Novant Health Forsyth Medical Center Foundation 2019 annual report

NOVANT HEALTH
Forsyth Medical Center Foundation

A year of igniting change: community investments in 2019

This year has challenged our concept of normal. It has stretched our collective capacity for change. The events of 2019 seem very far away from where we are in 2020, but because of your unwavering support and our commitment to providing remarkable care, we were well positioned to rise to the unknown challenges and opportunities we would face.

As we reflect on what your support allowed us to accomplish in 2019, we can see your dedication and compassion propelling the decisions we made. No matter the need, we will work tirelessly together to meet it.

In 2019, that work took shape in a variety of ways and centered around several strategic priorities: quality and safety, access to care, the human experience, nursing recruitment and retention, as well as partnership and growth. To that end, we pushed forward on a series of construction projects designed to bring state-of-the-art services and facilities to our patients and their families across our footprint. At the same time, we embraced opportunities to expand into new communities, bringing world-class healthcare to more patients across our region.

Your generous contributions have allowed us to enhance the healthcare experience across our facilities with a focus on everyone, from our pediatric patients to those battling cancer. We built a state-of-the-art clinic to provide care to underinsured and uninsured families, and we created opportunities to take that care beyond our walls directly to patients in need. Our mobile mammography cruisers, for instance, are designed to serve our more rural populations, and our telemedicine solutions increase access to behavioral and mental health services. We also invested in our nursing team members, providing funding to support educational opportunities that will help them advance their careers and grow within our system.

Your commitment to the foundation made that work possible, and the importance of your continued support cannot be overstated. Each year, this report highlights the profound impact made possible through the generosity of you and donors like you across all the communities we serve. Your gifts allow us to respond to emerging needs and to be better stewards of health and wellness, providing remarkable care to all, no matter what.

As a not-for-profit healthcare institution, we partly measure our success based on patient outcomes — in numbers and statistics. Those key performance indicators are important as we work to improve the health of the communities we serve, but we also look at more qualitative metrics. In 2019, those metrics were overwhelmingly positive and are shared through the stories in this report.

Your support of Novant Health Foundation positioned us well to serve our patients, team members and communities in the midst of the COVID-19 pandemic. We know there is more to learn and more to do. Your support accelerates our mission and our promise to make your healthcare experience remarkable. We do that by bringing you world-class clinicians, care and technology — when and where you need them — and reinventing the healthcare experience to be simpler, more convenient and more affordable, so that you and everyone your gift supports, can focus on getting better and staying healthy.

Thank you for all you do for our patients, our team members and for Novant Health. Quite simply, we couldn't do what we do for our communities without you.

Carl S. Armato

Carl S. Armato
President and chief executive officer, Novant Health

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Novant Health Foundation mission

Novant Health Forsyth Medical Center Foundation engages and connects donors to Novant Health programs and initiatives that save lives and improve the health of the communities we serve.

Novant Health Foundation beliefs

- We are effective and transparent stewards of donors and their gifts, honoring donor intent and communicating philanthropic impact.
- We strive to develop a culture of philanthropy within Novant Health and our communities.
- We integrate our efforts with the clinical staff to better understand critical needs and accelerate solutions.
- We serve as ambassadors to share Novant Health's remarkable outcomes, raise community awareness and increase giving.
- We connect donors' passions with Novant Health priorities to improve the health of the communities we serve.
- We are passionate about health and wellness.
- We embrace diversity and inclusion to connect better with our communities.
- We treat our donors with gratitude and respect.
- We value excellence, commitment and compassion.
- We commit to the development of our people and the implementation of industry best practices.
- We collect and maintain current, accurate and informative donor data with the highest level of confidentiality.
- We embrace collaboration and accountability, and celebrate success.

