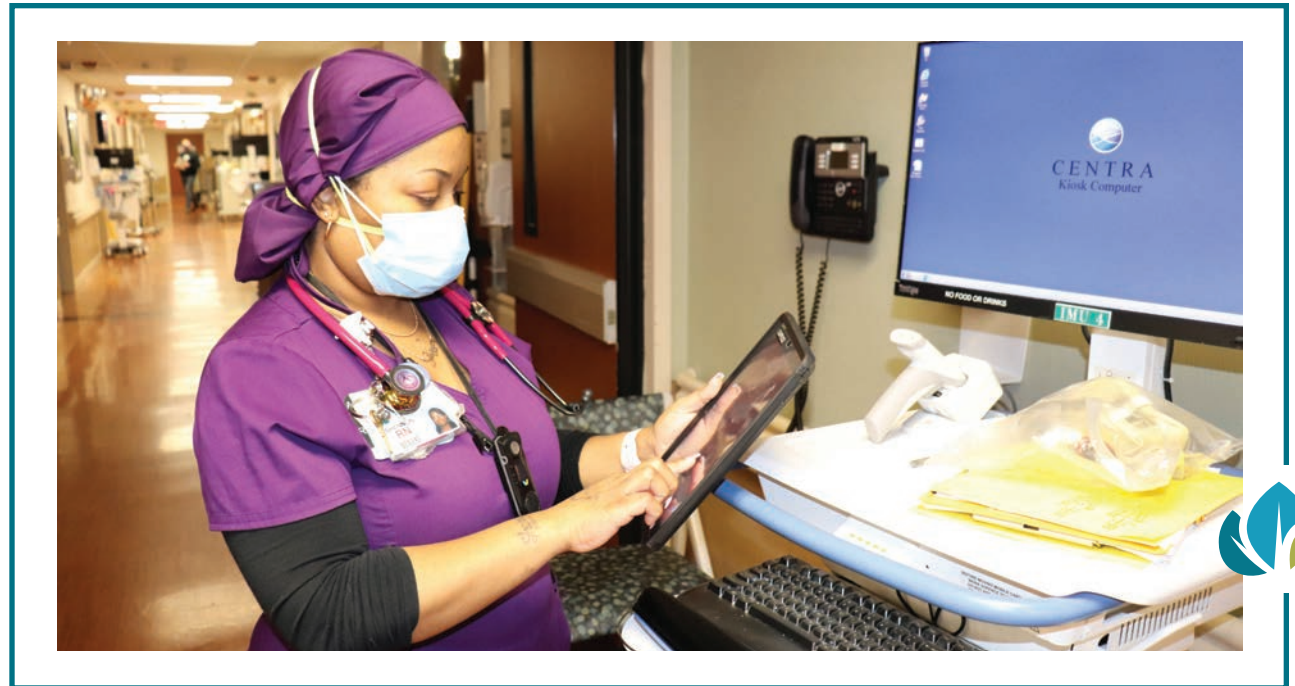
Your generosity propelled Centra's response to the world's most serious health crisis.

In a year where the coronavirus pandemic created the greatest need for medical resources in our nation's history, donor support made a dramatic impact on Centra's ability to care for its patients.

In 2020 your gifts:

- Increased the supply of available ventilators for the critically ill;
- Buoyed exhausted caregivers with positive messages and meal deliveries;
- Connected patients with their loved ones during restricted visitation using iPads & tablets;
- Taught the public how to prevent virus transmission;
- Enhanced safety and upgraded technology with new digital portable X-ray machines;
- Aided caregivers needing emergency financial assistance; and
- Safeguarded patients and caregivers with supplies of PPE (personal protective equipment).

While relief provided through the Coronavirus Aid, Relief, and Economic Security (CARES) Act helped keep Centra's doors open to all who came for care, federal funding only covered a fraction of the additional costs created by the pandemic. Your generosity helps close that gap. Your generosity rallies around our brave caregivers as they battle a deadly virus and ensures our community has access to the best possible care, right here locally.



Centra Caregiver prepares donated iPad for COVID patient use.

IPADS PROVIDE COMFORT TO FAMILIES AND PATIENTS, THANKS TO YOU

Identifying the need

Having a loved one in the hospital can be very difficult. The pandemic has made it even more so for families, patients and caregivers. It's important for patients and their families to stay connected. It helps in healing and provides a connection to those who need it most. And sometimes, it provides closure for families and their loved ones.

“When we began seeing COVID cases in our area and the hospital went into a no-visitor policy, we started rounding on the floors to help support our caregivers and patients,” explains Allison Camm, a patient experience partner at Centra. “We found that patients were incredibly scared and lonely without being able to have their loved ones by their side.

“Our caregivers were providing amazing medical care to treat every patient, but sometimes hearing their loved one's voice, or seeing their face, even if the patient can't verbally communicate, reaches places that medicine can't.”

While Centra Lynchburg General Hospital had some iPads for use before, they didn't have enough for each unit. This meant that many families made reservations to speak with their loved ones and hoped the timing was right. Sometimes it was a few days before they could speak and there were times when a patient was too sick to interact with their loved ones when the appointed time arrived.

One family's experience

For the Rhodes family, having access to an iPad was a gift.

