making a DIFFERENCE

CAPE FEAR VALLEY HEALTH FOUNDATION :: SPRING 2015

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"The physicians and staff of Cape Fear Center for Digestive Diseases share the foundation's mission to provide compassionate quality healthcare to those whose lives are impacted by illness or cancer. Overcoming any illness requires more than medically treating the disease, and the foundation endeavors to meet the many additional needs through the charitable funds they receive. We are proud to be one of their many supporters."

– CAPE FEAR CENTER FOR DIGESTIVE DISEASES

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making a DIFFERENCE *for over* 20 YEARS

CHARLES HOLT'S LEGACY

lives on with Diabetes Endowment

by GINNY DEFFENDALL

You could call Charles B. Holt "Mr. Fayetteville." The town held a large piece of his heart. Perhaps that's why he served the community so tirelessly. For 16 years he served as an elected official, serving on the city council, holding the position of mayor and then serving three terms in the State House of Representatives. He also sat on the Board of Directors for Cumberland Community Foundation, YMCA and Cape Fear Valley Health Foundation.

Holt passed away in 2011, but with the help of his wife, Peggy, he continues to serve the Fayetteville community. Mrs. Holt has established the Charles B. C. Holt endowment to ensure that Cape Fear Valley Diabetes and Endocrine Center can continue to care for the area's diabetic population for years to come.

"Charlie was an insulin-dependent diabetic for 40 years," said Peggy Holt. "He tried to control the diabetes with diet and exercise, but eventually he had to go on insulin."

Holt became very health conscious. He watched what he ate and worked out often, as he knew that weight control and a sensible diet were an important part of blood sugar control. He lost 40 pounds, yet his diabetes was still out of control. Watching her husband struggle was frightening for Mrs. Holt.

"The hardest parts were the highs and lows," she said. "Sometimes he would go unconscious. His sugar levels would become so low."

Having uncontrolled diabetes proved difficult for Mr. Fayetteville because it meant he had to

continued next page

travel outside the county for care. At the time, Fayetteville had no physicians who specialized in diabetes or endocrinology.

But things were about to change for Holt and the other diabetics in the community. In 2004, Cape Fear Valley Health Foundation began a capital campaign to raise money for a local diabetes care facility. A project such as this is at the heart of the Health Foundation's mission – to serve the community and support Cape Fear Valley Health as it provides compassionate, quality care for all its patients. But it was no easy undertaking.

A project this large would require significant fundraising efforts, so the Foundation Board approached Holt to chair the fundraising committee. With his community service background, Holt was well known throughout the community, making him a perfect candidate for fundraising chair. He accepted and, with his help, the capital campaign raised more than $1.75 million. On Nov. 16, 2007, Cape Fear Valley Health and the Health Foundation opened the doors to Cape Fear Valley Diabetes and Endocrine Center.

"And then Charlie became a patient," said Peggy Holt.

She and her husband got to know the staff of the Diabetes and Endocrine Center very well – as well as his fellow patients.

"We'd sit in the waiting room and Charlie would be so concerned for the other patients," Holt said. "He would often say that education is the key to prevention and he wanted to educate everyone."

Interest from the endowment will be used to enhance diabetes research, education and patient care at the Diabetes and Endocrine Center.

Holt's daughter, Sarah Holt Cox, is a registered nurse in the operating room at Highsmith-Rainey Specialty Hospital, which is located across the street from the Diabetes and Endocrine Center. She says she often thinks of her father when she pulls into work. She believes he would be thrilled that an endowment in his name will help make such an impact on the lives of local diabetics.

"He used to bring supplies to a diabetic child in my son, Charles', class," she said.

The girl's family could not afford to purchase the supplies on their own so Holt would make sure she had what she needed to check her blood sugar and be proactive.

> *"He would often say that education is the key to prevention and he wanted to educate everyone."*
>
> – PEGGY HOLT

"That child is 24 now and doing well," Cox said. "Dad would always do wonderful things like that for people, but he never wanted attention for any of it. He was so humble and he didn't want anything to be about him ever."

Cox remembers how much passion her father had for diabetes and diabetes education.

"He would talk to anyone, anywhere about exercise," she said. "It bothered him to see people, especially kids, who were not taking care of themselves."