2019 Novant Health Foundation philanthropic summary

2019 totals

$6,803,732	$5,812,393	$12,616,125
Total gifts	Total new pledges	Total new commitments

Novant Health Forsyth Medical Center Foundation

737	$975,821	684	$1,684,190	$2,660,011
Donors	Total gifts	New pledges	Total new pledges	Total new commitments

Novant Health Brunswick Medical Center Foundation

84	$73,665	333	$105,238	$178,903
Donors	Total gifts	New pledges	Total new pledges	Total new commitments

Novant Health UVA Health System Prince William Medical Center Foundation

173	$199,367	108	$26,525	$225,892
Donors	Total gifts	New pledges	Total new pledges	Total new commitments

Novant Health Presbyterian Medical Center Foundation

1,644	$3,250,595	490	$1,611,892	$4,862,487
Donors	Total gifts	New pledges	Total new pledges	Total new commitments

Novant Health Rowan Medical Center Foundation

805	$2,009,494	428	$2,350,766	$4,360,260
Donors	Total gifts	New pledges	Total new pledges	Total new commitments

Novant Health Thomasville Medical Center Foundation

164	$294,789	180	$33,782	$328,570
Donors	Total gifts	New pledges	Total new pledges	Total new commitments

To view federal form 990 visit **SupportNovantHealth.org/990s.**

2019 Most memorable achievements; Annette Knight wants her community to have the quality care it needs, no matter what

In many ways, Annette Knight considers Novant Health Forsyth Medical Center the great connector in her community.

"That's where I remember seeing my grandmother for the last time. That's where I sang 'Amazing Grace' to my other grandmother as she was slipping away from us. Every single one of us has a connection to that place, whether it's the birth of a child or a broken ankle or a battle with cancer," Knight said. "You cannot be separated from a need for healthcare."

The role of Novant Health Forsyth Medical Center Foundation, where Knight serves as chair, is to ensure those needs are met. Here, Knight talks through what that work looked like in 2019 and how it is evolving in the midst of the COVID-19 pandemic.

"Yes, we're all dealing with COVID, but the other work must continue. And we want to make sure people recognize that there are still plenty of needs to go around," Knight said.

You are now in your second year as chair of the board for Forsyth Medical Center Foundation and your fourth as a board member. Why did you decide to join?

I have always given back to my community, to the areas I have an emotional connection to, and when I was asked to consider this, it just seemed to be a right fit. My family has received all of its care out of Forsyth Medical Center for as long as I can remember. I watched my grandparents all pass away at Forsyth Medical Center. And my husband had been a cancer patient at Forsyth Medical Center back in 1981, and now, in the Novant Health Derrick L. Davis Cancer Center, there is a grand piano that used to be in the lobby of Forsyth Medical Center. Back then, donors could honor someone with one of the piano's keys. My husband's mother bought one in honor of my husband all those years ago, and now I see it in the new Cancer Center, on the piano and on a plaque that hangs on the wall.

Forsyth Medical Center is the connective tissue in our community. It's where you receive your healthcare and to be able to give back to it as it has given to my family is a privilege and an honor. I feel like my purpose is being fulfilled.

What are you most proud of from your time on the board so far?

We had the honor of approving a $5.6 million investment in phase 1 clinical trials to be administered by Novant Health Oncology Specialists at the Derrick L. Davis Cancer Center. That will allow us to give patients access to advanced treatment options, and it's particularly important to me because my husband's best friend is now being served out of the Cancer Center, receiving treatment for stage 4 prostate cancer. It just chokes me up to know that we do such good work to give hope to the people who may not have it.

The other thing that has really been important to me is increasing access to mammograms for those in need. We now have two mobile mammography buses on the ground, working in the communities that Novant Health serves, and it's truly been a blessing.

The third area that I have a special affinity to is spiritual care. We were able to place another spiritual care team member in the emergency room last year, and when you hear the stories of how this person has already been used with families who have come into the emergency room, it highlights just how important they are in the work we do at Novant Health. For instance, I was told of one person who was dying in the hospital, and the spiritual care team member sat with this person, holding her hand as her life left her body. Had it not been for the foundation funding that position, that opportunity would have been missed.

What changes has this year brought to your work?

We knew the work and the projects we had that were ongoing had to continue. And they have. For instance, I recently learned the phase 1 clinical trial at the Cancer Center is in the final stages of completion. I was thrilled that, in spite of COVID-19, everything stayed intact to see that project through.