The Reverend Doctor Coolidge Elmo Rhodes Sr. was in Lynchburg General Hospital last spring with COVID. His family is scattered across the United States and, for a time, no one could visit him because of the pandemic.

"Normally we would be there [at the hospital] spending as much time with him as we could," says Colby Rhodes, the youngest of four children who lives in Houston. "The iPad decreased that level of isolation for my dad. It was good, having the ability to see and hear him. You could see it in his eyes when my mom spoke and when we spoke. For us, it meant a lot."

"I have friends who lost family during that time who never saw them," says Christopher Dewayne Rhodes, the second oldest son, who also lives in Houston. "Friends who didn't have that capability. I saw the toll it took on them. I am appreciative of those four or five times I spoke to my dad on the iPad. I could see the calmness in him. It was a gift."

"Not being able to see my dad was one of the toughest things my mom had to go through," says daughter Brittany Rhodes. "The iPad was the only way for him to know we were there; it helped ease mom."

Giving back

When the Reverend Rhodes passed away in May, the family expressed special appreciation to "all of the doctors, nurses and staff at Lynchburg General Hospital in the pulmonary and intensive care units." Those wishing to make a memorial gift were encouraged to donate to the Centra Foundation for the purchase of additional iPads so that other families could have greater access to their loved ones.

"My father was truly a man of service," says C.E. Rhodes, the eldest son who lives in New York City. "When we thought of how we could honor Dad, how we could be of service to others, we thought the iPads would be a good way to give back," says C.E.

Brittany continues, "We want to give other families the opportunity to communicate. If you can't visit your loved one, there's an iPad in the unit. You can actually see your loved ones. You can talk so they can hear you. If they don't speak, you have the opportunity to speak and share your feelings."



“ Sometimes hearing their loved one's voice, or seeing their face, even if the patient can't verbally communicate, reaches places that medicine can't.

Allison Camm
Patient experience partner at Centra

The Reverend Rhodes' legacy

To date, gifts from generous donors, including those who gave in memory of the Reverend Rhodes, have enabled Centra to purchase 32 iPads and stands for patients to use for "virtual visitations" while at one of Centra's four hospitals.

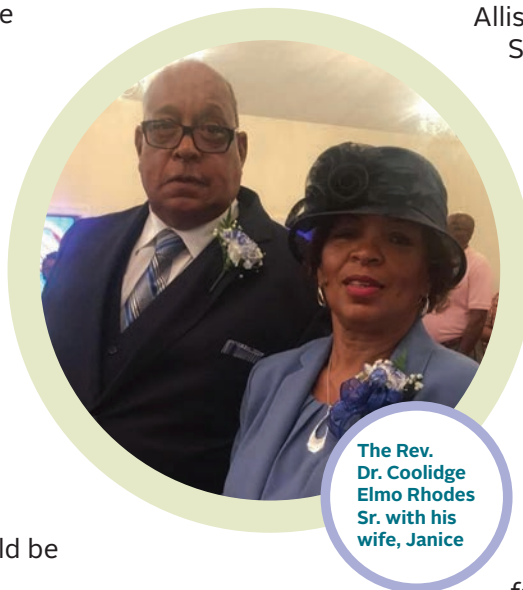
The iPads are making a real difference to patients and their families.

Allison says, "There have been some beautiful moments. Sometimes, it's very emotional and raw. There are times when there's not a dry eye in the room."

"We had a patient who was here until he went to the ICU," says Shelley Query, RN, MCU. "He couldn't really talk. We left the iPad propped up and they [the family members] were together. They couldn't really communicate, but they were with him before he passed."

The iPads also help with families who need to make health care decisions. "We had one patient who couldn't speak. He couldn't make his own decision. We got to show the family what was going on with the patient. It eased their process. Otherwise, they had to go by word of mouth," says Hannah Shaffer, RN, Charge Nurse, MCU.

The need for patients to be able to communicate with family members amidst COVID-19 is not unique to Centra. An organization called COVID Tech Connect works to equip hospitals and other healthcare facilities with smart devices that allow patients to connect with their loved ones. The Foundation secured a donation of 15 Google Pixel Slate devices from COVID Tech Connect in September, and the patient experience team has applied for 45 additional devices.



The Rev.
Dr. Coolidge
Elmo Rhodes
Sr. with his
wife, Janice

ONE-ON-ONE WITH LONG-TIME DONOR AND VOLUNTEER, MELANIE CHRISTIAN

Centra Foundation Executive Vice President Beth Doyle sits down with Melanie Christian to reflect on her 18 years of service on the Centra Foundation Board of Directors.

Why did you join the Foundation Board?

I moved to Lynchburg in 1980 with my husband, Lynch, who was born and raised here. Early on, I was asked to help organize Lynchburg Daily Bread. Serving a hot lunch to the neediest of our population opened my eyes to the problems our guests faced daily: homelessness, poor nutrition, mental instability and limited healthcare. When asked to join the Centra Foundation Board, I was honored to become part of an organization that addresses these and many other healthcare needs in our community.

What has your experience been like on the Foundation Board?

