



making a DIFFERENCE

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A LETTER FROM THE EXECUTIVE DIRECTOR



Five years ago, in the summer of 2012, we brought you the first issue of *Making A Difference* and re-introduced our community to Cape Fear Valley Health Foundation. Thanks to you, our donors and supporters, we have been able to spend the past five years making a significant difference in the lives of so many in our community through the impact of your gifts.

In the past five years, our donors have helped us grow our assets to over \$6.6 million. During that time, we have doubled the size of our endowments. This is significant because those endowments will sustain the lifesaving programs and services provided by the Foundation each and every day at Cape Fear Valley Health, for generations to come.

During that same time period, more than \$3 million of community donations have been invested in programs, services,

equipment and enhancements at Cape Fear Valley Health. Behind each of those dollars, there is a patient who has benefited from the investment our community has made in healthcare.

We believe an investment in Cape Fear Valley Health Foundation is a wise choice for your charitable giving for several reasons.

- ▶ Donations to the Foundation support programs and services the hospital would otherwise be unable provide, services that greatly enhance the patient experience and improve the health of our community.
- ▶ Philanthropy is the least expensive, least-regulated and easiest-to-grow source of capital for our healthcare system when funding new equipment and construction, allowing for our community to have the best environment in which to heal.

- ▶ Invested funds can be used in a manner that leads to transformational and innovative changes in healthcare, providing the most up-to-date healthcare technologies in our region.

Five years after the first issue of *Making A Difference*, I would like to challenge each of you to consider how you can help us continue to improve the health and wellness of our community. We can't all be in the operating suite or deliver radiation therapy or unblock a clogged artery. But we can all make a difference. As a community of givers, we can all provide healing.

A handwritten signature in black ink that reads "Sabrina S. Brooks". The script is fluid and cursive.

Sabrina S. Brooks, CFRE
Executive Director
Cape Fear Valley Health Foundation

walking to REMEMBER

by GINNY DEFFENDALL



Team Caroline gathers before the Ribbon Walk and Run.

Team Caroline stands out from the crowd at Cape Fear Valley Health Foundation's Friends of the Cancer Center Ribbon Walk & Run for Cancer. One of the largest groups in attendance each year, the team almost seems like a small army in matching shirts. All are friends and family of the late Caroline Harsant Whitley.



Caroline was just 25 years old in 2007 when she was diagnosed with brain cancer. That was the first year she gathered a team of walkers to support patients at Cape Fear Valley Cancer Treatment and CyberKnife Center.

Today the driving force behind Team Caroline is Pam Harsant, Caroline's mother.

"I feel it from the heart because Caroline felt it from the heart," said Harsant. "Caroline felt like every patient that came in the center benefitted from Friends of the Cancer Center," said Pam Harsant, Caroline's mother. "She would walk to honor them."

Participating in the Ribbon Walk was how Caroline chose to remain positive in the face of cancer. She gathered her team each year until 2011, when she passed away just six weeks before the annual walk.

"Caroline always chose to handle life with positivity, courage and grace," said Harsant. "Receiving the cancer diagnosis, the treatment... When so much was out of control, Caroline always maintained a positive attitude."

The spirit and courage Caroline displayed now lives on through the efforts of her mother, Pam, who continues to coordinate a team of walkers – Team Caroline – for the Ribbon Walk & Run each year.

"We are her legacy," Harsant said. "Everything we do is a reflection on her and we will continue to walk every year."

Harsant is passionate about the work Friends of the Cancer Center does, and supporting them by walking in the Ribbon Walk & Run. She understands that no one fights cancer alone.

"When you know someone who has cancer, then the whole family and everyone who loves them has it too in a sense," she said. "It really does take a whole team of people to support these people through treatment. And

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some people have more support than others. Friends of the Cancer Center really helps support every person who comes through that door, whether it's with a caring hand, a sympathetic ear or a bottle of ginger ale with lunch."

One hundred percent of the funds raised by Friends of the Cancer Center goes to assist patients fighting cancer.

