



CENTRA Foundation

2021 Impact Report

Local Giving  Local Impact

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ON THE COVER

140 days in the ICU.
7 months in the hospital.
1 precious daughter born during that time.

Caregivers celebrate with patient Santiago Cruz as he is discharged.

See the story and your role in it on page 6.

Dear Friends,

Early in the pandemic, so much seemed like a sprint — for protective gear and life-saving equipment, vaccines and vital therapies. By comparison, 2021 felt more like a marathon. And you were there every step of the way.

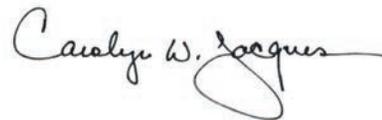
As the pandemic continued to strain our community and health system, your extraordinary generosity made an indelible impact on patients, Caregivers and Centra. Together, we saved lives, enhanced services, assisted those unable to afford care, provided support for Caregivers during one of the toughest years yet and strengthened our system for the future.

You increased your support or made a gift for the first time, sponsored, offered encouraging words and sought to understand our greatest needs.

Our healthcare system and community will likely feel the effects of the pandemic for some time, and new challenges are certain to arise. With your partnership, we can meet those challenge, embrace opportunities and continue to make a profound difference for the health of central and southern Virginia.

On behalf of the Foundation, the board, Centra Caregivers and everyone who needed – or will need – quality care close to home, we offer our most heartfelt thanks. To our dedicated Caregivers, thank you for being there for our community every step of the way.

With appreciation and gratitude,



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



Beth Doyle, CFRE
Executive Vice President



YOUR IMPACT: 2021 FUNDS DISTRIBUTED

TOTAL: **\$2,740,200**

 **THANK YOU** 

*for all the ways you made an impact for patients and healthcare in central and southern Virginia!
Your generosity makes a difference now and for generations to come.*

\$205,600
EDUCATION & SCHOLARSHIPS



Nursing scholarships and continuing education for our workforce.

\$969,200
PATIENT ASSISTANCE



Support for patients who struggle to afford care.

\$1,154,300
PROGRAMS



Help for our tiniest patients, support for Caregivers and so much more.

\$411,100
CAPITAL IMPROVEMENTS



Facility upgrades and essential, life-saving equipment.



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

EDUCATION & SCHOLARSHIPS

In a year that contributed to a global nursing shortage, your gifts put more Caregivers in our local facilities, helped students with a passion for healthcare access a quality education at Centra College and provided continuing education for current Caregivers.



PAVING THE WAY FOR FUTURE CAREGIVERS

Centra College was at the top of Andrea Bowling's list of nursing schools. Thanks to one of the Centra Foundation's scholarship funds for nursing students, Andrea is fulfilling her dream of being a successful registered nurse.

With a midwifery apprenticeship background, Andrea assisted midwives with home births in her local community of Hurt, Virginia. Thoroughly enjoying the work, she decided she wanted to pursue a nursing degree "to have greater ability to work in more places and help more people."

Knowing a few graduates, Andrea said she "always got the sense that Centra College nurses were well prepared for their careers."



Andrea Bowling was awarded the Beverly W. & Hampton O. Powell Scholarship to pursue a nursing career at Centra College.

“ [The scholarship] really helped me be able to afford my tuition and removed some of the burden. I am always working hard, and I don't waste anything I've been given. Thank you. ”

Andrea Bowling

She began her first year of classes at Centra College in 2020. When grant dollars ran out, she was thrilled to be awarded the Beverly W. & Hampton O. Powell Scholarship, which provides assistance to nursing students from Altavista, Lynch Station and Hurt. It is one of several scholarship funds and endowments donors can give to through the Centra Foundation.



Andrea shared that the scholarship "really helped me be able to afford my tuition and removed some of the burden."

She praised her instructors and shared that they "really encourage and push me, making sure I go above and beyond. I really appreciate that."

As a student, she was able to gain valuable experience working as a Caregiver in the pulmonary unit on the COVID-19 floor at Centra Lynchburg General Hospital. While it is unusual to train during a pandemic, she knows her Centra College education was excellent preparation.

She is currently a nurse with Centra's cardiac intermediate medical unit.

Andrea wants donors to know that she is going to be successful. "I am always working hard, and I don't waste anything I've been given," she said. "Thank you."

CAREGIVER TRAINING FOR CRISIS INTERVENTION



What happens if a patient were to become aggressive or even violent? Thanks to funding from the Centra Foundation, Caregivers are learning how to prevent such behavior, defuse tense situations and respond to keep everyone safe.

With an emphasis on risk assessment and de-escalation techniques, Nonviolent Crisis Intervention Training is helping Caregivers provide crisis intervention care.

“I want to give thanks to the Foundation for funding the training,” said Shannon Miles, MSN, RN-C, senior director of nursing for psychiatry and behavioral health. “We were able to train 10 Caregivers from across the system who will then train other Caregivers.”

Instruction, role playing activities and opportunities to create plans were all part of the training. It included both an online component and in-person activities. Caregivers learned how to strengthen nonverbal communication, assess behavior, use different styles of intervention and more.

