

A close-up photograph of a man in a light blue shirt smiling and looking down at an elderly woman. The woman has short, wavy white hair and is smiling back at him. The background is softly blurred, suggesting an indoor setting.

making a DIFFERENCE

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A LETTER FROM THE EXECUTIVE DIRECTOR



Making a positive difference in the lives of Mothers is one of the highest human desires. This issue of Making A Difference is all about how gratitude and generosity makes a difference in the healthcare of this community. It makes a difference to the sick and injured, to those battling chronic diseases daily and in promoting healthy lifestyles in our community. Thank you for making this possible!

Gifts come in all shapes and sizes, yet donors to Cape Fear Valley Health Foundation have one thing in common – they want to make a difference in the healthcare of our community. And they do so in a myriad of ways through their generosity. We want you to understand the impact your gifts make in the health and wellness of our community. And we want you to know we are grateful for what you have been able to accomplish.

Because of your gifts in 2016 ...

- > Emergency financial support was provided to more than 300 cancer patients receiving care at Cape Fear Valley Cancer Treatment and CyberKnife Center.
- > More than 200 uninsured women in our community received a mammogram at no cost to them, aiding in early detection of breast cancer.
- > Special medical equipment for the Pediatric Intensive Care Unit and Neonatal Intensive Care Unit is available to meet the unique healthcare needs of our youngest patients.


- > Children with diabetes can attend a summer camp program to help them in managing their diagnosis.
- > Patients enrolled in the Community Paramedic Program have access to supplies which aid in the management of their chronic health conditions and reduces the likelihood of a hospital readmission.
- > Cape Fear Valley Health nurses have educational scholarship funds available to continue their education and receive specialized training, which allows them to provide the best nursing care possible to our patients.

The list goes on ...

In 2016, the Foundation provided more support to patients and greater enhancements to the exceptional care

provided at Cape Fear Valley Health than ever before in our 22 year history. This would not be possible without the generous donors listed in this report. On behalf of the entire Cape Fear Valley Health team, thank you for your investment in the health and wellness of our community. We are humbled by your confidence in our work and we commit to you we will continue to provide the compassionate, high-quality healthcare our community deserves.

With deep gratitude,



Sabrina S. Brooks, CFRE
Executive Director



STRONG HOSPITALS *are backed by strong foundations*

The past year marked unprecedented growth for Cape Fear Valley Health. Becker's Hospital Review named Cape Fear Valley Medical Center as having the 17th busiest Emergency Department in the nation, as ED visits continue to increase both at the medical center and at Cape Fear Valley's newest hospital, Hoke Hospital. Rising patient numbers necessitated the addition of more beds on the medical center's first floor, a project made possible through Health Foundation dollars.

Additionally, we received more honors for quality care as the medical center earned Advanced Perinatal Care Certification from The Joint Commission and Hoke Hospital

earned The Joint Commission's Gold Seal of Approval for Chest Pain Center Certification.

Even more changes are in store for 2017, as the health system welcomes 100 Campbell University medical students and up to 50 medical residents. The health system is also forming partnerships with local physicians, offering a wider breadth of service at the community level.

This growth would not be possible without those who support Cape Fear Valley Health Foundation, whose donations allow us to invest in programs and services that affect real change in our community. Together, we really make a difference.

"Strong hospitals are backed by very strong Foundations. Cape Fear Valley Health Foundation plays a large role in helping the health system meet our mission to provide exceptional healthcare and the community's support in that regard has been tremendous."

— Mike Nagowski, Chief Executive Officer, Cape Fear Valley Health

FAYETTEVILLE'S JUNIOR LEAGUE *provides* GRANT *for children's play* THERAPY ROOM

The Junior League of Fayetteville provided Cape Fear Valley Health Foundation with a \$7,000 grant in order to create a Play Therapy Room at Community Mental Health Center at Cape Fear Valley. Play therapy is a form of counseling and psychotherapy that uses play to communicate with and help children prevent and resolve psychosocial challenges.

"The room is used to work with children using a variety of toys that are therapeutic in nature,"

said John Bigger, Corporate Director of Behavioral Health at Cape Fear Valley Health.

The room includes sensory stimulation toys, such as a sand tray, as well as impulse control timers, puppets and dollhouses, which can aid in children replicating family dynamics to communicate family issues.

"If you have a child that is difficult to get to open up, play therapy gives them an outlet to communicate," said Bigger.



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"The Junior League of Fayetteville believes that children are our community's most important resource. Our mission is to work with local organizations and agencies to develop and implement programs that benefit the mental health and well-being of children and families in our community. The Community Mental Health Center Play Therapy Room project is directly aligned with this mission."

— SarahMarie Daughtry Stewart, Junior League of Fayetteville President, 2015-2016

“We have such a wonderful hospital system so close to home. Every dime given to Cape Fear Valley Health Foundation helps LOCAL patients at our hospital. That’s why I give.”