This year, Novant Health has also established the Hope for Remarkable Team Aubergine Fund (formerly the Novant Health COVID-19 Disaster Relief Fund). One of our board members turned that into a challenge: He pledged to give a $5,000 matching gift if we could get every single board member to contribute to this fund. And we were able to get every single board member to donate. That was wonderful.

Another thing that really inspired me was a meeting we held in June, shortly after the George Floyd incident. We had Tanya Blackmon, our executive vice president and chief diversity, inclusion and equity officer, speak, and everybody showed up. It was so inspiring to see everybody dial in. You don't always see that level of participation, and I was just overwhelmed with joy. That was also when we voted to add several hundred thousand dollars to the employee relief fund. We also voted on an addition to the Cancer Center, which will allow for a renovation of the radiation and oncology space.

All of this just shows that we're continuing to do other work beyond COVID-19. Everybody assumes that everything's about COVID-19 right now. But the other great work the foundation is doing continues.

2019 Novant Health Forsyth Medical Center Foundation funding snapshot

Here's how your gifts are supporting programs and initiatives that save lives and improve the health of the communities we serve.

Patient assistance/initiatives

$123,512

Prevention/screening/ community awareness

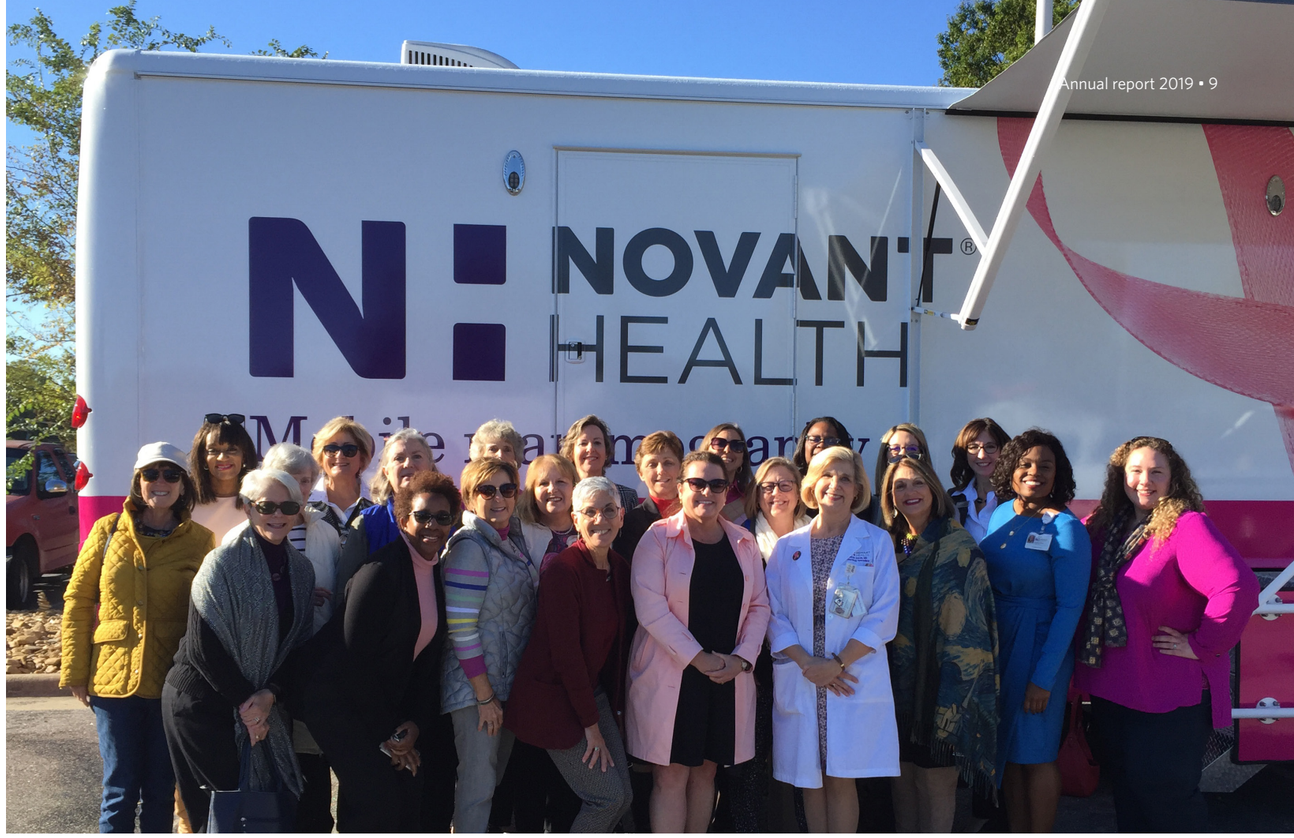
$170,471

Team member initiatives

$96,208

Technology & equipment

$351,363



Women's Council of Novant Health Forsyth Medical Center Foundation

Women's Council funds second mobile mammogram unit

In October 2019, the Women's Council held a ribbon-cutting ceremony for our new mobile mammography unit. Thanks to many generous donors and the efforts of the Women's Council, this state-of-the art clinic provides people with the life-saving gift of mammography around our region.

This is the second Novant Health mobile unit for the Winston-Salem area. It now serves 15 local counties and helps more women take charge of their breast health. No matter a woman's financial circumstances, insurance coverage or means of transportation, she now has access to remarkable care.

Donations to Think Pink Fund provided lifesaving mammograms

Philanthropic support provided critical funding for underinsured and uninsured women to receive mammograms at no cost. Donors are passionate about this important mission, and every gift to the Think Pink Fund goes directly to support a lifesaving 3D mammogram to someone in our community.

Donors to Novant Health Forsyth Medical Center Foundation have made access to screening 3D mammography a top priority," said Kim Cannon, regional mammography manager, Novant Health Breast Center, Winston-Salem, "and they continue to provide funding for the underserved in our community. Early detection is so vital, and our foundation realizes how important it is for every woman to have access to mammography regardless of her ability to pay. Countless women have been touched by the generosity of the community."