When I began my 18-year tenure at the Foundation, I fell under the tutelage of exceptional leaders. Kathryn Pumphrey kept us organized and helped us build relationships that substantially increased funding and partnerships that helped funding go further. George Hurt kept us intensely focused on mission. Then Centra CEO, George Dawson, and Board members like Sam Cardwell and Paul Fitzgerald, led thoughtful discussions about how the Foundation could help our community and which opportunities should receive support. I have benefited more than I have given by having the opportunity to be part of a Board with these and so many other talented Board members and staff who are dedicated to ensuring quality healthcare for all of Lynchburg's citizens.

How has the Foundation made a difference in the community?

I like to refer to the annual Impact Report, which details the myriad ways Foundation funding has changed our healthcare landscape. It is a must

read for every citizen. In my time, some of the most visible impacts include helping fund the Johnson Health Center, the East Tower at Centra Lynchburg General Hospital, the Centra Alan B. Pearson Regional Cancer Center, the Rosemary & George Dawson Inn and the Holcombe H. Hurt Community Health Center. Less visible, but equally important, is annual support of programs like Helping Hands, nursing scholarships, cancer screenings and community health education. Most recently, the Foundation responded to the need for ventilators, portable X-ray machines and PPE in the effort to combat COVID.



Lynch and Melanie Christian are long-time supporters of the Centra Foundation.

As a woman, I am particularly grateful for the funding of the first 3D breast imaging machine and the sponsorship of the M.A.A.M. (Mammograms Annually A Must) luncheon. The luncheon, with meaningful programs and shared stories, is an event I attend every year. I always come away enlightened and encouraged that we are gaining on the fight against breast cancer.

Why did you decide to co-chair the inaugural Centra Celebration this year?

I was pleased to co-chair the Centra Celebration honoring four distinguished Centra Champions for their service to our community and healthcare system. I did so because, amidst all the COVID cancellations, I felt the Foundation needed to continue this important recognition, and because I felt a connection to each of the individuals so deserving of the honor. Although virtual, over \$115,000 was raised to support Centra's greatest needs, cancer, pediatric and cardiovascular care – and guess what – you can still contribute!

How do you see the future of the Foundation Board?

When asked why I am leaving the Board, I answer, no pun intended, that it is time for new blood. I really believe that. All boards need new thoughts, new viewpoints, new energy. I am also confident in the skill set and dedication of those currently on the Board, and excited by the leadership of Carolyn Jacques, board chair, and you, as executive vice president. The Foundation is in great hands and will continue to help Centra provide the high-quality healthcare we have all come to know and expect.

2020 CENTRA CHAMPIONS – HELPING OTHERS, ONE LIFE AT A TIME



Every now and then an individual truly stands out. Sometimes there are a few individuals who do so. Many times, these people don't want attention and are

simply doing what they know in their heart to be virtuous, compassionate and kind. No truer words can be spoken about the Foundation's first annual Centra Celebration honorees: George Hurt, MD; Carolyn W. Jacques, M.Ed, RNC; Cecilia MacCallum, MD; and Thomas Nygaard, MD. Each of them stands out in their own way, but what they have in common

is their commitment to caring for our community through their clinical expertise and compassionate hearts.



George Hurt, MD Neurosurgeon

George Hurt, MD, got his start in medicine in the Army, including one year on the front lines in Vietnam. His job was to stabilize soldiers for transport to a military hospital. "Vietnam was a very traumatic situation. We had to treat injured soldiers right off the field," says Dr. Hurt.

After his time in the military, Dr. Hurt returned to the University of Virginia to finish his residency. He says there was never any question where he would live and soon, he and his wife and high school sweetheart Cinda, returned to Lynchburg to start their family. Throughout his lifetime, he and his wife have given back to the community in a variety of ways. "If you truly love Lynchburg and have the capability, you need to give back to it," says Dr. Hurt.

One way that Dr. Hurt and his wife gave back to the community was to establish the Virginia A. Henderson Nursing Education Endowment at Centra. Established in memory of Cinda's aunt, Virginia Avenel Henderson, the first full-time nursing instructor in Virginia, among many other distinguished accomplishments, the endowment provides ongoing nursing education and research opportunities.

The Hurts also made a significant gift to establish the Holcombe H. Hurt Community Health Center to care for the uninsured. This commitment to providing care to those in need has had a far-reaching impact on the greater Lynchburg community.

Beyond his charitable gifts, Dr. Hurt provides outstanding care as a neurosurgeon.

"George is the iconic physician in Lynchburg," says Tom Nygaard, MD. "He's a superb, superb neurosurgeon. He is well respected not only in Lynchburg, but across the state."



Honorees Cecilia MacCallum, Thomas Nygaard, George Hurt and Carolyn Jacques

Carolyn W. Jacques, M.Ed, RNC Vice President, Women & Children's Services, Retired

Carolyn Jacques is well known in the Lynchburg community not only for her incredible leadership skills, but also for her effervescent personality and outstanding nursing skills.

Colleague Mark Townsend, MD, says, "Carolyn is incredibly dynamic. You can't say Carolyn without smiling. Carolyn is larger than life and is arguably the most effective executive that I've ever had the privilege of working with."

While her passion for nursing is evident today, her initial plan was to become a teacher. During her junior year of high school, her grandmother was diagnosed with a brain tumor. After watching and interacting with the nurses at her grandmother's bedside, Carolyn switched her chosen profession from education to nursing and never looked back. "I had the proverbial whack upside the head. That I needed to go into nursing. I owe it all to my grandmother. It really moved me a great deal," says Carolyn.