Mrs. Holt, agrees. She would also love to see some of the endowment money used to increase diabetes education through the Cape Fear Valley Pediatric Diabetes and Endocrine Center. She, like her late husband, worries about the children and the increasing numbers of them diagnosed with diabetes each year.

"Charlie used to say, 'Let's not let any more people get this horrible disease,'" she said. "I'm very grateful to the Foundation and health system for setting up the center and including Charlie. If this endowment can help prevent even one person from getting diabetes, I think Charlie would be absolutely thrilled."

MAKING A DIFFERENCE
on the World Wide Web

by GINNY DEFFENDALL

Those who have spent any time browsing the Cape Fear Valley Health Foundation website noticed a big change this fall – a complete redesign of the site!

"It's easy to navigate," said Vince Benbenek, Cape Fear Valley Vice President of Marketing & Public Relations. "And there is a lot more content. The old format would have been too cumbersome with the amount of content we have now."

The answer to almost any question one may have about the Foundation can be found on the new website. There are special pages devoted to The Grateful Patients and Families Program, The Legacy Circle, as well as signature events and community third party events. It lists board members and staff members, and even offers back issues of this very publication in PDF form.

Most importantly, the website offers the public a chance to see how their donations are put to good use throughout Cape Fear Valley Health System. Those who wish to contribute can do so on the website.

"It's more user-friendly," said Corey Howard, Cape Fear Valley's Web Developer. "Making donations is simpler, too, with multiple links available right from the home page."

For more information on Cape Fear Valley Health Foundation, or to check out the new website, visit: www.cfvfoundation.org. If you have any suggestions or recommendations, please email us at cfvhealthfoundation@capefearvalley.com.

WHY IS IT IMPORTANT

for foundations to seek grant money?

by DONNIE BYERS

Simply put, grants play a vital role in what all foundations do: raise money so it can be used for worthy causes. For Cape Fear Valley Health Foundation, the money helps fund programs and services that help people get better and back on the road to recovery.

A worthy cause, indeed, but charitable contributions don't magically appear from corporate coffers. It takes real time and effort to secure a grant, and not every one comes through. The ones that do can have a dramatic impact.

"These grants provide funding for things that might not otherwise get funded," said Sabrina Brooks, Health Foundation Executive Director. "We work with people throughout the health system to identify areas of need. And then we try to match those needs to grant sources."

There are countless grant opportunities in the U.S., on any given day. But obtaining them has become a subtle art, because the process can be lengthy and detailed. That's where Shelly Davis comes in.

The professional grant writer has worked with the Health Foundation for the past decade identifying grants; then trying to land them. The toughest part is prioritizing Cape Fear Valley's many needs, and deciding which grants to go after.

"The health system always has more needs than there are grant matches," Davis said. "But we're constantly looking for new ones."

Most of Cape Fear Valley's grants are smaller, local offerings intended to stay in the community. Grants offered through The Arts Council of Fayetteville/ Cumberland County are a classic example.

The art advocacy group tries to promote cultural and artistic growth in the region by awarding annual grants. Cape Fear Valley's Cancer Center has won several Arts Council grants in recent years.

This year, the Cancer Center received $8,000 for its Artful Reflections program. The art therapy program gives cancer patients a creative outlet during their

recovery. The grant money helps pay for an art instructor who teaches patients with various media, including painting, acrylics and pastels.

The Junior League of Fayetteville also regularly awards grants to Cape Fear Valley. The Foundation's Friends of Children uses the money to buy items such as baby car seats for needy families and coloring books for pediatric patients.

"We're a service organization," said Shannon L. Geoly, Junior League President. "We raise money and give it back to organizations for good causes, particularly focusing on women's and children's issues."

The Health Foundation has won its share of larger federal and state grants. But they are harder to obtain on a regular basis and take longer to apply for. Federal grants can take six months for a decision. These larger grants can make an immediate impact.

The Kate B. Reynolds Charitable Trust recently awarded Cape Fear Valley $276,500 for construction of a new clinic to replace Bladen Healthcare's existing Dublin Clinic location. The grant will also help pay for provider salaries at the facility.