"Friends of the Cancer Center funds aid those struggling to pay rent while out of work for chemotherapy," said Tyler Sutherland, Cape Fear Valley Health Foundation Community Engagement Coordinator. "The funds can help a woman who has no resources receive a lifesaving mammogram or provide an art therapy class to a patient dealing with the emotional side of a cancer diagnosis."

Harsant says that some years their team is bigger than others, but it's always a great time to catch up with those who loved her daughter.

"We have our immediate family, extended family from Michigan and Raleigh who come join us," said Harsant. "But also her school friends, college friends, even her high school teachers come and join us. Even our next-door neighbors from 20 years ago. They come every year."

This year, Team Caroline had 46 participants at the Ribbon Walk & Run, which was presented by Stanley Steemer and Gill Security Systems. The team raised an impressive \$3,680 to support community cancer patients.

The 2017 event marked the second year that a timed run was part of the walk.

"It was a tremendous success," said Sutherland, who coordinates the event. "We had approximately 1,100 walkers, 177 runners – which is up from our first year – and more than 50 cancer survivors participate this year."

The event raised more than \$90,000 to support patients with medication assistance, nutritional supplements, no-cost mammograms for uninsured women, wig vouchers and other patient necessities.

"Wouldn't it be nice if one day we didn't have to walk in the Ribbon Walk?" asked Harsant. "But, I don't know one person who hasn't been affected by this disease in one way or another, who isn't directly connected to someone who is battling this. So, I think that as a community if there is one thing we can do to help these people, we need to do it."

Mark your calendars for the 2018 Ribbon Walk & Run, to be held on Saturday, April 28, at Festival Park in downtown Fayetteville.

Harsant and Team Caroline will see you there.

MEET *the* CAPE FEAR VALLEY HEALTH FOUNDATION TEAM

by GINNY DEFFENDALL



Meet the staff of Cape Fear Valley Health Foundation (left to right): Kathy Mathis, Tyler Sutherland, Melanie Erwin, Sabrina Brooks and Jessica Griffin.

Those who work closely with Cape Fear Valley Health Foundation may have noticed some new faces around the office! Take a moment to meet some of the new staff members.



Tyler Sutherland,
Development
Coordinator

Tyler Sutherland's focus at the Health Foundation is to build relationships throughout the community and

in surrounding counties. A significant portion of her time involves planning and executing the Foundation's three Signature Events – the Circle of Friend's Gala, the Ribbon Walk & Run for Cancer and the Golf and Tennis Classic. Sutherland also provides support to community

members who host events in support of Cape Fear Valley Health Foundation.

Sutherland's diverse background – including healthcare, law, digital media, marketing and business development – makes her uniquely qualified for the position.

"With my background, I can appreciate and combine patient care needs with business strategy and innovative out-of-the-box thinking," she said.



Kathy Mathis,
Annual Giving
Coordinator

Kathy Mathis has been involved in fundraising since 1994. She has focused on healthcare

fundraising since 2002. In that time she has found that each organization has its own unique way of enhancing the community.

Mathis says that hospitals are the one philanthropic organization that touches every part of life from birth to death. Yet providing that care is very costly.

Mathis will be working with Cape Fear Valley Health employees through the Annual Employee Giving Campaign, as well as patients through the Grateful Patients and Families Program.

The Grateful Patient Program offers patients and their families an opportunity to show gratitude to a caregiver who has provided them with excellent care.

"I find that many people think their donation is just too small to make a difference," Mathis said. "The reality is that every donation truly makes a difference!"

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“The combination of our team’s skill sets and personalities work together to provide our donors with the opportunity to make an investment in the health and wellness of our community.”

— Sabrina Brooks

EXECUTIVE DIRECTOR
CAPE FEAR VALLEY HEALTH FOUNDATION



**Melanie Erwin,
Major Gifts
Officer**

Melanie Erwin’s job is to match a donor’s philanthropic interests with the needs of the health system. She educates

donors about giving opportunities that impact patient care and builds relationships between donors and our organization.

Erwin knows first hand how important good healthcare is to a community. Her husband, Mark, suffered a debilitating accident four years ago. His team of physicians, therapists and nurses made a huge impact on the Erwins. Today Mark is doing well and Melanie uses her experiences to connect with donors.