Carolyn has been a longtime advocate of Centra Virginia Baptist and Lynchburg General hospitals' partnership with Children's Miracle Network Hospitals (CMNH), whose mission is to increase funds and awareness for its member hospitals. With funding support from CMNH, she was instrumental

Continued on page 10...



A VIRTUAL SUCCESS STORY!

Necessitated by a raging pandemic, having to shift from a traditional dinner-dance fundraising event to a virtual gathering gave serious pause to the Centra Foundation’s event planning team and to honorary co-chairs Melanie Christian and MaryJane Dolan. The planning team had to create a way to honor Centra Champions, raise critical funds and have fun – all while virtual.

Innovation won, and the virtual Centra Celebration was a success! ABC13-WSET produced a heartwarming 30-minute video paying tribute to each of the evening’s distinguished honorees: George Hurt, MD; Carolyn Jacques, M.Ed, RNC; Cecilia MacCallum, MD; and Thomas Nygaard, MD. Sponsors were encouraged to host socially distanced “watch parties,” sustained with delicious food and beverages from Isabella’s Italian Trattoria. Supporters far and wide were invited to tune in to the free live-streamed event from the comfort and safety of their own homes. Those who pre-registered were entered into a prize drawing to win a beautiful 30” x 40” original painting donated by local artist Lindsey Winfrey.

Hosted by the dynamic team of Centra Senior Vice President Michael Elliott and media personality Patti Martin, the inaugural Centra Celebration held on September 12 raised over \$115,000! Proceeds of the event supported Centra’s cancer, pediatric and cardiovascular care services, and provided critical support to COVID-19 relief efforts.

With a stellar line-up of honorees and the ingenuity of a dedicated team of staff and volunteers, the unthinkable was achieved!

THANK YOU SPONSORS AT \$2,500 AND ABOVE!

DIAMOND SPONSOR

Richard D. & Carolyn W. Jacques Foundation

MEDIA SPONSOR

WSET

PRIZE DRAWING SPONSOR

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Karin & David Truitte
Shannon & Mike Valentine



Courtney and Andy Mueller, Andrea Byers, Kelly Knight, Allison Ebert, Beth Doyle, Patti Martin, Michelle Thomas and Michael Elliott

2020 CENTRA CHAMPIONS

Continued from page 9

in establishing the Pediatric Center at Centra Lynchburg General Hospital and the Center for Childbirth and Family Education at Centra Virginia Baptist Hospital (VBH).

George Dawson, retired Centra CEO, said, “Carolyn Jacques is the quintessential nurse. She established a deep commitment and standard of maternal and pediatric care in our community. It’s hard to drive by VBH and not think of Carolyn Jacques.”

Cecilia MacCallum, MD

President, Lynchburg Hematology and Oncology Group

Cecilia MacCallum, MD, didn’t come to medicine through a direct path. After studying rhetoric and Eastern Religion at the University of Virginia for her undergraduate degree and minor, Dr. MacCallum embarked on an adventure as a teacher in Kenya. In the remote village where she lived, she didn’t have electricity and was an hour’s walk from her friends in the next village. The villagers and children immediately loved her, and her commitment to helping others was cemented.

After returning to the states, Dr. MacCallum earned her MS in biochemistry from the Medical College of Virginia and her medical degree from George Washington University Medical School.

“She brings excellent knowledge,” says colleague Joseph Houry, MD. “She is very well trained, but she brings something extra with her and that is carried over from her personal life. It’s carried over to her professional life, and it’s the same type of caring and love for people that she has in general that [all of] her patients sense, even when they first meet her. And there’s a bond there that’s formed almost immediately. I think that makes the patients know that she truly cares about them and will do everything she can for them.”

“There’s nothing more rewarding and more fulfilling to me or more joyous than going to my clinic,” explains Dr. MacCallum. “The people that are there, both the support staff, the infusion nurses – it’s just like coming home. It’s like a family there. And the privilege of seeing these patients! I get to make them feel better. That you can take such a horrible thing as cancer and make it better for them – it’s an incredible gift.”

Thomas Nygaard, MD Senior Vice President, Chief Medical Officer, Centra, Retired

Thomas Nygaard, MD, is synonymous with cardiac care in the Lynchburg community. In fact, he set up Centra’s first cardiac catheterization lab. His start in healthcare began when he was in college as a scrub tech in the operating room. His work there not only paid his way through college, but also confirmed his desire to be a physician.

“Succinctly, Tom is one of my heroes,” says Dr. Hurt. “He almost single-handedly built the cardiology program here.”

George Dawson shares, “Tom was on the faculty at the University of Virginia, involved in research, teaching medical students and treating patients. When they decided to develop a cardiac cath lab here in Lynchburg, Dr. Charles Sackett set out to find the best cardiologist he could. Dr. Sackett said to me, ‘I know this young fella up in Charlottesville and he’s the person I send my sickest patients to. He’s the guy that we should try to get.’”

Dr. Nygaard came to Lynchburg, and the rest, as they say, is history. But it wasn’t always easy. In fact, he says that the first year was very difficult because he had no other coverage for the cath lab.

“The first year was a challenge. I didn’t get to spend a lot of time with my family. I really had no days off. It was a very challenging time.”