— Linda Clark, Annual Giver



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A YEARLY HONORARIUM

Linda Clark makes giving to Cape Fear Valley Health Foundation an annual event. As a member of the Friends of the Cancer Center Advisory Council, she sees firsthand how the programs and services at Cape Fear Valley Cancer Treatment and CyberKnife Center help local cancer patients.

“I generally do honoraria for friends,” she said. “We’re all so blessed and there are so many people who need so much.”

“What a generous way to honor someone important in your life,” said Sabrina Brooks, Executive Director of Cape Fear Valley Health System, “by making a gift that will make a difference to someone in need in our community.”

Community is important to Clark. She spent years in Fayetteville as a realtor. Her husband, Jack, was born and raised in Fayetteville and owned Clark Sporting Goods.

“Our annual givers really are the foundation of our donor pool,” said Brooks. “We need people who think of us on a recurring basis because their gifts allow us to meet the ongoing needs of the patients in this community.”



“The Legacy Circle is an important piece of the Foundation and its mission. It is a way we have chosen to continue to provide help, hope and healing to families in our community.”

— Frances Bowyer, Legacy Circle

A LASTING IMPACT

For Frances and Sam Bowyer, it's about giving back to the community and supporting Cape Fear Valley Health Foundation. The Bowyers came to Fayetteville more than 50 years ago when Sam was offered a job opportunity here. Soon after her arrival, Frances began serving as a volunteer at Cape Fear Valley Medical Center. She later served for 10 years on the Health Foundation's Board of Directors and currently serves on its Advisory Committee.

“Sam supports me in this service and we both trust the Foundation to use our funds wisely,” said Frances.

For that reason, when the Legacy Circle was established, Sam and Frances chose to be Founding Members.

The Bowyers have decided to make their gift through a charitable bequest in their will. A bequest is one of the easiest ways to leave a gift and make a lasting impact. The Bowyers have worked with Melanie Erwin, Personal Gifts Officer, to define their legacy through the Cape Fear Valley Health Foundation.

It is important to Frances and Sam that their dollars remain in the community where they have lived and worked and developed friendships. Their generosity will make a difference for generations to come.

Frances hopes other donors will think about their legacy in the community and consider a planned gift to the Foundation.



GRATEFUL PATIENT:

Bill Farr

Sometimes a hug or handshake doesn't seem sufficient to say thanks.

Bill Farr received a life-saving cardiac catheterization in August 2016. The care he received from Cape Fear Valley Heart and Vascular Center moved him so deeply that he wanted to recognize the staff by name.

"I had a major blood clot in what they call the 'widow maker' artery," Farr said. "They saved my life. My cardiologist, Dr. Manesh Thomas, the Cath lab staff and the Chest Pain Center Nursing staff took exceptional care of me. I wanted to recognize them for that. I thought of the

Grateful Patients and Families Program, and decided to make a donation."

Cape Fear Valley Health Foundation's Grateful Patients and Families Program allows donors to celebrate the care they received with a note and/or a gift that will help make a difference in the community. Bill says he knows the Foundation will put his donation to good use. In fact, the funds will be used to invest in technology and programs that allow Cape Fear Valley Heart & Vascular Center to continue to provide the level of care that affected Bill during his stay.

"The respect for me as a patient was obvious to both me and my wife. All of these people are a credit to the Cape Fear Valley Heart & Vascular Center." — Bill Farr

MAKING A DIFFERENCE *from the inside out*

It's about neighbors helping neighbors. Shonda Ray, RN, BSN, had been with Cape Fear Valley for just six months when her home and all her belongings accidentally went up in flames in 2004. Her options limited, Ray turned to Cape Fear Valley Health Foundation's Lighthouse Society Fund for financial assistance.

The Lighthouse Society is a special program that offers assistance to Cape Fear Valley employees who have experienced a catastrophic event causing financial hardship. Lighthouse funds are donated solely by Cape Fear Valley employees in order to assist fellow team members in crisis, so they may continue to care for the community.

It was just the lifeline Ray needed to keep working and providing for her family while the arduously slow process of rebuilding her home took place. She's been donating to the Health Foundation's annual employee giving campaign ever since. "Giving is just something that is really fundamental, especially when your job is taking care of people," Ray says.

"I didn't know about the Lighthouse Society until one of the other nurses told me about it. It was very helpful in getting me back on my feet." — Shonda Ray



Cape Fear Valley Health Foundation strives

to recognize donors in thoughtful and meaningful ways. As a donor, you choose to invest in our work to improve the health and wellness of our community. In return, we wish to express our gratitude for your generosity. While we appreciate each and every gift, due to space constraints, we are limited in those who are listed in this publication. This report pays tribute to the following donors:

- > Those in the local community and beyond, who have chosen to make a gift in excess of \$250 to the Foundation during the 2016 calendar year.
- > Cape Fear Valley Health employee donors who believe in our mission and want to support patients and coworkers beyond the expectations of their daily work and supported the Foundation in 2016.