Patricia Flowers, PhD, advocates for the power of mammograms

Patricia Flowers has no tolerance for excuses when it comes to mammograms.

"Every excuse that someone can come up with, I promise I can find a way around it: 'My breasts are smaller.' 'It's uncomfortable.' 'It will hurt,'" Patricia said. "And I'm like, 'You know what hurts and is really uncomfortable? Getting both your breasts cut off.' I'm very no-nonsense about that because early detection is key."

Patricia uses her own story as a case in point.

"My cancer was stage 3. That was with me getting mammograms every year. And I'm convinced that it was there in 2013. But because I have dense breasts and got a 2D mammogram, it was missed. And it just grew," Patricia explained. "I'm a strong advocate for 3D mammograms, especially for women who have dense breasts, because that will help with the earlier detection."

We're advocates for the power of mammograms for every woman, regardless of her ability to pay. Early detection saves lives, and every gift to our Think Pink Fund goes to support a lifesaving 3D mammogram to someone in our community.

Patricia Flowers

Lavada Markland retires after nearly four decades with Novant Health Forsyth Medical Center Foundation

Lavada Markland retired after 38 years with Forsyth Medical Center. Lavada's dedication and commitment to our donors, patients, colleagues and community have made a lasting positive impact. Lavada, your Novant Health family wishes you good health and continued success in your retirement.

Lavada Markland

Thank you to our donors for driving remarkable care

Through feedback from our patients and their guests, we heard there was a critical need for transportation within and outside of Novant Health Forsyth Medical Center.

Getting from the parking deck to the intensive care unit can be a challenge, and patients receiving care in the Cancer Center can use a lift back to their cars.

At Novant Health Forsyth Medical Center, you can grab a seat on one of the courtesy shuttles at our Derrick L. Davis Cancer Center or on one of the two that run between our curbside assistance and our North Tower decks.

Thank you to all of the generous donors who supported the needs of our patients and their families through unrestricted gifts. The courtesy shuttles at Novant Health Forsyth Medical Center were supported through unrestricted giving to Novant Health Forsyth Medical Center Foundation.

We are also driving remarkable care in Kernersville at the Novant Health Kernersville Medical Center.

The courtesy shuttle at Novant Health Kernersville Medical Center was made possible through the Remarkable Care Fund for Kernersville Medical Center at Novant Health Forsyth Medical Center Foundation.