The training comes at a critical time. Health systems across the country have reported an increase in aggressive patient behavior.

Caregivers say the training was helpful. The plan is to train additional Caregivers this year.

“I learned safer strategies to utilize if hands-on restraint is necessary that significantly reduce the risk of injury to the patients and staff,” said Megan Franklin, BSN, RN-BC. “The program gives you mental models to think through during situations to see if the risk of harm outweighs the risk of safety in these moments so the best decision to keep everyone safe can be made.”



Centra Caregivers are being trained in crisis intervention care.

About the program

Caregivers were given a framework to help them:

- Identify crisis behaviors.
- Manage their emotions and stay calm to influence a positive outcome.
- Strengthen nonverbal communication.
- Use safety intervention strategies.
- Determine how physical strikes can be managed or avoided.
- Assess risk behavior.
- Practice different styles of intervention.
- Think about restrictive interventions as a last resort.
- Re-establish the relationship with the patient.

To learn more and support current and future Caregivers, visit CentraFoundation.com/Nursing.

Your impact in 2021:
\$205,600

- Bridges Treatment Center resident scholarships.
- Centra College nursing scholarships.
- Continuing education for Heart & Vascular Institute Caregivers.
- Lynchburg Family Medicine Residency faculty development.
- Maternity care implicit bias training.
- Nonviolent crisis intervention training.



Most students pursuing an associate degree in nursing at Centra College go on to provide care in a Centra facility immediately following graduation.



Patient Assistance

The pandemic continued to place a strain on many of our neighbors. You provided hope and help for patients who qualified for financial assistance. Your gifts meant treatment for life-threatening, chronic and rare illnesses. Support services. Free health screenings. And compassionate care close to home when it mattered most.



LIFE-SAVING TREATMENT AND A FUTURE WITH HIS NEWBORN DAUGHTER

When Santiago Cruz sought care for COVID-19 symptoms in January 2021, he had no idea how long and arduous the road ahead would be — or that he and his family would experience so much generosity and meet so many dedicated Caregivers along the way.

Thanks to donor support, Santiago did not have to worry about getting the care he needed. His treatment included 140 days in Centra Lynchburg General Hospital's Intensive Care Unit. Time on a ventilator. The amputation of his left leg due to vascular issues. A new prosthetic leg donated to Centra by Virginia Prosthetics and Orthotics. Rehabilitation to learn to walk again.

Seven hard months away from his home and pregnant spouse.

"Everyone fought so hard for him," said Garry Gellert, PT, DPT, lead physical therapist in Critical Care. "Caregivers lined the hall to clap and cheer him on when he was discharged from the ICU, and then again when he was discharged from the Acute Rehabilitation Center in August. Now he's like family."

“It was such an incredible feeling for the staff to be able to help this family and bring joy and kindness to a family in need.”

Cindy Daugherty, RN
Nurse Manager



Santiago Cruz holds his newborn daughter.

After learning about the couple's challenges, acute care nurses Stephanie Stewart, Bridgett Smoot and Dana Stinnett threw Santiago's wife, Luisa, a baby shower. Caregivers across Centra donated items. Luisa gave birth at Centra Virginia Baptist Hospital in June.

"Words cannot express how proud I am of this team when they have endured such a challenging year themselves — nursing in the middle of an unprecedented pandemic," said Nurse Manager Cindy Daugherty, RN. "It was such an incredible feeling for the staff to be able to help this family and bring joy and kindness to a family in need."

Prior to Santiago's discharge, his case management team worked on a plan for continued care that would be viable for the family after he returned home.

"We were all so excited to see him come from where he was then to where he is today," said Christina Vanleer, coordinator for the Centra Medical Group service line. "It is truly amazing."

FINANCIAL ASSISTANCE FOR HOSPICE PATIENTS



Comfort. Support. Pain management. A warm hand to hold when it matters most.

Compassionate, high-quality end-of-life care makes a real difference for patients and families.

Thanks to your generosity, patients who could not otherwise afford hospice care were able to turn to Centra Hospice and Centra Bedford Hospice House.

“In any given year, almost half of our patients are not able to pay,” said Centra Hospice Director Dana Garrett, BSN, RN, CHPN. “Medicare does not cover room and board. No one is turned away because of an inability to pay. We are so grateful that we can provide this care to our community.”

Hospice helps when a cure is no longer possible. Bedford Hospice House assists patients enrolled in Centra Hospice or who are eligible for care but cannot remain at home. Patients and families can rest easier knowing experts are providing 24-hour care in a soothing residential setting.

Private rooms, beautiful gardens and space for loved ones to gather and stay overnight are some of the accommodations. Caregivers help patients and families understand what to expect, administer medicine, answer questions and serve as a calming presence during what can be a difficult time.

In 2021, Bedford Hospice House safely cared for 26 patients by amending visitation policies as needed and following guidelines to keep patients, their loved ones and Caregivers safe during the pandemic. They have cared for 128 patients since 2017.