Through it all, his wife, Ellen, supported him and the family. They met when he was a resident, and as a nurse she understood the challenges. Dr. Nygaard credits Ellen with a great deal. “She was very supportive throughout my career. I really couldn’t have practiced as I did without Ellen and her dedication to our kids. Our kids have been very successful, and I credit Ellen with that. It wasn’t because I was around all the time. It was because she really took care of the kids and did whatever was necessary to keep the household going.”

George Dawson reflects, “You know, if you’re very fortunate in life you might have a chance to work with somebody who elevates everybody around him. Somebody who by the example he sets for his own work ethic makes everybody else perform at the very highest level. Such a person was Tom Nygaard when I worked with him, and he’s that way today. I’m fortunate to have called him a colleague and a friend.”

It is his dedication to excellence that makes Dr. Nygaard stand out. “Tom changed the face of medicine in Lynchburg. He set a standard for excellence and he set a standard for quality. But most importantly, he put the patient first in every decision he made and everything that he did,” says Dr. Hurt.



Sponsors Bill Van Dyke and Pat Gleason at their private “watch party”



SAVE *the* DATE JUNE 26, 2021

Don’t miss the 2021 live-streamed
Centra Celebration honoring:
MaryJane Dolan, Paul Fitzgerald, MD
and Centra Frontline Caregivers!

Read more:
CentraFoundation.com/Celebration

“I love taking care of patients,” says Dr. Nygaard. “Obviously why you go into medicine is to take care of patients. It’s so rewarding to treat patients of all types and all backgrounds. You learn so much from your patients. You learn from their families. You get to know their families. With a lot of people with chronic illnesses, you get to be part of their family. When someone comes in with a severe heart attack and you are able to rescue them from the heart attack, it’s extremely rewarding.”

GIVING BACK TODAY AND TOMORROW

Walker and Sallie Sydnor map out their key priorities in their estate plan

Voicing their commitment to continued first-class healthcare in Central Virginia, Walker and Sallie Sydnor have left a gift by will to the Centra Foundation as part of their estate plan.

“When you think of living in Central Virginia – the natural beauty, the four seasons, the great people, the excellent healthcare system...the overall quality of life is very high,” said Walker, retired president of Scott Insurance. “Centra offers a total healthcare system that covers the circle of life, and anything that we can do to support its quality care is a wise investment.”

The Sydnors, both 71, developed their estate plan while in their 50s. Working with their financial advisor, Walker applied his strategic planning skills that helped build a regional, employee-owned insurance firm into the second largest independently owned insurance agency in the Southeast.

Their plan

A life insurance policy on the couple will provide an inheritance to their three children, Curt, Brantley, and Giles. The couple’s investment assets will go to the community—50 percent directly gifted to Centra and other named institutions, and 50 percent to a donor-advised fund held at the Greater Lynchburg Community Foundation, the proceeds of which will be distributed by their children to charities of their choice on an annual basis.

“Many people are uncomfortable with the concept of death and estate planning, but we believe it is an important thing to do,” said Walker. “I prefer not to leave things to chance. Figure out your priorities and map it out as best as you can with the help of a financial advisor.

“After we finalized the plan, we all went to the beach and had a family meeting where the plan was unveiled. The kids were enthusiastic and it was an uplifting experience, so much better than trying to resolve matters like this in an emotional moment.”

Reason for giving

Walker, who served on the Centra Board many years as a member and eventually as chair, stepped off the board three years ago. While he was chair,



Walker and Sallie Sydnor left a gift by will to the Centra Foundation.

Centra expanded in many areas including the completion of the Centra Alan B. Pearson Regional Cancer Center, the 100 percent purchase of Piedmont Health Insurance and Centra Bedford Memorial Hospital, and the expansion of Centra Medical Group’s network of providers, including the building of new facilities throughout Central and Southside Virginia.

The couple points to the excellent care they have received from Centra as a major contributing factor to their gift. “Our three children were born at Centra Virginia Baptist Hospital, and we have received top notch care from the Centra Medical Group primary care and specialty physicians, as well as from practices outside the Centra network,” Walker said.

Sallie noted, “At Walker’s retirement, we considered other living options, but always came back to the excellent medical care in this region. It would be hard to leave.”



“

If one cares about certain institutions and charities, including them in your [estate] plan is a tremendous way to memorialize your feelings and help the institutions.

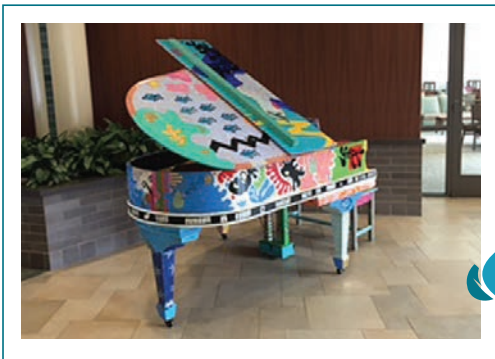
Walker Sydnor

”

Community service

The couple’s service and philanthropy over the years has been a true gift. In addition to having contributed to the Centra Foundation’s campaigns for the cancer center and the Rosemary & George Dawson Inn, they support the annual fund. Walker was also the former board chair of the University of Lynchburg (then Lynchburg College) Board of Trustees, and was a former campaign chair for the United Way.