The Winston-Salem-based nonprofit organization has also provided support to Cape Fear Valley in years past for primary care access, diabetes and fitness projects, such as the Follow Our Footsteps wellness initiative. The five-year program worked closely with Cumberland County African-American churches to promote healthier lifestyles.

"Kate B. Reynolds has been a very good friend to us," Davis said. "The Duke Endowment has been a good friend, as well."

She points out how The Duke Endowment supported significant information technology upgrades at Bladen County Hospital, prenatal healthcare for high-risk underserved patients, pediatric asthma programs, and diabetes education and outreach in Cumberland County.

Sometimes the money doesn't even go to Cape Fear Valley. They go to smaller, outside healthcare organizations, which just need a little help securing grants of their own. One of them is Cumberland HealthNet, which provides free healthcare to the uninsured and underinsured. The Health Foundation has twice helped the agency obtain $500,000 grants from The Duke Endowment.

Money from The Duke Endowment, as well as grants from Kate B. Reynolds, Cumberland Community Foundation and the N.C. Health and Wellness Trust Commission, was also pivotal in helping establish the Cumberland Community Medication Access Program (CCMAP). The highly successful free medication program helps low-income residents obtain vital medication.

CCMAP has filled more than 200,000 prescriptions worth more than $60 million to program's participants since opening its doors in 2002. Currently, there are more than 2,500 people enrolled in the program. Many of them are unemployed or work for employers who do not provide prescription drug benefits.

Cumberland County and the N.C. Office of Rural Health and Community Care realize CCMAP's importance and have stepped in with grant funding to keep its doors open. The county has stepped in with community block grant money, while the state agency has given funds to help pay for CCMAP's staff salaries, as well as to support ongoing projects in Bladen County.

Like most things, the grant money won't last forever. So the Health Foundation will continue to try and find new funding sources. But the immediate impact of charitable grants always makes the Foundation's work well worth the time and effort.

To learn more about Cape Fear Valley Health Foundation or giving opportunities, please call (910) 615-1285 or visit www.cfvfoundation.org.

Tom Costello: WHEELIN' *and* HEALIN'

by GINNY DEFFENDALL

Tom Costello is a man of many passions. He loves his work, his family, his golf game and working with Cape Fear Valley Health Foundation.

Costello has been married to his high school sweetheart, Marilynn, for 46 years. They have four children: Tom, Jane, Erin, and Katie.

When his youngest, Katie, was a child, she spent almost four months in the hospital. Seeing her and the other children in the hospital affected the Costellos deeply.

"We decided once Katie was well, we were going to do something to help children in the hospital," Costello said.

He kept his promise by volunteering with the Foundation's Friends of Children charity golf tournament 10 years ago. In the years since he has co-chaired the event and his auto dealership is also a presenting sponsor. This past year, Costello became president of the Foundation board. He also serves as their representative on the Cape Fear Valley Health System's Board of Trustees.

It's hard to believe that anyone could do so much in his off time, but Costello does. His full-time job as Vice President and General Manager for Rick Hendrick Toyota in Fayetteville takes up more than a 40-hour week.

The 67-year-old St. Louis native has been working on car lots for 40 years. He's survived in the hyper-competitive industry, because he knows how to make the numbers work in a business where numbers reign.

"It's a fun job," he said, "but stressful."

The second-generation car salesman arrives to work every day at 8 a.m. The mayhem involved in running a successful car dealership begins soon after. A typical day for him includes 600 emails, countless phone calls, two staff meetings and at least one conference call.

That's on top of his general duties overseeing the dealership's seven managers and parts and sales departments. If a tough deal needs brokering or something unexpected comes up, it's up to Costello to make the call to keep the well-oiled machine just outside his office window humming.

It's usually after 7 p.m. before the dust finally settles, and he can go home. That's his schedule six days a week. But Costello doesn't mind. He understands what it takes to make it in the car business.

His father was a long-time Ford dealer in St. Louis before going into business with his son at a Utica, N.Y., dealership. The elder Costello eventually retired and sold the family business. The younger Costello needed a new job, so he started selling Toyotas across town.

The decision to sell imports didn't sit too well with his father, who made his bread and butter selling Detroit steel for 40 years. But the son said it was an easy decision.