The need for the specialized care continues to grow.



Centra Bedford Hospice House

Centra Bedford Hospice House provides care for patients whose circumstances vary, including:

- Elderly patients who do not have family members who can care for them.
- Young parents who do not want their children to experience their death in the family's home.
- Patients who do not have family nearby.
- Patients who could not otherwise afford care.
- Patients who are unable to return to their home due to other circumstances.

“Many people say that they wish they learned earlier that hospice is not only for crisis care in the final few days,” Dana said. “Hospice is a change of focus — to comfort, control of symptoms and quality of life. It is a privilege to be a source of support and make a difference for patients and families.”

Your impact in 2021:
\$969,200

- Assistance with medical bills.
- Cardio/pulmonary rehab program subsidies.
- Doula support and services for high-risk birthing mothers.
- Financial assistance for patients of Centra Bedford Hospice House.
- Free breast cancer screenings and diagnostic services.
- Lodging subsidies for guests at Rosemary & George Dawson Inn.
- Support services for Centra Alan B. Pearson Regional Cancer Center patients.



The Centra Foundation and volunteer M.A.A.M. (Mammograms Annually A Must) Committee hosted the 19th annual M.A.A.M. event September 24 on a virtual livestream. Your support last year raised over \$52,000 for free mammograms, diagnostic tests and community education.

To read more about these stories, visit CentraFoundation.com. To help local patients who need financial assistance or hospice care, visit CentraFoundation.com/Give.

Programs

Your donations translated into programs and partnerships that provided support for Caregivers feeling the strain of the pandemic, raised public awareness about important health matters and enhanced care for patients of all ages.

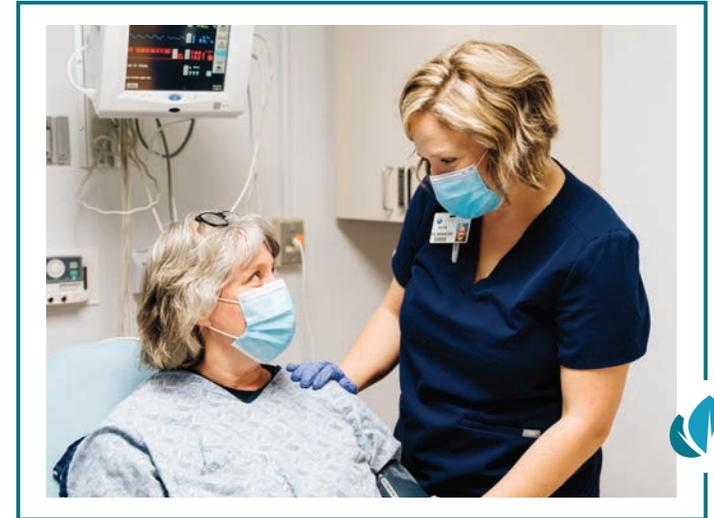


BOWEN FAMILY'S \$1.84 MILLION LEGACY GIFT CONTINUES TO BENEFIT CENTRA NURSING PROGRAM AND PATIENTS

In 2020, the World Health Organization called for an urgent investment in nurses. Thanks to a \$1.84 million legacy estate gift, Centra was well positioned to strengthen its nursing program. Outcomes for the program in 2021 were positive, and it is positioned to grow — benefitting Caregivers and patients well into this decade and beyond.

A \$1.84 million legacy estate gift from a local family at the end of the last decade is supporting Centra's nursing program during a critical moment for the profession and healthcare system.

The bequest continues the legacy of Lynchburg orthopedic surgeon Robert Richardson Bowen, MD, and his wife, Rebecca Peebles Bowen, and provides ongoing funding for the Bowen Center for Nursing Transformation, an evidence-based program that includes training and development opportunities for Centra nurses at all stages of their careers.



Legacy gift supports Centra nursing program.

Program, a comprehensive program for Centra nurses during the transition from new graduate to accomplished professional. Plans for 2022 include a new residency program for certified nursing assistants and expanded training for nurse preceptors.

“A comprehensive and holistic approach is needed to support nurse development,” said Jenna Lloyd-Fisher, DNP, MSMT, CNL, RN, vice president for clinical excellence and chief nursing informatics officer. “I want to thank the Centra Foundation for the continued support. Supporting our nurse residents to live their best lives, while we work to expand their knowledge and skills with the goals of improving patient care and the Caregiver experience, is critical.”

Dr. Bowen and Rebecca were longtime supporters of local healthcare and health education. They made numerous contributions during their lifetimes, including funding a new surgical suite and adjacent waiting room at Centra Lynchburg General Hospital and the Robert R. Bowen Fitness Center, a fully equipped workout facility for employees.

“Supporting our nurse residents to live their best lives, while we work to expand their knowledge and skills with the goals of improving patient care and the Caregiver experience, is critical.”

