# Novant Health Rowan Medical Center Foundation 2019 annual report

NOVANT HEALTH
Rowan 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 Rowan 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 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 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 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 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 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.**

# Matt Barr on 2019's most memorable achievements on continuing legacies of caring and commitment

Matt Barr was recruited to the board of Novant Health Rowan Medical Center Foundation by Tippie Miller, a beloved volunteer in the community and the hospital.

"It was part of her life's work to travel with patients — in most cases those she didn't even know — miles away from their community so they could receive the chemo and other cancer treatments they needed," said Barr. "She saw how disruptive it could be for families to have to travel for care, so she stepped in and took on a lot of that responsibility for other families. That's why she was so passionate about the Wallace Cancer Institute at Novant Health Rowan Medical Center," Barr recalled.

Miller set a high standard for compassionate care — one Barr has worked diligently to maintain during his tenure as chairman of the board at Rowan Medical Center Foundation. Under his leadership and through the generosity and commitment of donors and his fellow board members, the new Wallace Cancer Institute is scheduled to open in August 2020. In addition, the foundation has provided more than $700,000 to support various patient-focused programs across the hospital.

In this interview, Barr talks through his tenure at the helm of the board, as well as what will be top of mind for the foundation and the medical center into 2020 and beyond.

## What's unique about the market your foundation serves?

Salisbury is a growing community. It's also a tremendously caring and compassionate community, and we really have a giving heart. It's in our DNA. If you look at the various initiatives that have been undertaken in my 20 years living here, from the arts to education to the healthcare system, we have an amazing group of people who are willing to commit their talents and treasures to making Salisbury and Rowan County a better community for everyone.

## What were some of your key accomplishments from 2019?

The Wallace Cancer Institute is by far the biggest initiative we took on during my tenure, and our community stepped up in a very big way to fund our portion of that facility. Now, it's nearly completed.

In addition to that, we have the Kiser Fund, which is one of the biggest in the Novant Health system. It was established to honor Dr. Glenn and Mrs. Muriel C. Kiser and their commitment to quality healthcare services at Rowan Medical Center, and it funds programs that enhance patient care. Each year, different departments request funds for everything from exercise equipment to a new trauma operating room. Typically, the Kiser Fund gives between $600,000 and $900,000 to support those programs. In 2019, that total was just over $700,000.

Outside of the pure fundraising part of it, I was pleased during my tenure to continue to attract and retain some wonderfully talented people for the board. It was pure pleasure and joy to lead people with such diverse gifts. I'm thankful for their tremendous support during that period.

## What are some areas of ongoing need that you or the new board chairman are focused on for 2020?

We've been incredibly fortunate and blessed to be able to deploy hundreds of thousands of dollars a year to satisfy unmet needs within the medical system. When a situation like COVID-19 emerges, there are greater unanticipated needs, so we've been able to come alongside the management team at Novant Health and work hand in hand.

## What does "remarkable care" mean to you?

It's openly caring for patients with compassion. It's great communication skills from all our professionals, to walk patients through any situation they have. Ultimately, it's being in a position to deploy the leading-edge technologies and therapeutics to get patients back where they need to be.

I have many, many friends who've had issues that needed to be dealt with in an emergency capacity or through planned procedures, and I have to say, I'm just proud when I talk to them about the quality of care and the positive outcomes of those experiences.

## What message would you like to send to donors?

I want to let them know how important it is to have a strong medical system locally. It's really a key common denominator for thriving communities — a strong medical system, an exceptional education system and a thriving arts scene are the big three. And we've done a great job in our community of supporting these pillars for success.

# 2019 Novant Health Rowan 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.**

Technology & equipment
**$711,000**

Patient assistance/initiatives
**$184,030**

Hospice
**$214,206**

Diabetes
**$100,638**

Breast health
**$75,094**

Employee emergency fund
**$10,625**

## Cancer care has a new home

Novant Health Rowan Medical Center has always been on the forefront of improving quality of life in our community by offering a remarkable patient experience. Novant Health Wallace Cancer Institute, a 32,000-square-foot, state-of-the-art comprehensive cancer institute, will be dedicated to providing Rowan County residents with life-giving care. The new facility, a department of Novant Health Rowan Medical Center, will bring together cancer experts, leading-edge technology and resources designed for ensuring patient comfort and healing, all in one location.