"It was just a matter of survival," Costello said, with a chuckle.

He's been selling Toyotas ever since. The life of a car salesman has caused the Costello family to move often – 24 times to be exact. If they were lucky, the move was just across town. But that was rarely the case.

The farthest relocation was from Texas to Fargo, N.D. The family liked the people of North Dakota, just not the brutal winters. So after seven years, the Costello clan was more than ready for warmer climates. Their wish came true when Hendrick Automotive Group, one of the nation's largest car dealers, assigned Costello to North Carolina.

Costello says Fayetteville has been one of his favorite places and he's not going anywhere any time soon.

"Lots of people complain about where they live, but you make what you want out of it," Costello said. "Fayetteville is a good town with good business, and we've made a lot of good friends here."

It's his connection to the Fayetteville community that makes Costello such a good fit for the Foundation Board president.

"Tom is always available to us when we need him," said Sabrina Brooks, Executive Director of the Foundation. "After every board meeting, he tells me, 'You know, if you need anything, call me.' He's wonderful."

"It's an honor that I can do it, and I enjoy doing it," he said. "We've made huge strides with the Foundation over the past two years and I plan on continuing that. With everything going on, and the addition of Hoke Hospital, it's a very exciting time to be working with the Foundation!"

If he's not at Cape Fear Valley, then you'll probably find Costello on a golf course working on his handicap.

"I'm a terrible golfer," he said, laughing, "but I get to play with my son and grandson. My only hobbies are being with my family and playing golf. That's it."

That, and making sure his community is a nice place to live. Costello doesn't only give time and support to Cape Fear Valley Health Foundation. He also provides support to the military, such as working with organizations to provide care packages for soldiers returning from overseas.

"That's just part of what makes Tom, Tom," Brooks said. "He's a great car salesman. And he does love golf. But he also loves his community. He's very caring. And it shows."

Hopefully, his game will improve in time for the 20th Annual Friends of Children Golf Classic on Oct. 8.

GIVING *from the Inside Out*

by GINNY DEFFENDALL

Cape Fear Valley Health's vision is to "in every way, improve the quality of every life we touch." Many employees choose to take this vision beyond the hospital walls and out to the community by supporting Cape Fear Valley Health Foundation.

Each year the Health Foundation offers employees a chance to give back through the Annual Employee Giving Campaign. This year 700 employees participated, donating more than $171,000.

Employees may decide to make a one-time gift or they can spread their donations out over the course of the year. Those who choose to join the Hour Club agree to donate one hour's pay every paycheck for the year.

Employees may also direct their donations to groups, such as Friends of Children or Friends of the Cancer Center, or donate to the Greatest Need.

Greatest Need donations are used to fund Foundation Care Enhancement Grants. These grants allow Cape Fear Valley to purchase equipment and provide services that might not otherwise be possible. Previous Care Enhancements Grants have funded a LIFENET system that allows paramedics to transmit EKGs to the Emergency Department in real time, an "Ouchless ED" in the Children's Emergency Department, a Transit Car Simulator for Cape Fear Valley Rehabilitation Center, an ultrasound machine for the IV team and improvements and equipment for the Stroke Rehabilitation Unit. And there have been many more.

The Employee Giving Campaign is a significant source of Greatest Need funding.

"This year's theme was 'From the Inside Out,'" said Sabrina Brooks. Foundation Executive Director. "I think it's fitting because employees are not just giving from inside the building to the community outside, but they are also giving from their hearts to others."

The Foundation Advisory Council for Employees, or FACE committee, coordinates the Employee Campaign. Linda Rosen, Membership Services Coordinator at Cape Fear Valley HealthPlex, has been a FACE member for more than 10 years.

"I feel it's important to give to the Employee Campaign," said Rosen. "It shows our commitment and dedication to the patients we see every day. And it helps us offer new levels of service."

FACE Committee chairperson and Cape Fear Valley Volunteer Coordinator Tammy Taylor agrees.

"There are so many areas helped by the Employee Campaign," Taylor said. "When you donate you're not just supporting our patients, but also your co-workers. It's a group effort."

Rosen has admitted that fundraising is challenging with the current economic climate.

"It's been difficult in the last few years," she said. "But it is rewarding."