Stacy Sawyers

Stacy Sawyers and our donors pave a path to care for cancer patients

Stacy Sawyers' work connects her with patients at one of the most challenging times of their lives. They have just been diagnosed with cancer, yet, for various reasons, they are unable to access the care they need to wage battles against the disease.

Sometimes they can't afford the medication they've been prescribed. Sometimes they can't pay for the gas it takes to drive to and from their treatments. Sometimes they've lost their jobs and no longer have health insurance.

Sawyers calls them "barriers." She's a cancer services support specialist at Novant Health Derrick L. Davis Cancer Center, and her job is to help patients overcome them. In 2019, she leveraged generous donations from our community to provide the financial support for cancer patients to overcome barriers and receive the specialized cancer care they need.

"It's almost like being Santa Claus every day. I get to swoop in and take care of a barrier or remove a fear because of blessings from others," Sawyers said.

Thank you to our donors who supported funds like the Rebekah Fund, which helped serve head and neck cancer patients who needed dental evaluations before receiving radiation or chemotherapy.

Novant Health Forsyth Medical Center Foundation awarded $220,000 grant to support Family Connects

The Family Connects Novant Health program continues to extend more than a few helping hands to mothers and their babies throughout Forsyth County, thanks to a generous $220,000 grant awarded by the Kate B. Reynolds Charitable Trust. Under this program, free postnatal nurse home visits are available to all mothers and babies in Forsyth County, regardless of their economic standing or family environment.

Nurses are equipped to provide mothers with services such as enhancing breastfeeding techniques, weighing the baby, managing a child's crying, helping parents bond with their new child, assessing parents' physical and mental health, and supporting parents as they return to work. Family Connects facilitates connections to a number of key community resources and healthcare providers. Referrals are based on individually identified needs and family wishes.

"As a mother and an ob-gyn physician caring for the women of our community, I've seen firsthand the phenomenal support Family Connects Novant Health provides for growing families," said Pam Oliver, MD, executive vice president and president of Novant Health Physician Network. "Supporting healthy families is one of the most impactful ways that we can improve the health of our communities, and Novant Health is committed to the continued support of Family Connects and comprehensive care for all families."

The Kate B. Reynolds Charitable Trust has provided financial support of Family Connects since its inception in 2016. Ongoing grant support has enabled the Family Connects team to complete more than 5,000 integrated home visits offering timely services all new mothers need postpartum.

FAMILY CONNECTS

Pam Oliver, MD

Novant Health's team of resident nurses provide support for babies and their families early on which enables those individuals to flourish and thrive independently. Family Connects makes accessing quality healthcare possible, from birth and beyond. Babies who receive early intervention are more likely to thrive throughout their lives. Family Connects is an opportunity to evaluate the social determinants of health, such as housing, food and insurance.

"Through our Great Expectations initiative, the trust is deeply committed to ensuring Forsyth County's youngest residents are prepared for success in school and life by the time they complete kindergarten, and we know access to quality health services is critical to that success," said Joe Crocker, director of Local Impact in Forsyth County at the Kate B. Reynolds Charitable Trust. "Family Connects is one way to support a safe, healthy start for children and their families, especially those who may not have access to the resources or services they need to thrive. We are excited Novant Health sees Family Connects as an integral part of how they support babies and their families from the earliest days of a child's life."

Dee and Mel

The Women's Council 11th annual Garden Party

Thank you to Garden Party chair Melanie Barbee, our sponsors, guests and planning committee who made the 2019 Women's Council Garden Party, Through the Looking Glass, a big success. Supporters of our 11th annual event helped raise over $50,000 for mammography in our region.

"Why, sometimes I've believed as many as six impossible things before breakfast," said the White Queen in Lewis Carroll's Through the Looking-Glass.

Together, we can make the impossible possible — **and save lives.**

Second annual Bourbon and Brews

Thank you to all who joined Novant Health Forsyth Medical Center Foundation for our second annual Bourbon and Brews event.

Your support provided mammograms for 160 women in the Winston-Salem area.