The Wallace Cancer Institute will profoundly impact patient quality of life by personalizing patient-centered care, improving accessibility, increasing affordability, enhancing care coordination and providing leading-edge treatment.

Thank you to the generous donors in 2019 who helped us raise $10,792,641 of our $12 million goal to support this new institute, which will open its doors in summer of 2020.

# Novant Health Rowan Medical Center Foundation received $75,000 in grant awards to help fund the Wallace Cancer Institute

Thanks to generous support from The Blanche and Julian Robertson Family Foundation and the Margaret C. Woodson Foundation, Novant Health Rowan Medical Center Foundation became one step closer to creating a state-of-the-art cancer institute in Salisbury, North Carolina.

In 2018, we launched a $12 million capital campaign to support the construction of the Wallace Cancer Institute, which will enhance patient care, improve accessibility, increase affordability, enrich care coordination and provide advanced cancer prevention and treatment services close to home.

The Blanche and Julian Robertson Family Foundation awarded $50,000 in funding to support the new cancer institute, and the Margaret C. Woodson Foundation awarded $25,000.

Construction of the new cancer institute began in 2019, and it will begin accepting patients in the summer of 2020.

# The Norvells donate book proceeds to support new moms and their babies

New mothers and their babies at the Women's and Children's Center at Novant Health Rowan Medical Center now rest a little more comfortably, thanks to a donation from the sale of a book written by Salisbury residents, Elizabeth and Owen Norvell. The Norvells generously donated proceeds of their book to benefit both Novant Health Rowan Medical Center Foundation and Piedmont Players Theatre Youth Productions.

Chef Santos – The Chef, His Story and His Recipes is the Norvell's first book. Elizabeth and Owen have enjoyed dining at the Italian restaurant Goodfellows for years, where they met the owner Chef Santos.

The Norvells intended on putting funds from the book back into the restaurant, however Chef Santos insisted the money be evenly donated to two local nonprofits that benefited children. The proceeds from the book to our foundation were used to purchase several HALO®Bassinest™ swivel sleepers for the Women's and Children's Center. With its innovative design, the swiveling bassinet makes it easier for new moms to tend to their newborn's needs such as 'skin to skin' bonding, breastfeeding and diaper changing, directly from the hospital bed.

"We are grateful to the Norvells for the generous contribution," said Rick Parker, executive director of the Rowan Medical Center Foundation. "Rowan Medical Center is committed to providing access to world-class care right here in our community, and they are helping us fulfill this mission."

Elizabeth Norvell, Chef Santos and Owen Norvell

# Riders Against Cancer: The biker community fighting breast cancer

Approximately 1 in every 8 women will develop invasive breast cancer in her lifetime. But the owners and patrons of The Lucky Turn Around, a neighborhood bar located in China Grove, are working to change that. The group Riders Against Cancer (RAC) leads a year-round effort to raise money to provide mammograms to women regardless of their ability to afford one. In 2019, RAC has raised more than $36,000 and helped more than 100 women over the last three years receive mammograms through a partnership with Novant Health Rowan Medical Center Foundation.

## Novant Health Rowan Medical Center Foundation received $200,000 from The Charles A. Cannon Charitable Trusts

Novant Health Rowan Medical Center Foundation received $200,000 from The Charles A. Cannon Charitable Trusts for the Novant Health Wallace Cancer Institute. This award represents the second such gift from the Cannon Trusts. In 2018, the Trusts awarded Novant Health Rowan Medical Center Foundation $200,000 for cancer institute construction.

Rowan Medical Center has provided cancer care to the greater Rowan County area for over 35 years. Oncologists and staff care for more than 1,000 individuals diagnosed with cancer annually at facilities located throughout the county.

"The Novant Health Wallace Cancer Institute will be a giant leap forward in healthcare for the people of Rowan and surrounding counties," said Ann Caulkins, president of Novant Health Foundation. "The Trusts' generous gift supports the highest level of cancer care with improved access and outcomes throughout the region."

The Charles A. Cannon Charitable Trusts is a recurring supporter of the capital campaign Novant Health Rowan Medical Center Foundation staff launched in 2017 to construct the state-of-the-art cancer institute. The Foundation staff is raising $12 million for the cancer center, with Novant Health corporate leadership investing $12 million to fully fund the $24 million facility. As of Dec. 31, 2019, staff raised more than $10 million of the $12 million goal. Construction will be complete, and staff will begin serving patients at the new center in summer 2020.