When recruiting donors, Taylor often reminds people why she gives. "You never know when you might be the next person who needs help," she said.

"The Foundation is especially grateful to the Cape Fear Valley employees who chose to give 'From the Inside Out,' one hour at a time, by joining the Hour Club," said Brooks.

HOUR CLUB MEMBERS

"When you donate you're not just supporting our patients, but also your co-workers. It's a group effort."

– TAMMY TAYLOR, FACE COMMITTEE CHAIRPERSON & CFV VOLUNTEER COORDINATOR

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Charlie Rae Ashley, Jr.
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Helen Trogdon Averitte
Anne Beahm
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Dennis M. and Melissa Wisneski
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PHOTOS: RAUL RUBIERA

RIBBON WALK and RIDE

WALKING (AND RIDING) FOR HOPE

by GINNY DEFFENDALL

Scores of community members, cancer survivors and supporters turn out each year for the Cape Fear Valley Health Foundation's Annual Ribbon Walk and Ride for Cancer, hoping to put an end to the disease, or at least provide a little hope to those living with it.

The 9th Annual Ribbon Walk & Ride, presented by PDQ, Stanley Steemer and Community Home Care and Hospice, took place at Festival Park on Sept. 20. More than 1,000 walkers and motorcycle riders attended to show their support for area cancer patients.

In 2014, the Health Foundation provided more than $145,000 for patient care and programs that benefit patients at Cape Fear Valley Cancer Treatment and CyberKnife Center. Making events such as the Ribbon Walk and Ride essential to the community.

"In total, event participants raised more than $86,000," said Tara Brisson Hinton, Foundation Development Coordinator. "These funds provide so much support for cancer patients, even free cancer screenings."

More than 200 free mammograms were provided to uninsured women in 2014 with Foundation funds. As Cape Fear Valley prepares for the opening of its new Hoke Hospital, the need for these services is constantly increasing.

When fast-casual eatery PDQ (short for People Dedicated to Quality) opened a location in Fayetteville, management wanted

to become involved in the community. They called the Foundation and toured the Cape Fear Valley Cancer Center.

"They loved the facility and what Friends of the Cancer Center did for our patients," Hinton said. "They said they would like to get involved. I told them about Ribbon Walk and they signed on as a presenting sponsor. They also provided chicken fingers for all the participants at the walk."

The Ribbon Walk has become one of the Fayetteville community's signature events. Local schools have even become involved, creating a little friendly competition over which school can raise the most money.

For the record, Cape Fear High School took first place among high schools while the middle school leader was Westover Middle School. This year, elementary schools joined in the cause as well. Vanstory Elementary took first place both for most funds raised and most team members recruited, while Ferguson-Easley and W.H. Owen Elementary schools took second and third place, respectively. Cumberland County Public Schools together raised nearly $4,000.

As support for the event continues to grow, so does the need to make changes to it.

"Due to the number of community events that occur during the Fall, and because so many have asked that we host a run for cancer, the Ribbon Walk & Ride for Cancer is transitioning to the Ribbon Walk & Run," Hinton said.

The new event will take place in April of 2016 and will include a 5K run in addition to the walking portion of the event. Teams are already forming and raising funds.

"So much can be done for patients with the funds raised from Ribbon Walk teams," said Hinton. "Friends of the Cancer Center can help those being treated at the Cancer Center by providing emergency funding, gas vouchers and wig vouchers."

It also helps fund the Oasis Complementary Medicine program, which provides art therapy classes, Healing Touch massage and more.

"These are just a few of the projects that Ribbon Walk and Ride particpants have made possible," Hinton said. "I appreciate everyone who came out. They truly have put smiles on the faces of patients at Cape Fear Valley."

CAPE FEAR VALLEY HEALTH FOUNDATION:

PROVIDING STRONG ROOTS

for continued growth

by DONNIE BYERS

People donate time or money for various reasons. Some do it to feel happier or a sense of purpose. Others do it because they feel an organization is a worthy cause.

Whatever the reason, giving back to the community can make a world of difference to everyone involved.

For 20 years, Cape Fear Valley Health Foundation has quietly gone about its mission of raising money in the community. That money is reinvested back into the health system to better meet the needs of patients.