Jenna Lloyd-Fisher, DNP, MSMT, CNL, RN
Vice President for Clinical Excellence and
Chief Nursing Informatics Officer

Current goals for the nursing program include better support for new nurses, decreased turnover and enhanced satisfaction for Caregivers and patients. In 2021, the bequest supported the Nurse Residency

SUPPORT FOR WEARY CAREGIVERS



Thanks to your donations, Centra Caregivers were able to take advantage of curated spaces with resources to help them rest, reflect and recharge to be at their best.

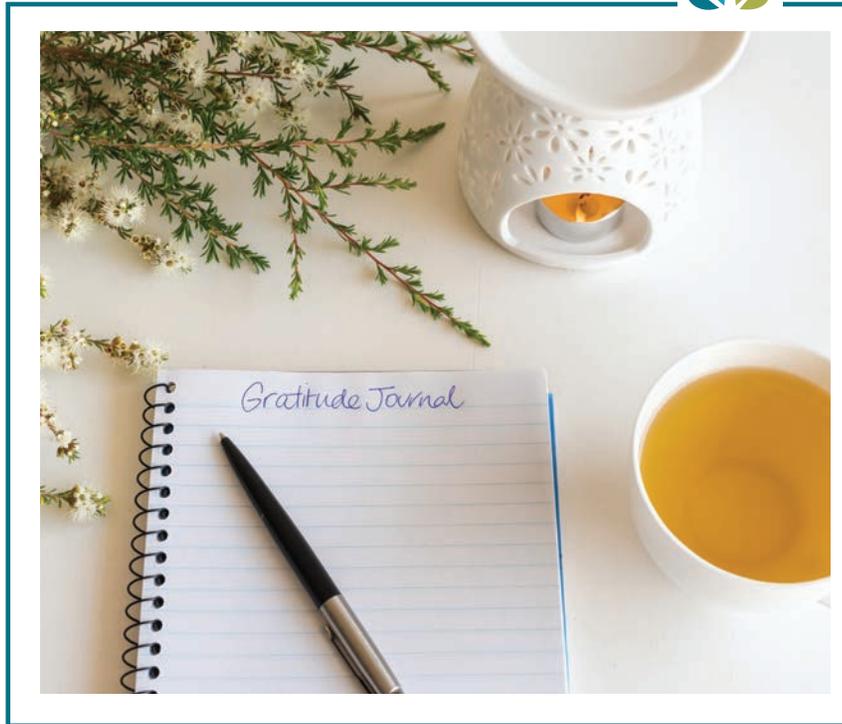
The Centra THRIVE Team, established last June and comprised of 25 dedicated Caregivers from across the health system, rolled out soothing spaces branded as THRIVE Pods.

“We are beyond grateful that we could create these spaces for our wonderful Centra Caregivers thanks to support from caring and appreciative donors, THRIVE Team members and Centra leaders,” said Medical Director for Clinician Wellness and Engagement Tiffany Niide, MD, PhD. “Working in healthcare is an immensely rewarding calling, but it also comes with unique challenges and stresses, which have increased significantly during this pandemic.”

Pods were rolled out in multiple locations across Centra facilities and included gratitude journals, art books, soft lighting, sound machines and resources to help with stress relief. Caregivers were encouraged to take a few moments to unplug, tap into their creativity and engage with the materials.

Dr. Niide recalled one day that stood out as she worked to set up the Pods.

“We were called by one of the critical care nurse leaders on a day that was particularly stressful for their team,” she said. “On top of a high volume of extremely ill patients, there were a number of



New mindfulness spaces support Caregivers' well-being.

emotional and challenging deaths. We were able to work closely with the leaders and found an office space we could temporarily use. Within one hour we had arrived and set up the items for a mobile THRIVE Pod for Caregivers. The leader announced the space and encouraged staff to take a moment, and almost immediately a nurse entered.”

She is proud of the Pods and glad they are available. “Our commitment to Caregivers' well-being is integral to our mission at Centra,” she said. “Allowing ourselves to hit the pause button and practice mindfulness can be incredibly beneficial.”

Your impact in 2021:
\$1,154,300

- Bowen Center for Nursing Transformation.
- Breast cancer public awareness.
- Brookneal primary care navigation.
- Centra Alan B. Pearson Regional Cancer Center front entrance attendant.
- Childbirth education materials.
- Children's Miracle Network Hospitals partnership.
- Diversionary activities.
- Helping Hands Program (emergency assistance for Caregivers).
- Neonatal transport jackets.
- Portable cribs for Afghan refugees.
- Bereavement services.
- Spiritual care and education.
- THRIVE Pods for Caregivers.

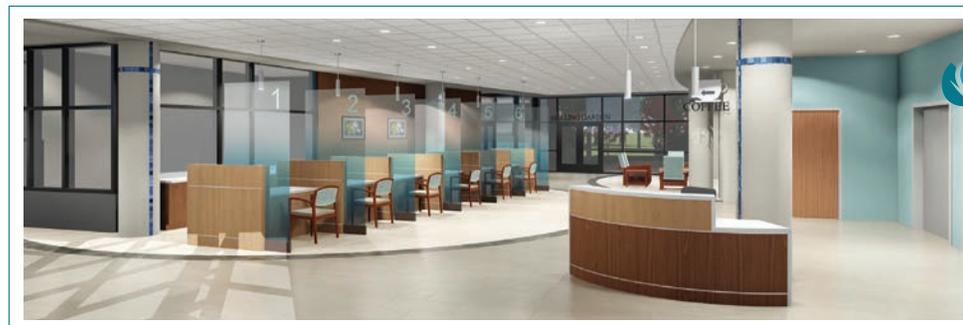


You funded new toys and activities that helped children needing care focus on something other than their pain and fears.