“We don’t know when we’ll need good healthcare,” Erwin said. “The reality is that we all have the potential during our lifetime to have a need. At that moment, we’ll be glad we made the investment in health and wellness for our community.”

Executive Director Sabrina Brooks oversees the Foundation team and orchestrates the corporate

fundraising for Cape Fear Valley Health. In addition to the fundraising staff, the Foundation team includes Jessica Griffin, Development Assistant. Jessica greets guests when they enter the Foundation and supports the work of the board and the staff as they secure support for Cape Fear Valley Health.

In addition, two contract employees provide unique support to the fundraising efforts. Shelly Davis serves as Grant Writer, working to secure external grants that support the health system. Vickie King oversees the donor database and works closely with the fundraising staff to ensure the integrity of donor records.

Brooks also works closely with Ashley Dowless, Director of the Bladen County Hospital Foundation, to support the philanthropic efforts benefiting healthcare in Bladen County.

Together, this dynamic and energetic team works to bring resources to Cape Fear Valley Health, which enhances the delivery of healthcare to this region of North Carolina.

“The combination of our team’s skill sets and personalities work together to provide our donors with the opportunity to make an investment in the health and wellness of our community,” Brooks said.



David Allred: A Southern Gentleman at Heart

by GINNY DEFFENDALL

David Allred may have been the 2015 recipient of Methodist University's Silver Spoon Award for entrepreneurship, but he was hardly born with a silver spoon in his mouth.

The Burlington native comes from humble beginnings and has worked his way up through the banking community, eventually opening and running Fayetteville's Carolina Mortgage for 25 years.

Allred and his wife of 46 years, Lauren, moved to Fayetteville in the late 1970s. He was a banker with his eye on the future. The plan was not to settle in Fayetteville, but to stay a few years and then transfer elsewhere.

"But we came at a great time," he said. "We got really involved in the community very quickly. I ended up rejecting a transfer so we could stay here and raise our children."

For Allred, the Fayetteville community is everything. He has spent more than 25 years helping his neighbors reach their dreams of home ownership. And he is responsible for more than \$3 billion in home loans in the community.

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Allred has done his part and then some for our community. He serves as deacon and Finance Chairman for his church, First Presbyterian. He has served on the board of the Fayetteville chapter of Habitat for Humanity, as president of the Mortgage Bankers Association of Fayetteville and on the Fayetteville Area Chamber of Commerce's Military Affairs Committee and Economic Development Alliance.

He also serves as Chairman of the board for Cumberland Residential and Employment Services and Training (CREST), an organization that works with developmentally disabled.

"He and I just love this community," said Lauren Allred. "He's put his heart and soul into it."

Allred also serves on the board of Cape Fear Valley Health Foundation because he knows the importance a strong hospital plays in creating a strong community.

"We know how tight money has been in healthcare," Allred said. "Cape Fear Valley has done a tremendous job of creating heart programs and cancer programs... they are outstanding. None of

these programs could have been done without the Foundation."

Allred was invited to join the board by his friend, Jimmy Townsend. He feels it was a natural fit.

"As a banker you meet a lot of people," he said. "And I already knew a lot of the local physicians."

Sabrina Brooks, Executive Director of Cape Fear Valley Health Foundation, feels fortunate to have Allred on the board.

"He's very caring," she said. "He's very committed. Both he and his wife are very involved in the community. As a couple, they want what's best and that includes healthcare."

Allred sold Carolina Mortgage in 2013. He now works as Operational Manager for Lendello Mortgage. When not in the office, he and Lauren spend a lot of time travelling. They've recently been to China, but say their two favorite places to visit are the homes of their sons – Charlie, a pulmonary physician in Philadelphia, and Bennett, an engineer in Greensboro.

Though their sons have left Fayetteville, the Allreds have no plans to leave anytime soon. They love the community as much today as they did in the 1970s.

"If you get involved in the community, it's easy to like it," he said. "The people make it great. It's a special place. I think Fayetteville is a community that takes care of itself. No matter what you need, there are people that will help you."

One of those people is Allred. He gives so much of his time and attention to his various boards and committees. No matter how busy he gets and how tired he is after a long week, he always finds time to take his best girl on their weekly date. He may not make it through the date, though.