From buying wigs for cancer patients to helping establish new clinical programs, the Health Foundation is there to fill budgetary gaps that might not otherwise be funded in a given year.

The healthcare industry's rapidly changing landscape has placed even more importance on the Foundation's work. State and federal insurance reimbursements are shrinking at a dramatic pace. This has forced hospitals to tighten purse strings, while still providing the best care possible. Despite the industry cuts, Cape Fear Valley Health has managed to grow its operations in recent years. The health system acquired Bladen County Hospital in Elizabethtown, opened Health Pavilion Hoke outpatient center in Hoke County and recently agreed to manage

Harnett Health to the north. The health system also just opened its new 41-bed, full service Hoke Hospital.

The growth is ultimately good for Cape Fear Valley's bottom line. But it also adds tremendous pressure on the Foundation to keep up. And keep up, it has.

Last fiscal year, the Health Foundation raised a record $1.45 million through grants and community gifts. That marks a 59 percent increase from the previous year.

Unrestricted donations from the public also reached an all-time high. They allowed the Health Foundation to invest more money toward critical-needs projects at Cape Fear Valley. The projects included an extensive renovation of The Children's Center at Cape Fear Valley Medical Center.

Built atop the hospital's oldest wing, the aging pediatric unit had clearly begun to show its age. It wasn't hard for visitors to notice the cramped, poorly lit conditions in rooms and hallways. And overnight were uncomfortable, to say the least.

Renovations are still ongoing, but the work to date has transformed the previously stodgy, outdated looking unit into one of the nicest in the entire health system. It boasts brilliant overhead lighting, wide-open rooms with new furnishings, and easier-to-use bathrooms and sleeper sofas that help make overnight stays more pleasurable. The Children's Center Staff have also benefitted from the renovations, thanks to new nurses stations, patient equipment, and sliding doorways that make it easier to monitor the young patients inside.

WHAT'S NEW

The Health Foundation established its first endowment program in 2014. The Charles B.C. Holt Diabetes Endowment was created with a gracious gift from the namesake's widow, Peggy. It will ensure local patients have treatment options and diabetes research and education available to them for years to come. *(see page 3)*

The endowment comes at the right time. More than 29 million Americans now have diabetes, making it a nationwide epidemic. Another 86 million American adults are estimated to have pre-diabetes – more than one in three U.S. adults, according to the Centers for Disease Control.

The Foundation also signed several Signature Community partnerships. The partnerships allow companies to support all the charitable organization's ongoing work, instead of just one project.

Former patients have a similar avenue to get involved. The new Grateful Patient and Families Program allows patients and their family members to show their appreciation toward individual Cape Fear Valley caregivers by making a contribution in the caregiver's name.

Fundraising efforts grew so much last year that the Foundation has hired a major gifts officer. The newly created position will focus on matching major donors to specific needs at Cape Fear Valley.

Some of those needs will certainly be in Hoke County, as the health system expands its footprint into the neighboring county. The projects could be as simple as buying new car seats for needy patients, to helping buy expensive equipment for Hoke Hospital.

Whatever the needs, the Foundation will continue partnering with the community to try to meet them. Because making a difference in the community, however big the community becomes, is the Foundation's ultimate goal.

"None of the growth we've recently seen would have been possible without the community's help," said Sabrina Brooks, Health Foundation Executive Director. "We're grateful for all of our donors and look forward to a continued partnership, while we strive to make a difference in all the lives we touch."

PHOTOS: CRAMER GALLIMORE

Townsend Tees It Up
FOR THE KIDS!

by GINNY DEFFENDALL

Vance Townsend of Townsend Real Estate was eager to hit the links at Highland Country Club on Oct. 2. It wasn't because he was eager to show off his golf swing. When asked is he's a good golfer, Vance will shyly laugh it off by saying, "I'm OK. Depends on who you compare me to."

Vance was there to support the children at Cape Fear Valley Health Foundation's 19th Annual Friends of Children Golf Classic, presented by Rick Hendrick Toyota Scion; Toyota, Inc.; Construction Systems, Inc.; and Valley Auto World BMW.

He and his wife, Lauren, know exactly how it feels to have a child in the Neonatal Intensive Care Unit (NICU).