> Community groups who raised money on behalf of the Foundation to support our programs and services during 2016.

> Our Signature Community Partners who committed to support all of our events.

Beyond recognition in this publication, we recognize cumulative giving on the donor wall located in the walkway between the parking deck and Valley Pavilion at the Cape Fear Valley Medical Center on Owen Drive. On the panels and the electronic display you will see the names of every donor who has supported the Foundation since 2008.

In addition, donors who have supported special Foundation projects are also recognized in those care areas. For example, The Children's Center patient rooms have plaques outside each room, thanking the investment many donors made to the renovation



of that unit in 2013. Another example is at the Regional Diabetes and Endocrine Center located in the Medical Arts Center. Outside the waiting room is a listing of all donors to that project and several individual donors are recognized throughout the clinic.

All of these donor listings and recognition plaques serve as a visual reminder of the importance of philanthropy in healthcare. When you visit these areas, please pause and reflect on how the individual generosity of so many works together

to improve the healthcare of an entire community. These recognition areas allow us to express gratitude for the investment of those individuals, businesses and community groups have made in Cape Fear Valley Health.

As we look forward to 2017 and beyond, be on the lookout for more recognition areas at Cape Fear Valley Health. As your investment in healthcare grows, so do the opportunities for us to express our gratitude for the ways you are making a difference.

**As always, donors who wish to remain anonymous are reflected as such in all donor listings.*

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FOUNDER'S SOCIETY \$100,000 TO \$499,999

The Duke Endowment

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We extend our gratitude to all donors to Cape Fear Valley Health Foundation and their financial support of our program. The following is a cumulative list of all donors who have given \$250 and above during 2016. Due to space limitations we are not able to list all our donors, but your gifts, no matter the amount, are all greatly appreciated. Any omissions or errors in the donor listings were unintentional. If there are errors, please accept our apologies and contact us at (910)615-1285 or CFVHealthFoundation@capefearvalley.com so the situation can be corrected. Thank you.

Buz and Rebecca L. McPhail
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Valley Radiology
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32 donors requested to be anonymous

* Denotes Deceased

making a DIFFERENCE



THANK YOU friends...

2016 EMPLOYEE GIVING CAMPAIGN

Thank you to these Cape Fear Valley Health employees who contributed to the Employee Giving Campaign, "Making a Difference from the Inside Out." More than \$237,000 was pledged through the campaign to support the programs and services of Cape Fear Valley Health Foundation. The 2016 campaign also featured an opportunity for employees to aid their co-workers affected by Hurricane Matthew.

Michelle Aaron, RN :: Lisa A. Adams :: Phil Adams :: Amy Adkins :: Ama O. Adu-Mireku^
 :: Walter E. Albertson :: Margaret Alexander
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BB&T



Cape Fear Neonatology Service, PA



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Mary Talley



THANK YOU TO OUR SIGNATURE 2016-2017

COMMUNITY PARTNERS

Signature Community Partners are valued donors who support each one of Cape Fear Valley Health Foundation's Signature Events – the Circle of Friends Gala, the Friends of the Cancer Center Ribbon Walk and Run, and the Friends of Children Golf and Tennis Classic. These donors contribute a combined total of in excess of \$400,000 to support the mission of the Foundation. Because of their commitment, we are proud to recognize the following as Signature Community Partners:

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Cape Fear Valley Health Foundation is grateful for the ongoing support from each Community Partner.

For more information on how you can become a Signature Community Partner, please contact Tyler Sutherland at (910)615-1449 or TSutherland@capefearvalley.com.

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► PATIENT ASSISTANCE



\$256,526

► *improving* PATIENT FACILITIES



\$449,135

► NURSING EDUCATION



\$28,750

► *enriching* CANCER CARE



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Cape Fear Valley Health Foundation appreciates the many community groups and organizations throughout the region that raise money on our behalf and make contributions to benefit patients at Cape Fear Valley Health. During 2016 in excess of \$135,000 was donated from organizations and events in the community. We are grateful for all those who participated in these events and below is a sampling of some of the activities held in our community this past year. If your business, social club, civic group, church, sorority, fraternity, sports team, scout troop, class or other groups plans to have a fundraiser or collection on our behalf, please contact our office at (910) 615-1285 or CFVHealthFoundation@capefearvalley.com at least one month in prior to your planned event.

EVENT

Breast Care Education Forum

Fayetteville Swampdogs – Striking Out Cancer Game

Ft. Bragg Federal Credit Union Golf Tournament

Heart of Christmas Show

Methodist University Women's Basketball Play 4 Kay Game

Ryan's Reindeer Run

Shakir Family Pink Dinner

Spirit of Children