"Every Friday night we go the movies for a date night," Lauren Allred said. "The true test for a good movie is if David stays awake."



Esteban Mery-Fernandez, M.D., and Robin Kivett, RN, were instrumental in bringing the bereavement cart to the Intensive Care Unit.

CARING *for* the GRIEVING

*The Intensive Care Unit
Cares for More than the Patient,
but the Family*

by GINNY DEFFENDALL

Saying goodbye to a loved one is never easy. Extended hospital stays only make things more difficult.

“Typically there is one person – maybe two – who stands vigil at the end of a loved one’s life,” says Melissa Ayscue, an RN in Cape Fear Valley Health’s Adult Intensive Care Unit. “They don’t always sleep, or eat.”

These caretakers rarely think of themselves or their own comfort. But the ICU staff is thinking of them. They have created a special Bereavement Cart, provided with donated funds from Cape Fear Valley Health Foundation.

The rolling pushcart dispenses thoughtful items

such as daily hygiene products, warm blankets and reading material for children and adults, for families who suddenly find themselves having to stay with a dying loved one in the hospital. The project was spearheaded by Esteban Mery-Fernandez, M.D., an Adult ICU Intensivist.

“There have been several instances where we had families living in the hospital,” said Dr. Mery Fernandez. “They had hot dogs in the waiting room that they were heating in the microwave. There was a huge need to offer these families something.”

Dr. Mery-Fernandez formed a committee that included hospital chaplains, ICU nurses, and Robin Kivett, a certified Palliative Care Nurse and Care



“It’s made a really big impact, we’re really proud of it. The cart helps everyone – the family, the patient and even the nurses – become comfortable with end-of-life care.”

— Melissa Ayscue, RN
CAPE FEAR VALLEY HEALTH'S
ADULT INTENSIVE CARE UNIT

Navigator for Cape Fear Valley’s Accountable Care Organization.

The committee’s task was to dream up everything they would like to see if they were visiting an ICU at the end of a loved one’s life.

“We initially wanted to just focus on the medical part,” Dr. Mery-Fernandez said. “But all these others things came up. These families don’t have a place to take a shower or brush their teeth. We wanted to provide care for them as well.”

So the committee approached the Health Foundation about a grant to allow them to purchase and stock the cart with everything from snacks to toothbrushes and toothpaste, from combs and shampoo to coloring books. The cart even provides private journals so family members can write about the rollercoaster emotions that come with an extended bedside stay. Journaling provides an opportunity that Kivett says many families don’t even know they need.

“A lot of family members won’t remember everything that happened in the last moments with a loved one,” she says. “This gives them a

chance to write these thoughts down. It’s these little things that really matter.”

Kivett says that many of the ICU visitors are simply acting in survival mode, anticipating the death that’s coming. Providing comfort so that families don’t have to leave the bedside and can focus on their loved ones is also important to the ICU staff.

“It’s made a really big impact,” Ayscue agreed. “We’re really proud of it. The cart helps everyone – the family, the patient and even the nurses – become comfortable with end-of-life care.”

Ayscue says that addressing patient needs on every level is a priority in the ICU. This includes caring for the patient’s loved ones, even in small ways.

“Just because the patient is unable to be cured does not mean we stop caring,” she said. “End-of-life care is not a withdrawal of care. It’s transitioning to a whole new level of care – comfort measures. This is when we have to care the most.”



11TH ANNUAL CIRCLE OF FRIENDS GALA



The 11th Annual Circle of Friends Gala was held Saturday, Jan. 21, at Highland Country Club. With more than 480 attendees, the event was filled to capacity and more than \$226,000 was raised.

funds raised helped Cape Fear Valley Health expand the Lung Nodule Clinic.

Proceeds from the Gala will be used to fund a Training Simulation Lab and provide for a much-needed “Sim Junior” – a child size and lifelike, high fidelity simulation training manikin. Additional

Since 2007, the Circle of Friends Gala has raised more than \$1,800,000 to support patients at Cape Fear Valley Health. Please save the date for the **12th Annual Circle of Friends Gala**, to be held on Saturday, Jan. 20, 2018.