"We lost twin girls," Townsend said. "Lauren was just shy of 23 weeks."

One of their daughters lived for six days in Cape Fear Valley's NICU – the other, only for one.

"We got great care from the Friends of Children," said Townsend. "They gave us packages to help us remember our daughters. In fact, that is really all we have to remember them now."

That was the first year Townsend played in the tournament.

Eighteen months ago he and his wife had a second set of twins, a boy and a girl who also required time in the NICU. These twins are healthy and well. Townsend celebrates that fact by continuing to support the Friends of Children and the Golf Classic. In 2015, he is co-chairing the event with Foundation President Tom Costello.

"It's a great event," said Townsend. "Every player gets a $100 voucher to spend at the Nike store, as well as breakfast, lunch and dinner. Plus it's a great networking event. There are so many people there I enjoy sharing my day with."

The Foundation's Friends of Children uses proceeds from the Golf Classic to provide support to families of children treated at Cape Fear Valley Health. Previous years' tournaments have helped the Foundation provide state-of-the-art giraffe beds for premature infants and allowed us to renovate the Pediatric Intensive Care Unit and Children's Center playroom. It has also provided funds for car seats, clothing, toys and bereavement assistance to those in need, as well as pediatric asthma and diabetes education and child abuse prevention programs.

The goal of the 2014 tournament was to raise funds for an additional neonatal transport unit for Cape Fear Valley's NICU.

The transport allows the medical team to transport newborns from the delivery room to the NICU in a safe, warm environment while providing any respiratory support necessary.

Cape Fear Valley already has two transports, but really needs another. With more than 4,300 babies born each year at Cape Fear Valley Medical Center – approximately ten percent of which are premature – the need for a third is apparent.

Through the generosity of all involved, this year's golf classic raised more than $190,000. These funds will allow Cape Fear Valley Friends of Children to not only purchase the neonatal transport, but also provide continued support to the families of children treated at Cape Fear Valley Health.

"I believe in what they do," said Townsend. "I think the money goes to such a good cause."

Save the date to join Townsend and company in the 20th Annual Friends of Children Golf Classic on Oct. 8, 2015, at Highland Country Club.

THANK YOU *friends...*

2014 EMPLOYEE GIVING CAMPAIGN

Thank you to these Cape Fear Valley Health employees who participated in our 2014 Employee Giving Campaign. Over $171,700 was pledged through the campaign to support the programs and services of Cape Fear Valley Health Foundation.

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2014 THIRD PARTY EVENTS

Cape Fear Valley Health Foundation appreciates the many groups and organizations throughout our region who have raised money on our behalf. The following events were held during 2014 and raised over $87,700 to support various areas of patient care at Cape Fear Valley Health. If your business, social club, civic group, church, sorority, fraternity, scout troop, sports team, class or other group plans to have a fundraiser on our behalf, please contact our office at (910) 615-1285, at least one month prior to your planned event.

EVENT

Methodist University Play 4Kay and Friends of the Cancer Center Basketball Game
Fayetteville State University Ball In Pink
South View High School "Kicking Cancer" Soccer Match
Project Hope
Motions Model Management Fashion Show
Fort Bragg Federal Credit Union Golf Tournament
SwampDogs -Striking Out Cancer Game
SwampDogs/B&B Lanes -Balls & Strikes Bowling
1st Annual Reverend Conrad Hall Memorial Golf Tournament
Jerry Wilson-Book Signing
Principal Warriors Car Club Show
DaVille Girls Zumbathon
Cumberland County Fair-FAIR Fight against Breast Cancer
Loretta Young's Birthday Celebration
Ovarian Cancer Cornhole Tournament in memory of Jackie Batton Moore
Fayetteville Motor Sports Park Walk & Race
Betty Kelly's Truck Show
Nfinity Plush Fashion Show for Breast Cancer Awareness
Ireland Drive Middle School- Breast Cancer Awareness Fundraiser
Fayetteville Christian School Volleyball Game
Middle Creek Creative School-Bake Sale
Run for the Pink 5K
Highland Presbyterian Learning Center-Bake Sale
Ashley Furniture Sale
Danaher Specialty Products-T Shirt Sale
JC Penny's-Breast Cancer Fundraiser
Fort Bragg Harley-Davidson Bake Sale & Ride
II D M Car Show
Lowes-Ramsey St. Breast Cancer Fundraiser
Fishing to Fight Cancer
15th Masonic Lodge District Guiding Light #18 Gleaner Branch Breast Cancer Walk
Macy's-Breast Cancer Fundraiser
Daughter's of Penelope Hestia Ch. No 41 - Breast Cancer Fundraiser
Taylored Control Systems-Breast Cancer Fundraiser
Greek Festival
Blanton's Heating and Air "Answer the Call"
Lights Out 4Cancer at Speak Easy
Hellions Car Club
Morganton Management and Development Charity of the Year
Spirit of Halloween/Spirit of Children
Heart of Christmas Show