Sallie has applied her artistic talents to brighten the lives of Centra patients. Known for her work in oils and mixed media in still life, landscape



Grand piano painted by Sallie Sydnor and Claudia Stubstad at the Centra Alan B. Pearson Regional Cancer Center.

and portraiture, she collaborated with local artist Claudia Stubstad to paint the grand piano located in the lobby of the Centra Alan B. Pearson Regional Cancer Center, after which she painted the upright piano under the donor wall at Centra Lynchburg General Hospital.

Planning ahead

In the uncertain times of the COVID-19 pandemic, Walker believes planning ahead can give each of us some control of the future.

“The pandemic has thrown many lives into disorder and shown the extent that random and uncontrollable forces can impact us,” he said.

“The lesson to me is that we should pay special attention to things that we can plan, realizing that random events will always be with us. Included in the list of plannable items are medical directives, wills, and estate plans for those with assets. If one cares about certain institutions and charities, including them in your plan is a tremendous way to memorialize your feelings and help the institutions. The exact details and amounts can be flexible, but the overall plan will be of great help to everyone involved.”

CREATE A LASTING LEGACY

Each year, donors generously support Centra through bequests, charitable trusts, gift annuities, living trusts, beneficiary designations on retirement accounts and life insurance policies, and through many other planned giving options. Centra deeply appreciates each and every one of these legacy gifts.

When you include Centra in your estate plans, you are eligible to become a member of our Legacy Society. There is no minimum gift level required for membership. Please consider notifying us of your plans so we can thank you for your gift and welcome you into the society. We would like to recognize your gift, but you can keep your plans in total confidence if you prefer. For a confidential conversation about legacy giving, please contact Beth Doyle at beth.doyle@centrahealth.com or 434.200.4790.

For more information, please visit our comprehensive online planning guide at Legacy.CentraHealth.com



FUNDS SPOTLIGHT

WHY GIVE?

As a community-based, not-for-profit healthcare organization, Centra invests all revenue back into its services and into the local community.

In a good year, Centra realizes a razor-thin profit margin, which is used to fund new life-saving medical equipment, advances in technology, facility upgrades, educational programs and health services for underserved populations in our community. In a good year, Centra depends on private support to enhance these investments in the community and to continue to provide exceptional care for patients.

In years when a coronavirus creates the most extraordinary demand for medical resources in our nation's history, your local healthcare system needs donor support more than ever.

WHERE TO GIVE

Your gift is important, and we invite you to direct your gift in a way that is meaningful to you. Contributions to existing funds or endowments are welcome at any giving level. To see the full list of our existing funds please visit CentraFoundation.com/Our-Funds. New funds can be created with a minimum gift of \$15,000. For assistance, please contact Beth Doyle at 434.200.4790, Kelly Knight at 434.200.4850 or Allison Kughn Ebert at 434.200.2376.

Our current priorities include:

General Areas of Interest

- Greatest Need/COVID-19
- Centra College Scholarships
- Nursing Development-Bowen Fund
- Patient Assistance

Service Lines

- Cancer Care
- Critical Care
- Heart & Vascular Care
- Pediatric Care (CMNH)



GREATEST NEED FUND

Your gift to the Greatest Need Fund will allow your local healthcare system to quickly respond to emergent needs like the COVID pandemic in a variety of ways:

- Underwrite training to re-skill and up-skill caregivers for deployment to inpatient units
- Retrofit, establish and maintain ancillary treatment areas for patient surges
- Provide life-saving health screenings, medical care, and patient support for our neediest patients, even when they cannot afford it
- Purchase equipment and supplies like ventilators, gowns and face masks
- Support caregivers on the front lines
- Underwrite expenses that will not be reimbursed by federal CARES funding
- Provide public health education, and more



CENTRA COLLEGE SCHOLARSHIP FUND

The Lynchburg General Hospital School of Nursing was established in 1912 to meet a vital community need for professional nurses in the Lynchburg area. Over the years, facilities and curriculum were modified to keep pace with advancement in nursing science and education. Today, Centra College offers four nursing programs: Certified Nurse Aide, Practical Nursing, Associate Degree of Nursing and an online RN to BSN program. With more than 300 students enrolled, Centra College addresses the critical need of training our front line caregivers.

In 2020, 73 nursing students were awarded scholarships totaling \$53,000 thanks to donor support. To learn how your support helped recent grad Jordan Kestel join our front line team, visit CentraFoundation.com/Education-Scholarships.



CHILDREN'S MIRACLE NETWORK HOSPITALS (CMNH) FUND

Children's Miracle Network Hospitals (CMNH) is an alliance of premier children's hospitals throughout the United States and Canada. Since 1983, CMNH has raised more than \$7 billion; donations stay local to fund critical treatments and services, pediatric medical equipment and charitable care.

Centra is proud to have two hospitals within the network. Centra Lynchburg General Hospital houses a state-of-the-art, child-friendly, 11-bed Pediatric Center and a specialized Pediatric Pod in the Emergency Department. Centra Virginia Baptist Hospital has a Level III Neonatal Nursery, making it a referral center for the region. Your gifts to the CMNH Fund help ensure that local children have the specialized care they need.