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PHOTOS: RACHAEL SANTILLAN



NEWS BRIEFS



> The Heart of Christmas Show

For the past 17 years, the cast of the Heart of Christmas Show has made a difference in the lives of sick and abused children in our region by sharing their time and talent with our community.

Directed by Laura Stevens, the show has become a traditional holiday season kickoff for many, and also provided support for many organizations in our community.

In 2016, the cast made a donation of \$25,000 to Cape Fear Valley Health Foundation's Friends of Children. This donation will be used to provide two Touch2Play interactive bedside activity carts for the children's inpatient unit and emergency department. These activity carts will allow caregivers to utilize the benefits of play in the healing process for our community's children.

To date, the Heart of Christmas Show has donated more than \$342,000 to benefit hospitalized children at Cape Fear Valley Health. This generous support is made possible thanks to the sponsors of the show, those who purchase tickets, the talented performers and their parents and most especially Laura and Charles Stevens for their tireless effort and commitment to this community.



> A Musical Memorial

Dr. Beth Langley, Coordinator of Nursing Research at Cape Fear Valley Health, and her family recently donated a digital piano to the Cape Fear Valley Chapel in memory of her father, Mr. James Pauley. Dr. Langley played the piano during the Christmas worship service and the instrument will enhance

the corporate worship services held in the chapel throughout the year.



> Margaret Ann Alligood Named Friends of the Cancer Center Chairperson

Margaret Ann Alligood, a breast cancer survivor, is the new chairperson of the Cape Fear Valley Health Foundation's Friends of the Cancer Center. This volunteer group advocates and raises money to support Foundation-funded projects and programs at the Cape Fear Valley Cancer Treatment and CyberKnife Center. Mrs. Alligood assumes this role from former chairperson and founder of Friends of the Cancer Center, Mr. Jesse Byrd.

> We've Been Making Changes!

Check out the updated Cape Fear Valley Health Foundation website at www.cfvfoundation.org. Also, "like" our Facebook page to keep up with all the Foundation activities throughout the year.



> Crayons from Cotillion

Each February, the National League of Junior Cotillions, Cumberland Chapter participates in "Crayons from Cotillion." The students are asked to donate boxes of crayons, which are given to hospitalized children at Cape Fear Valley Health.



> Pink Patches Raise Breast Cancer Awareness

The Fayetteville Police Foundation donated \$2,300 to Cape Fear Valley Health Foundation's Friends of the Cancer Center from proceeds of their Pink Patch, an effort to raise breast cancer awareness by the Fayetteville Police Department. The patches were available at the Ribbon Walk and Run in April.

> Host a Third-Party Fundraising Event

Interested in holding a Community Event in support of Cape Fear Valley Health Foundation? Contact Tyler Sutherland, Community Engagement Coordinator, for more information at tsutherland@capefearvalley.com or (910) 615-1449.

We regret the following donors were omitted from the donor listing in the Spring 2017 issue of Making A Difference. We apologize for this oversight and are grateful for the generous support we receive from all our supporters. Should you ever find an error or omission, please contact our office at (910)615-1285 or CFVHealthFoundation@capefearvalley.com.

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THANK YOU TO OUR SIGNATURE 2017-2018

COMMUNITY PARTNERS

Our Signature Community Partners are donors who support Cape Fear Valley Health Foundation throughout the year. These donors have made a commitment to impact healthcare in our community. They have chosen to sponsor each of our three Signature Events to include the Circle of Friends Gala, Ribbon Walk and Run, and the Golf and Tennis Classic. These donors contribute a combined total of in excess of \$400,000 to support the mission of the Foundation. Exclusive recognition and benefits are offered to all partners. We are proud to recognize the following as Signature Community Partners:

BB&T :: www.bbt.com

Bragg Mutual Federal Credit Union :: www.braggmunicipalfcu.org

Cape Fear Center for Digestive Diseases :: www.cfcdd.com

Cape Fear Valley Health :: www.capefearvalley.com

Duggins Smith Companies :: www.dugginssmith.com

Fayetteville New Car Dealers Association :: fayettevillenewcardealers.com

H & H Homes :: www.hhhomes.com

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LIFE at St. Joseph of the Pines :: www.sjp.org

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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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