To learn more, visit [CentraFoundation.com/Where-Give](https://www.CentraFoundation.com/Where-Give).

CAPITAL IMPROVEMENTS

Your gifts enhanced care and saved lives. From facility and safety upgrades to new technologies and equipment, donors made a difference for patients and families with diverse needs.



Artist's rendering of centralized check-in area at the Centra Alan B. Pearson Regional Cancer Center.

LATE DONOR'S GENEROSITY CONTINUED TO MAKE A DIFFERENCE FOR CANCER PATIENTS

A centralized check-in area in the main lobby of the Centra Alan B. Pearson Regional Cancer Center reduced wait times and gave patients one less thing to worry about.

The project was funded by the Centra Foundation from a gift directed by the late Alan B. Pearson, for whom the center is named.

"We believe in taking care of our patients as soon as they walk in the front door," said Tom Angelo, vice president of the Centra Oncology service line. "The improved patient experience would not be possible without donor support. We can continue to invest in the latest cancer-fighting technologies and refine how we care for and serve our patients every step of the way."

The changes included:

- An open-lobby concept on the main floor.
- Six private check-in stations.
- A more personal and guided experience.
- Better access to the elevators.
- Signage to help patients find their way around.

In 2006, Alan B. Pearson pledged more than \$3 million to help establish the center. It opened in 2008. Through his lifetime and estate giving, he invested more than \$9 million in the center.

For a video tour of the changes, visit CentraFoundation.com/Cancer-Care.



The improved patient experience would not be possible without donor support. We can continue to invest in the latest cancer-fighting technologies and refine how we care for and serve our patients every step of the way.

Tom Angelo
Vice President
of the Centra Oncology Service Line



"We found that cancer patients had approximately 150 appointments along their journey," Tom said. "This project addresses one of those needs."

More than 460 generous donors have made gifts in support of the center's work since it opened.

"We are truly grateful to each and every person who has contributed," said Centra Cancer Center Senior Director Kathi Manis, MSN, RN, CEN, NE-BC. "The gifts help us continue to provide patients and their families with excellent outpatient care in a truly state-of-the-art facility."

Additional renovations to the center are scheduled. The total amount of funding will be reflected in the 2022 report.

BETTER CARE FOR BABIES



Having the right equipment can make all the difference. Especially when it comes to saving lives – and learning how to save lives.

Your gifts to the Children’s Miracle Network Hospitals Fund helped our tiniest patients have the specialized care they needed. They also gave local nursing students a chance to apply their knowledge and Centra Caregivers a chance to update their skills and practice scenarios they don’t often see.

“In healthcare simulation, technology changes rapidly,” said Johanna Derrenbacher, director of the Central Virginia Center for Simulation and Virtual Learning (VLC). “We have a commitment to our learners to provide the best equipment and technology.”

Recent upgrades include a new infant simulation manikin for the VLC, new essential equipment such as fetal monitors for Centra Virginia Baptist Hospital’s Birth Center and radiant infant warmers for the Intensive Care Nursery.

The radiant warmers offer comfort to newborns after birth and can be life-saving if an emergency arises. The infant simulation manikin replaced a heavily used older model that saw an estimated 2,800 hours of usage and had started to malfunction.



State-of-the-art equipment increases comfort and helps Caregivers save lives.

The new model is even more realistic than the previous one – and therefore better for practice. Students can see the chest rise and fall, check its pulse and look for dilated pupils in eyes that open and close responsively. The “skin” is designed to feel more like human skin.

“The importance of training with a manikin like this can’t be underestimated,” said Simulation Specialist Cait Farrar. “It helps students get comfortable working with infants, practice clinical skills and learn how to respond in critical situations. We tell students they are allowed to make mistakes here so they don’t make them later. We are incredibly grateful that we are able to have this here for them to use.”

Your impact in 2021: \$411,100

- A/V equipment for virtual family therapy within Centra Acute Child & Adolescent Psychiatry Unit.
- Bedford Adult Day Center upgrades.
- Fetal monitors for use in the Birth Center.
- Infant warmer for the Intensive Care Nursery.
- Mini telemetries for use in the Birth Center.
- Neonatal phototherapy equipment.
- Neonatal video intubation systems.
- Omni beds for the Intensive Care Nursery.
- Radiant Panda warmers for the Intensive Care Nursery.
- Security fencing at Bridges Treatment Center campus.
- Simulation Center infant manikin.



University of Lynchburg students work with a new infant simulation manikin.