"We are excited about the positive impact the new institute will have for patient-centered cancer care close to home," said Gary Blabon, Rowan Medical Center interim president. "The Trusts' support represents exceptional community engagement, and we are deeply grateful to partner with The Charles A. Cannon Charitable Trusts' staff and board of directors on behalf of the people we serve."

## Whitehead Stokes Society 9th annual dinner

Gavin Minser, MD

On April 9, we hosted our ninth annual Whitehead Stokes Society dinner at the Country Club of Salisbury. More than 80 members were in attendance for this year's dinner.

During this dinner, Gavin Misner, MD, spoke on what it is like to be a surgeon taking care of a patient with cancer. Julianne Goodman spoke on behalf of her mother-in-law Mary Goodman on her most recent treatment following her breast cancer diagnosis.

The Whitehead Stokes Society was founded to recognize community supporters who made cumulative gifts of $1,000 or more the previous fiscal year. This year we had a total of 184 members of the Whitehead Stokes Society.



## Donors honored at annual appreciation and recognition event

On May 30, 2019, we celebrated the generosity and kindness of our donors during the annual donor appreciation dinner and recognition ceremony.

Over 140 guests attended the event held at the Catawba College Peeler Crystal Lounge. The evening also served as a night of remembrance to memorialize 17 special friends of the foundation who passed away in 2018.

The Wilson L. Smith Philanthropic Award was presented to Lee and Mona Wallace for their support of our new cancer center. Nancy Linn received the second annual Tippie H. Miller Volunteer of the Year Award in honor of her many dedicated hours in service to the Rowan Medical Center.

# Patrons' Ball

We celebrated our 30th anniversary with the 2019 Patrons' Ball on Saturday, Sept. 7 at the Country Club of Salisbury. Over 160 individuals attended this year's fundraiser complete with cocktails, dinner, dancing, and music by The Entertainer's Band.

Thank you to all who attended and helped us raise more than $100,000 to support the new linear accelerator for radiation oncology in the Wallace Cancer Institute.

## 21st annual John Campbell Memorial Golf Classic

The 21st annual John Campbell Memorial Golf Classic, hosted by the Novant Health Rowan Medical Center Foundation, along with presenting sponsors Vannoy Construction and Facility Systems Services Inc., had over 275 participants, a record for the tournament.

Each dollar raised from tournament proceeds was added to the foundation's $12 million capital campaign for the Wallace Cancer Institute.

# Novant Health Rowan Medical Center Foundation board of directors

**Chairman**
Matthew C. Barr
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**Vice Chairman**
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*Wallace & Graham, attorney*

**Secretary/Treasurer**
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*President, CrowdDD, LLC*

**Assistant Secretary**
Darise D. Caldwell
*President, Novant Health Rowan Medical Center*

## Directors

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*Chief executive officer, Global Contact Services*

Michael Brandon Aron, DMD
*Dentist, Piedmont Dentistry*

Brink Brinkley, MD
*Carolina Oncology Associates*

Lester Brown, MD
*Novant Health Kannapolis Family Medicine*

Wink Cline, MD
*Novant Health Rowan Medical Center Urology*

Leighanne Dorton, MD
*Charlotte Eye Ear Nose & Throat Associates*

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*Community leader*

Joyce Goodwin
*Community leader*

Starling Johnson
*Corporate sales manager – Johnson Concrete*

Cory Menees
*Attorney*

Dyke Messinger
*President, Power Curbers, Inc.*

Fran L. Misner
*Community leader*

Bryan M. Overcash
*Chief finanical officer, Global Contact Services*

Neil V. Patel, MD
*Rowan Diagnostic Clinic*

Dianne K. Scott
*Community leader*

Tracy E. Smith
*Community leader*

Aerik Williams, MD
*Allergist*

Traci Williams
*Chief executive officer, Crescent Construction Svcs.*

## Ex-officio, nonvoting directors

James C. Johnson, MD
*Chair, Novant Health Rowan Medical Center board*

Jeffrey D. Stanczak, MD
*Mecklenburg radiology associates medical staff chair*

Cora M. Greene
*Chief nursing officer, Novant Health Rowan Medical Center*

Georgia McCorkle
*President, Novant Health Rowan Medical Center Auxiliary*

# 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**.

## Contact us

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