CELEBRATING *friends*
THE 2015 CIRCLE *of* FRIENDS GALA

PHOTOS: CRAMER GALLIMORE

The evening of Jan. 24 was a record setting night for Cape Fear Valley Health Foundation. Presented by Yadkin Bank, Duggins Smith Builders and Fayetteville Orthopaedics and Sports Medicine, the 9th Annual Circle of Friends Gala was attended by more than 500 guests, who raised a record $241,000 to support the mission of Cape Fear Valley Health Foundation. The Gala Committee, led by chairwomen Nancy Duggins and Emily Schaefer, spearheaded the success of this popular black tie dinner dance, which featured a delicious meal, lively dance music by The Entertainers, gorgeous floral arrangements and exciting raffle prizes.

Proceeds from the Gala will provide $100,000 in initial support for the establishment of a Neuroscience Institute at Cape Fear Valley Health, as well as more than $91,000 to support the ongoing programs and services of Cape Fear Valley Health Foundation. Over the past nine years, the community has provided in excess of $1.3 million in support to Cape Fear Valley Health through the Circle of Friends Gala. Planning is underway for the 10th annual event, which will be held Saturday, Jan. 23, 2016.

THANK YOU *for making* CAPE FEAR VALLEY HEALTH FOUNDATION'S

CIRCLE *of* FRIENDS GALA

an overwhelming success, raising $241,000 to support
Cape Fear Valley Health Foundation and its six Friends Groups.

presented by: YADKIN BANK · DUGGINS SMITH COMPANIES · Fayetteville Orthopaedics & Sports Medicine Physical & Occupational Therapy

FRIENDS FOR LIFE

Chuck Weber

Criterion Healthcare / RPA Design

BEST FRIENDS

Olde Fayetteville Insurance and Financial Services, Inc.
Jimmy Hall Heating, Air Conditioning & Electrical Contractor
Campbell University School of Osteopathic Medicine
BB&T
Valley Auto World BMW
Rick Hendrick Toyota Scion

FAITHFUL FRIENDS

Bragg Mutual Federal Credit Union
Cape Fear Center for Digestive Diseases
Cape Fear Neonatology Service, PA
Cape Fear Orthopedics
Cape Fear Physical Medicine & Rehab
Cape Fear Valley Health
Cape Fear Valley Neurosurgery
CarolinasDentist.com
Carolina Kidney Care, OA
Cumberland Anesthesia Associates
Cunningham & Co.
Fayetteville Gastroenterology Associates, PA
Fayetteville New Car Dealers Association
Fayetteville Otolaryngology
First Citizens Bank
H&H Homes
Highland Lumber Co., Inc.
JE Dunn Construction
Nihon Kohden
Mary Talley
Methodist University
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Systel Business Equipment
Terminex
The Fayetteville Observer
TouchCare, LLC / Baby + Company
Valley Radiology
Village Family Dental
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CAPE FEAR VALLEY HEALTH
FOUNDATION

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THURSDAY, OCTOBER 8, 2015
20TH ANNUAL FRIENDS *of* CHILDREN GOLF CLASSIC
HIGHLAND COUNTRY CLUB

SATURDAY, JANUARY 23, 2016
10TH ANNUAL CIRCLE *of* FRIENDS GALA
HIGHLAND COUNTRY CLUB

SPRING 2016
RIBBON WALK *and* RUN
DOWNTOWN FAYETTEVILLE

for more INFORMATION: *www.cfvfoundation.org*