A YEAR OF IMPACT

You walked.

You ran.

You attended events.

You sponsored.

You led.

You donated.

You spread the word that a gift of any size makes a difference for local health!



JANUARY



New board members

FEBRUARY



Continued support for increased medical needs

MARCH



An ambassador for local giving and pediatric care on Q99

JULY



Amy Carrier announced as president and CEO

AUGUST



Celebrating life-saving treatment

SEPTEMBER



M.A.A.M (Mammograms Annually a Must) hosted the 19th annual awareness event

APRIL



Caregivers were all in for the win with kickoff of the Centra Family Campaign

MAY



New flight helmets thanks to Ace Hardware

JUNE



The live-streamed Centra Celebration raised over \$170,000

OCTOBER



I AM WOMAN
5K raised
money for
pediatric care

NOVEMBER



Giving Tuesday

DECEMBER



A leadership gift for the Helping Hands Fund

You can help spread the word that local giving makes a local impact for health!

- Like us on Facebook: [Facebook.com/CentraFund](https://www.facebook.com/CentraFund).
- Sign up to receive our newsletter and other digital communications: [CentraFoundation.com/Connect](https://www.CentraFoundation.com/Connect).
- Share your “why” with others and us: foundation@centrahealth.com.

FUNDS SPOTLIGHT

WHY GIVE?

Your generosity helps our not-for-profit community health system meet unexpected challenges, save lives and embrace opportunities to continue to enhance healthcare for central and southern Virginia.

Your gifts make an impact for local friends, neighbors and families.

WHERE TO GIVE

We invite you to direct your gift in a way that is meaningful to you.

Thanks to the generosity of our donors, the Centra Foundation administers numerous funds. New funds can be created with a minimum gift of \$15,000. Contributions to existing funds or endowments are welcome at any giving level.

Some of the areas you can support:

- Greatest Need
- Cancer Care
- Critical Care
- Heart & Vascular Care
- Nursing
- Patient Assistance
- Pediatric Care

For a complete list of funds and to learn more about our priority areas, please visit CentraFoundation.com/Our-Funds.

WAYS TO GIVE

- One-time or Monthly
- Grateful Patient Giving
- Leave a Legacy
- Join a Leadership Society
- Make a Gift of Stock
- Be a Corporate Partner
- Support the Centra Family Campaign
- Support our Events

For more information, visit CentraFoundation.com or contact Allison Ebert at allison.ebert@centrahealth.com or 434.200.2376.



GREATEST NEED FUND

Emergent needs and patient support

Unrestricted gifts allow Centra to quickly respond to emergent needs, save lives and embrace opportunities to enhance care. Your generous gifts to the Greatest Need Fund have been – and continue to be – instrumental in Centra’s COVID-19 response and for patients who cannot afford care.

The pandemic has stressed our system in acute ways and will for the foreseeable future. With numbers continuing to fluctuate and more patients needing assistance for complex health challenges, your support is needed.



CHILDREN’S MIRACLE NETWORK HOSPITALS (CMNH) FUND

Quality care for pediatric patients

Centra is proud to have two hospitals within the Children’s Miracle Network Hospitals (CMNH Hospitals), an alliance of premier children’s hospitals throughout the United States and Canada. Centra Lynchburg General Hospital houses a state-of-the-art Pediatric Center and a specialized Pediatric Pod in the Emergency Department. Centra Virginia Baptist Hospital has a Level III Neonatal Nursery and Pediatric Specialty Clinic, making it a referral center for the region. All donations stay local to fund critical treatments and services, pediatric medical equipment and care.



WATT FOSTER FAMILY FOUNDATION SCHOLARSHIP FUND

Scholarship assistance for Campbell County residents pursuing nursing education at Centra College

The Watt Foster Family Foundation Scholarship Fund was established in May 2021 with a \$15,000 donation from the Watt Foster Family Foundation. The fund provides scholarship assistance for Campbell County residents pursuing nursing education at Centra College. Jennifer Bryant-Foster, vice president of real estate sales and management for Foster Fuels, Inc., and a trustee of the Watt Foster Family Foundation shared, “Our hope for this scholarship is that more students wanting to pursue a career path in nursing will now be able to make this choice.”



LUCILE UMBREIT CARDIOVASCULAR FUND

*For the maintenance of
Centra's cardiac unit*

Lucile Umbreit retired in 1977 after 40 years as a professor of music at Sweet Briar College. In her will, she left a bequest in memory of her brother, author and historian Kenneth B. Umbreit, to be used by the hospital for the maintenance of its cardiac care unit. Recently, funds were used to purchase three mechanical chest compression devices for Centra's life-saving extracorporeal membrane oxygenation (ECMO) program and approved for renovations to Centra Medical Group Stroobants Cardiovascular Center.