Susan and Kris

Leslie, Lynn, Lars and Rashid

Jesse and Cheff

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Our commitment to community

Thank you for choosing Novant Health! We could not do this without you.

At Novant Health, it is our mission to improve the health of communities, one person at a time.

Novant Health is here for you. We promise to bring world-class clinicians, care and technology to all people, when and where you need them, and we treat our patients with compassion, patience, empathy and respect. We strive to deliver a remarkable patient experience in every encounter. As president of Novant Health Foundation, I find moments to pause with gratitude for the incredible dedication of our healthcare providers. I have watched our healthcare heroes and front-line team members sacrifice themselves to care for and heal our community — especially during this COVID-19 pandemic. I spent 34 years in the world of journalism and executive leadership of several regional newspapers, serving as president and publisher of *The State Newspaper* in Columbia, South Carolina, and *The Charlotte Observer*. I watched our committed journalists become embedded with front-line military troops in Iraq. We sent team members to Haiti to report on the aftermath of the catastrophic magnitude 7 earthquake. Our reporters would report from the heart of a hurricane and put themselves at great risk to deliver the news to the communities we served. They answered the calling to ensure the truth was told in all circumstances. They wanted to protect and serve our communities.

I witness that same commitment to service, passion and mission at Novant Health. Our team members are our single greatest asset. There are countless stories of individuals at all levels demonstrating their selfless commitment and tireless efforts to treat, heal and keep our patients and communities healthy day after day. They are ready and eager to serve during the most challenging circumstances. And although this is a time of great uncertainty, it is also a time in which we have demonstrated great humanity.

Thank you for trusting Novant Health. We are honored you have chosen to support our healthcare system. Your generous gifts are put to good use to help ensure our patients have exceptional care and that we are prepared for the moment you need us — whether it is the birth of a baby, a fight against cancer, a surgery or a pandemic. Your contributions are used for lifesaving technology, patient care, upgraded facilities and initiatives that ensure all people have access to healthcare. Novant Health Foundation is listening and responding to critical needs in our communities.

Last year, we made progress on several major construction projects, which will bring world-class care to communities across our region. We expanded opportunities for cancer screenings and primary care to areas with underserved populations. We focused on integrative medicine and behavioral health as we gained a deeper understanding of the issues that matter to the people we serve. We continued our commitment to invest in our team members, ensuring that our teams feel supported at every turn.

That support increased exponentially as the COVID-19 pandemic upended our lives and put healthcare workers on the front lines of an epic battle. Our front-line team members put thousands of hours into caring for patients and their families, adapting to sweeping policy changes and a vastly different environment without skipping a beat. Our community stepped up in immeasurable ways, with displays of gratitude across our region and generous gifts to the Hope for Remarkable Team Aubergine Fund (formerly the Novant Health COVID-19 Disaster Relief Fund). This support provided front-line workers with access to the resources they needed outside the walls of our hospitals, such as emergency child care, temporary lodging and more.

As we adjust to living in our new normal, our focus has shifted yet again to making life as healthy as possible for our patients. Novant Health maintains the highest safety standards of care, having garnered top safety scores from the national nonprofit agency that evaluates the safety, quality and patient experience provided by hospitals across the country this spring. As a system, we will also continue to remain vigilant in providing safe, quality care to our patients. Novant Health is committed to being ready when you or your family need us.

The COVID-19 pandemic has changed all of us in ways large and small, and the Novant Health Foundation is no different. We learned the critical importance of being nimble and responsive, of listening to the needs of our entire community and working fast to develop a plan of action. While we will continue to plan for the large, visionary projects that will take our facilities into the future, we will also keep an ear to the ground to understand what our people need now to do the work that saves and improves lives across our community.

Thank you for everything you do for Novant Health. I am proud to be part of this community, and I look forward to accomplishing even more remarkable things as we move forward, together.

Ann Caulkins

Ann Caulkins
Senior vice president, Novant Health
President, Novant Health Foundation

Join our mailing list

We look forward to keeping you connected with remarkable stories of care from those you've impacted through your generosity. Join our mailing list by snapping a picture of the QR code or visit **SupportNovantHealth.org/Connect**.

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