FUNDS SPOTLIGHT



HELPING HANDS FUND

Centra's Helping Hands program provides emergency assistance for Centra caregivers in times of acute, unexpected need. Over the past five years, over 400 caregivers have received support totaling over \$500,000.

Employee gifts to the annual Centra Family Campaign help to support the program. In 2020, community members added support, raising an unprecedented \$106,000.

For an example of how one caregiver benefitted from the program last year, please read Bobby Stout's story on page 20.



ROBERT R. AND REBECCA PEEBLES BOWEN NURSING FUND

A practicing orthopedic surgeon in Lynchburg for 40 years, Robert R. Bowen, MD, and his wife, Rebecca Bowen, made numerous contributions to healthcare and healthcare education during their lifetimes. The couple funded a new surgical suite and adjacent waiting room at Centra Lynchburg General Hospital, as well as the Robert R. Bowen Fitness Center, a fully equipped fitness center for employees.

The Bowens' legacy will continue, thanks in part to a \$1.84 million bequest from the couple. The bequest will provide ongoing funding for the Bowen Center for Nursing Transformation, an evidence-based program that provides training and development opportunities to Centra nurses at all stages of their career.



CENTRA'S HEART & VASCULAR INSTITUTE FUND

The Centra Heart and Vascular Institute inspires healthier communities through personalized, comprehensive and compassionate heart & vascular care. Nationally recognized for their contributions in advancing patient care and positive clinical outcomes, Stroobants Cardiovascular Center is in the top 98 percent in the nation for treatment of heart attacks.

Building on the foundation established through the [Charles] Sackett Heart Fund, gifts to the Heart & Vascular Institute Fund ensure that patients have access to state-of-the-art services, clinical expertise, facilities, and technology dedicated to first-rate cardiovascular care.



VIRGINIA A. HENDERSON NURSING EDUCATION ENDOWMENT

The Virginia A. Henderson Center for Nursing Research & Innovation was established in 2009 through a generous donation from George Hurt, MD, and Cinda Hurt in memory of Cinda's aunt, Virginia Henderson. Henderson made significant contributions to the nursing profession as a theorist, researcher and educator and is considered the foremost nurse of the 20th century by the American Nurses Association.

The Hurts' endowed gift provides ongoing support for the center's mission to inspire and support evidence-based practice and innovative research to promote excellence in professional nursing and patient care. Every November (with the exception of 2020), the Virginia Henderson Research Symposium recognizes Centra's nurses for their continued patient-centered, holistic approach to care.

2020 CENTRA SOCIETY DONORS: THANK YOU FOR YOUR GENEROSITY

We thank our donors for their generous contributions during the calendar year 2020. This listing includes donors to the Greatest Need Fund, to Children's Miracle Network Hospitals, and to other restricted funds and campaigns. Every effort has been made to ensure the accuracy of names listed. If there is an error or omission, please accept our apologies and call us at 434.200.2610 so that we can correct our records.

Donors who contributed \$1,000+ are members of the 2020 Centra Society. In 2021, Centra Society membership will start at \$1,500.

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Continued on page 18...



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Continued from page 17

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Foundation Board Chair Carolyn Jacques, left, with 2021 new board members Cap Eschenroeder, Winifred Agard and Jim Dunstan

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To see a full listing of donors, visit [CentraFoundation.com/Your-Impact](https://www.CentraFoundation.com/Your-Impact).

HELPING HANDS PROGRAM IN ACTION

Program promotes giving and receiving

Words almost fail Bobby Stout, coordinator of Centra information technology, when he thinks about how much the support of his coworkers and Centra's Helping Hands program have meant to him and his wife, Lisa.

Married in July of 2016, the couple found out two days after their wedding that Lisa had been diagnosed with colon cancer. The need for major, complicated surgeries meant Lisa needed the kind of care available only at specialized cancer centers outside the area.

"We spent our honeymoon and the past four years traveling to physicians and hospitals," said Bobby. "After her cancer returned three years after her first surgery at Duke University Hospital, Lisa's only option was treatment at the Mayo Clinic in Minnesota. She has been there since October, undergoing three 15-hour surgeries, radiation and chemotherapy and now rehabilitation. Because of COVID-19, I have only been able to be with her for three short times before and after surgery, but just knowing that I was in a hotel across the street meant the world to her. Without the support of my coworkers and Helping Hands, I don't know how I would have managed the travel expenses."

Centra's Helping Hands program provides emergency assistance for Centra caregivers in times of acute, unexpected need.

"Helping Hands promotes both giving and receiving," said Darren Miller, director of pastoral care for Centra. "The program is a meaningful opportunity for caregivers to support other caregivers. The behavior that the program encourages aligns with our just cause – partnering with you to live your best life."

In 2020, the Centra Foundation saw a significant increase in designated gifts to Helping Hands in response to the COVID-19 pandemic. Centra employees, as well as several community members, increased their giving to support Centra caregivers in need of assistance. Total contributions to Helping Hands for 2020 was \$106,000, three times that of the \$34,436 given in 2019.

Darren noted that Helping Hands funds supported caregivers who lost income because they ran out of personal time off days or lost the ability to work because of COVID-19.