Photo courtesy of Sweet Briar College's Mary Helen Cochran Library



STELLA M. & HUBERT T. THORNHILL CHAPLAIN ENDOWMENT

*Funding for the Thornhill
Chaplain position at Centra
Virginia Baptist Hospital*

The significance of the role of the hospital chaplain was emphasized in 1986 by Stella M. Thornhill, a member of the first class of the Virginia Baptist Hospital School of Nursing (1927), through her gift to permanently endow the position of the chaplain. This gift was made in memory of her husband, Hubert T. Thornhill, a Lynchburg civic leader and one of the founders and trustees of the hospital. Emily Edmonds currently serves as the Thornhill Chaplain.



DAWSON PATIENT INN FUND

*Provides affordable lodging
for patients and their
family members*

The 20-room Rosemary & George Dawson Inn at 2012 Tate Springs Road in Lynchburg provides affordable lodging for patients, or family and friends of patients, who are receiving medical care at any Centra location. The inn opened in 2012 and fills a crucial need in the greater community for patients who must travel far from home. Closer proximity to care and treatment makes a real difference for patients.

ESTABLISH A LASTING LEGACY

Make a difference for local healthcare now and well into the future.

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. 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.

Thinking about making a gift? Let us know! We would like to recognize your gift, but you can keep your plans in total confidence if you prefer.

For more information, please visit our comprehensive online planning guide at Legacy.CentraHealth.com and contact Centra Foundation Executive Vice President Beth Doyle at beth.doyle@centrahealth.com or 434.200.4790.





DONOR SPOTLIGHT

Meet a few of our donors and read why they give.



FOR QUALITY LOCAL CARE

I contribute to the Centra Foundation from a sense of gratitude for the direct and indirect benefits my patients received while I was in practice. Gifting is a beneficial financial tool whereby I can facilitate Centra's mission, quality care and compassionate support of our challenged but remarkable Caregivers.

– Jim Dunstan, MD



FOR FUTURE GENERATIONS AND PATIENT ACCESS

My late husband and I raised our daughters here. We chose Lynchburg due to a variety of factors, most of all because it is a great place to raise a family. Part of what makes it a great place to raise a family is the medical system. My husband practiced radiology in town for 25 years. After receiving a BSN, I worked in the ICU for a short time, then I spent many years volunteering as a nurse in the school system. After college, both of our daughters returned to Lynchburg to raise their families and work in the medical field. During the pandemic, we have seen how important it is to support the local community. During this time, we also required Hospice services for my husband. I did not realize the depth of the Hospice program until that time, despite my daughter working in the field. Everyone should have access to Hospice when they qualify for it, but I also realize that insurance does not cover everything, which is why I am proud to support Centra's Hospice program with my donation.

– Jane Larkin



FOR PATIENTS, CAREGIVERS AND OUR COMMUNITY

It is our honor to support the Centra Foundation in its mission to develop and direct resources for the support of Centra. The Foundation supports initiatives that impact our patients, our Caregivers and our community. It is our way of showing our gratitude and saying thank you for all you do to help support the needs of others.

– Jenna Lloyd-Fisher, DNP, MSMIT, CNL, RN and Ron Fisher, MD



FOR LOCAL CHILDREN AND PEDIATRIC CARE

I saw a commercial on TV and saw that a lot of people were donating [and helping local kids] and I wanted to do the same. [I get excited about] giving.

– Alana Hudson



OUT OF GRATITUDE

We wanted to expand local giving. I (Cheryl) had a wonderful impression of every Caregiver I encountered at Stroobants Cardiovascular Center and came to the conclusion that it was no accident that such a culture had been established. We are very fortunate to have a nationally recognized cardiovascular care program here. We also appreciate the Foundation's Brookneal Health Navigator Fund, which helps fight chronic disease and provides increased access to primary care.

– Cheryl and Paul Marshall





CENTRA CELEBRATION

Donors honor Centra Champions and Frontline Caregivers

The Centra Foundation's premier fundraising gala, held virtually and live-streamed, raised more than \$170,000 for the Greatest Need Fund. Two longtime community leaders and Centra Frontline Caregivers were honored for their compassion and dedication to our community's well-being.

The evening featured a live auction, testimonials honoring Centra Champions MaryJane Dolan and Paul F. Fitzgerald, MD, and an in-depth look at the work of Frontline Caregivers.

The event was chaired by Winifred Agard, MD, and Melanie Christian. Hosts were WSET-TV anchor Cynthia Beasley and Michael Elliot, PharmD, MSHA, FACHE, senior vice president and chief transformation officer of Centra.

Honoring community leaders MaryJane Dolan and Paul F. Fitzgerald, MD

City of Lynchburg Mayor MaryJane Dolan and Paul F. Fitzgerald, MD, a retired orthopedic surgeon, orient their lives around community service. Both were members of the Centra Foundation's first board of directors in 1993, and they have served continuously since.

A self-described "boots on the ground" person, MaryJane has volunteered for and continues to serve on many nonprofit boards in the area. Over the years, Dr. Fitzgerald has been a friend and mentor to many in the medical and education communities. He practiced medicine for 35 years before retiring in 2006.

The philanthropists have given regularly to support the mission of Centra.



MaryJane Dolan & Paul F. Fitzgerald, MD

Honoring Frontline Caregivers

The gala included Mayor MaryJane Dolan's presentation of the City of Lynchburg's proclamation declaring June 26, 2021 as Centra Caregiver Appreciation Day.

Centra Foundation Board Chair Carolyn Jacques (center, right) presents Caregivers with Centra Caregiver Appreciation Day proclamations from the City of Lynchburg.

From left: Mandy Tinsley, Lance Kelly, Winifred Agard, Garry Gellert, Joe Robinson, Cleveland Muhammad, Michael Shetley, Leigh Ann Morgan



THE CENTRA FAMILY CAMPAIGN

All in for the win

Caregivers raised over \$362,000 during the annual employee giving campaign.

Centra Caregivers give back in countless ways. One way is through the annual employee giving campaign, which provides critical funding support for Centra's greatest needs. Their gifts help our healthcare system provide quality care, regardless of the patient's ability to pay.

Ten percent of unrestricted employee gifts go toward the Helping Hands Program, which helps Caregivers in times of acute, unexpected need.

Accepting gifts year-round, the 2021 Centra Family Campaign wrapped up six weeks of promotion in mid-May.

SAVE THE DATE: JUNE 11

Don't miss the 2022 Centra Celebration. Read more: CentraFoundation.com/Celebration.

2021 CENTRA SOCIETY DONORS: THANK YOU FOR YOUR GENEROSITY

The Centra Foundation recognizes with gratitude the following donors who made gifts benefitting Centra in 2021. Donors who contribute \$1,500+ are members of the 2021 Centra Society. 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.

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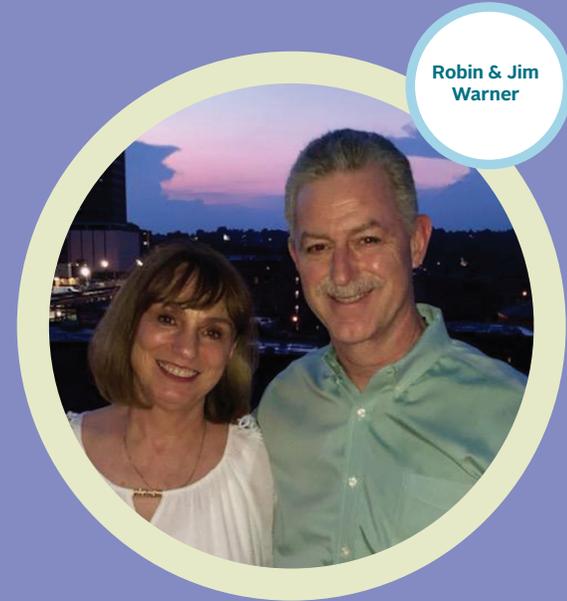
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Centra Celebration watch party participants, from left, Dani Madril, Melanie & Lynch Christian, Caroline & Henry Wilson, Matt & Susan Foster

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\$1,000 - \$1,499

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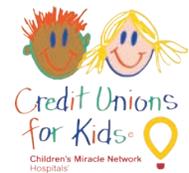
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THANK YOU FOR YOUR 2021 LEADERSHIP GIVING AT \$2,500 AND ABOVE



Richard D. & Carolyn W. Jacques Foundation

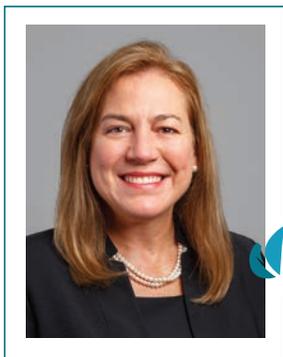


Now Truist



Dear Friends of Centra,

2021 was a year of remarkable perseverance. Healthcare was stretched and challenged across the nation, in our communities and within our team in profound ways. We've had the privilege to watch our Caregivers unite to fight an international pandemic and not only meet, but exceed, the unexpected challenges with servant hearts and helping hands. Thanks to the tireless efforts of our Caregiver heroes and the generous support of our community, Centra rose to the occasion – committed to providing the highest quality of care for all who walked through our doors.



We are grateful for your loyal support, which enables Centra to fulfill its mission to improve the health of our communities. We hope you take great pride in knowing your commitment helps Centra care for your neighbors, friends and families.

Our goal is to keep you informed of not only how we spend donated dollars, but the impact your gifts have on the care you and your loved ones receive. This report describes how your gifts have made a significant impact and it is my sincere hope you enjoy this collection of inspirational stories.

This year we came together as an organization with strong support from our community to make a positive difference in the communities we serve. It's time to look forward with renewed focus and purpose, ensuring your gifts will bring meaningful and lasting impact. Again, thank you for your generosity, for lifting us up and giving us hope for a healthy future.

With gratitude,

Amy Carrier
Centra President and CEO

Amy F. Carrier joined Centra in September as president and CEO. Her distinguished career includes over 28 years in healthcare and spans the continuum of care. She holds a bachelor's degree in labor studies from The Pennsylvania State University and a master's degree in business administration from Indiana University of Pennsylvania.



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