When a significant need arises, the employee's manager, director of pastoral



Director of Pastoral Care Darren Miller

care and chief people officer approve the collection of funds from fellow caregivers. The amount collected is then matched or doubled up to \$2,500 with Helping Hands funding.

"Ten percent of unrestricted employee gifts to the Centra Foundation's annual Centra Family Campaign go to the Helping Hands program," said Darren. Employees also have the option to designate a greater percentage or the entirety of their gift to Helping Hands.

Darren noted that between 2016 and November 2020, 402 caregivers have benefited from the program, with support totaling \$539,701.

For Bobby and Lisa, now is a time for Lisa to heal. The extent of her surgeries after the cancer spread means that Lisa needs to learn to walk again. They visit via FaceTime and look forward to the day when she is well enough to come home.

"I want everyone to know how appreciative we are for the Helping Hands program," he said. "Because the fund matched what my coworkers collected, I could see my wife both while she was at Duke University Hospital and again at the Mayo Clinic. There simply aren't enough words to express our appreciation."

"I hope people continue to support Helping Hands," Bobby said. "You never know when there might be a family emergency and you could need this help. My wife was young and healthy until these medical issues occurred. As of November 23, she is cancer free. All she wants to do is walk, and we have faith that she will."

CENTRA LEADERS – HEROIC GIVING

Centra leadership giving increased by 137% during pandemic

The Centra Foundation's annual Centra Family Campaign kicked off in April with record levels of leadership giving. On the first day, Andy Mueller, MD, Centra president and chief executive officer, announced he would contribute his entire salary for the month of April to the campaign, dedicating his gift toward employee assistance. Adding to the unprecedented demonstration of leadership giving, numerous board members and executives made milestone gifts.



Please accept this donation with my heartfelt thanks to all of our employees who every day interact with patients and put themselves at risk to care for the most vulnerable people in our community.

– Les Reed, MD, FACP

Centra senior vice president and Centra Medical Group president



I gave, but I first received. Centra and the communities we serve welcomed me and my family with open arms almost seven years ago. Giving back through the Centra Family Campaign is how we say thank you back to our community and pass on the blessings bestowed upon us.

– Michael Elliott, PharmD, MSHA, FACHE

Centra senior vice president and chief transformation officer



I'm joining Andy in supporting our caregivers. Centra has the very best. I know firsthand because I've been through the ED and admitted twice in a year. I am so impressed with the quality of the people, especially the nurses.

George Zippel

Retired corporate executive and vice chair of the Centra Board

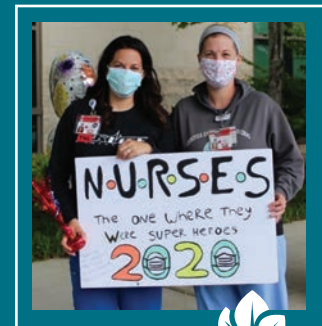
WE ARE CENTRA – CENTRA FAMILY CAMPAIGN

The generosity of our caregivers is one of the hallmarks that makes Centra the best place to work. Centra employees support the Centra Foundation's mission through charitable gifts, payroll deduction and donations of paid time off (PTO) and, together, help ensure that excellent care is always available in our community.

More than **1,200 employee donors** gave back to Centra in 2020. Employee giving reached historic milestones, with caregivers contributing nearly **\$450,000** this past year.

Because of the generosity and compassion of employees, we made an incredible difference in the lives of our patients and fellow caregivers alike.

Thank you, Centra Caregivers, for making Centra the best place to work, practice medicine and receive care.



CORPORATE AND FOUNDATION PARTNERS IN HEALTHCARE PHILANTHROPY



CAPTRUST



BOXLEY



THANK YOU FOR YOUR 2020 LEADERSHIP GIVING AT \$2,500 AND ABOVE



Dear Friends of Centra,

Your commitment to the Centra Foundation is always important. However, it has never been more crucial than it is now, in the midst of a COVID-19 crisis that has tested our perseverance and tapped our community's healthcare resources like never before.

Your generosity to Centra has helped us meet the challenges of the pandemic head on, promoting healing and providing hope to the people of Central Virginia.

We continue to fight COVID-19 while addressing the myriad of other serious healthcare issues that confront us. But I know we will succeed because our system is strong and your support has been unwavering.

This Impact Report describes how your gifts have made a real difference in the lives of our caregivers, our patients and the Central Virginia community. I encourage you to read the collection of inspiring stories assembled here.

Let me close by expressing my personal appreciation for all that you do for the Foundation, and for those who benefit from its good work; we would not be the organization we are today without your assistance.

With warm regards,

Richard Tugman
Interim President and CEO

A message from Centra Board Chair Amy Ray:

Richard Tugman has been named Centra's interim president and CEO following Andy Mueller's appointment as chief executive of MaineHealth. Richard has served as CEO of Piedmont Community Health Plan, a wholly owned subsidiary of Centra, for the past four years. We welcome Richard to his new role. Centra has embarked on a national search to find a permanent president and CEO, an exciting and equally challenging mission. We look forward to welcoming a new leader who will be an asset to our strong and talented healthcare team. That team's capabilities have been tremendously challenged over the past year in response to the COVID-19 pandemic. I am pleased to report that we have been up to the task and are emerging an even more resilient organization. We have an exciting road ahead, and I look forward to having you join us on our journey.



CENTRA
Foundation

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