



Novant Health Foundation 2019 annual report

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 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

Total gifts



\$5,812,393

Total new pledges



\$12,616,125

Total new commitments

Novant Health Brunswick Medical Center Foundation

84

Donors

\$73,665

Total gifts

333

New pledges

\$105,238

Total new pledges

\$178,903

Total new commitments

Novant Health Forsyth Medical Center Foundation

737

Donors

\$975,821

Total gifts

684

New pledges

\$1,684,190

Total new pledges

\$2,660,011

Total new commitments

Novant Health UVA Health System Prince William Medical Center Foundation

173

Donors

\$199,367

Total gifts

108

New pledges

\$26,525

Total new pledges

\$225,892

Total new commitments

Novant Health Presbyterian Medical Center Foundation

1,644

Donors

\$3,250,595

Total gifts

490

New pledges

\$1,611,892

Total new pledges

\$4,862,487

Total new commitments

Novant Health Rowan Medical Center Foundation

805

Donors

\$2,009,494

Total gifts

428

New pledges

\$2,350,766

Total new pledges

\$4,360,260

Total new commitments

Novant Health Thomasville Medical Center Foundation

164

Donors

\$294,789

Total gifts

180

New pledges

\$33,782

Total new pledges

\$328,570

Total new commitments

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

Market highlights



Novant Health Brunswick Medical Center Foundation



Kimmie Durham on the impact of the foundation in 2019 and beyond

As chairwoman of the Novant Health Brunswick Medical Center Foundation board, Kimmie Durham focused on making an impact. In 2019, the foundation reached several significant milestones, most notably the launch of *A Path Forward*, the foundation's new campaign centered on increasing access to services, education and training around behavioral health.

"All the other initiatives we're working on and have accomplished are extremely important. We can't forget those. But behavioral health stands out because it reaches and touches every human being," Durham said.

This achievement is something to be proud of and we worked very hard to bring it to the community. But we still have a long way to go. In our country, we have such a crisis around

behavioral health issues, and the tragedy of the situation is that, by the time somebody comes to the hospital, they are already in a deep crisis.

We need more work on prevention, education and awareness. Behavioral health resonates across every age, every culture. Our campaign takes a holistic approach, focusing on increasing access to behavioral health services in schools, adding dedicated beds in the emergency room and more training and education for folks in our community. There are so many needs that are not being fulfilled, and this campaign is focused on changing that. It's the biggest project that we have in front of us, not only fiscally but in its potential impact.

Novant Health Forsyth Medical Center Foundation



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 chairwoman, is to ensure those needs are met.

We had the honor of approving a \$3 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.

Novant Health Presbyterian Medical Center Foundation



John Fitzhugh on 2019’s most memorable achievements

As 2019 board chairman of Novant Health Presbyterian Medical Center Foundation, John Fitzhugh shepherded several large-scale fundraising projects through to completion. 2019 was the year the Novant Health Michael Jordan Family Medical Clinic opened on Charlotte’s west side. It was the year construction crews broke ground on the new building that will house the Novant Health Claudia W. and John M. Belk Heart & Vascular Institute, as well as the Novant Health Agnes B. and Edward I. Weisiger Cancer Institute. It was the year the foundation launched the Children’s Trust to ensure all children have access to quality care, regardless of their ability to pay.

“We’re doing so many exciting things at Novant Health. It’s honestly so incredible,” Fitzhugh said. “The thing that always amazes me is how much goes on behind the scenes when it comes to planning and looking forward. If we’re going to make the impact we want to make, we have to look forward, not just to where we are today, but to where we’re going to be.”

The Novant Health Michael Jordan Family Medical Clinic brings healthcare and education into the community at an early age, and that is fantastic. If you increase access to healthcare and education at an early age, children grow up healthier. The cost of providing care goes down. They’re more likely to graduate from high school and to have productive careers. If you look at the long-term implications to the total business model of our healthcare system, it’s a benefit. It reduces the overall costs long term. But it runs at a loss, which makes it a prime example of why private philanthropy is critical to the care we provide. You can’t do things like the clinic without private philanthropy.

We also completed funding for the new playground at Novant Health Hemby Children’s Hospital. We raised funds for Caroline’s Corner, a project that includes both a respite room for healthcare providers, as well as a space for families with children in the pediatric intensive care unit to rest and recharge. In Huntersville, we are building a new pediatric emergency room to expand access to care across the region.

Novant Health Rowan Medical Center Foundation



Matt Barr 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. 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 which opened its doors in August 2020. In addition, the foundation has provided more than \$700,000 to support various patient-focused programs across the hospital.

Novant Health Thomasville Medical Center Foundation



Diversity and passion — Jed Orman on the qualities that make the Novant Health Thomasville Medical Center Foundation board unique

As chairman of the board for Novant Health Thomasville Medical Center Foundation, Jed Orman believes the board’s responsibilities are threefold.

First is the fiduciary responsibility to ensure all funds donated to the foundation are allocated appropriately. Second is to determine the best way to allocate unrestricted funds to ensure they are making an impact for Novant Health Thomasville Medical Center and the community it serves. Third is advocacy and fundraising — spreading the word about the good work happening within the walls of Thomasville Medical Center and educating the community on why donations are critical in continuing that work.

“We focus on who can help us raise money but then also how do we help maintain diversity and get into all segments of the community,” said Orman, senior vice president and commercial banker at Triad Business Bank. “Thomasville is very close knit, and once you build up that connection and loyalty, I really think the possibilities are almost endless.”

In 2019, we silently kicked off our capital campaign to support the Novant Health Wellness and Education Center. Wellness and education are big issues here, so we are working to combat high rates of diabetes and obesity with new programs at the center, such as healthy cooking classes. We are also looking at increasing programs and services centered around behavioral and mental health issues, which are gaining a lot more attention these days, and rightly so.

Novant Health UVA Health System Prince William Medical Center Foundation



Lifesaving equipment, upgrades and strategic patient support — Mike Pybus looks back at 2019

In 2019, the foundation committed to investing nearly \$1.5 million to purchase lifesaving equipment, including a Da Vinci robotic surgical system and the first 3D mammography unit across the Novant Health system.

“From my perspective, this funding is an incredible achievement,” said Mike Pybus, board chairman of the Novant Health UVA Health System Prince William Medical Center Foundation. “Several years ago, we invested in a mobile unit that was then remodeled to offer mobile mammography services. All in, it was a \$600,000 project, which makes 2019’s allocation of funds the greatest since that mobile unit came to life.”

While that accomplishment was a definite highlight of 2019, it was not the only milestone Prince William Medical Center Foundation hit that year.

“One of the most visible achievements was the medical center’s \$2 million renovation of the main entrance of

Prince William Medical Center in Manassas,” Pybus said. “Until this much-needed renovation, for 50 years visitors walked into what I describe as a major intersection. It was very confusing to navigate and had other significant issues. Now when you go in, it’s modern and beautiful, with designated spaces for visitor traffic, patient traffic and administrator traffic. From an aesthetic standpoint and a health aspect, it is a home run.”

At the entrance of the facility, visitors are now greeted by a healing garden, a project funded by the foundation to provide a peaceful outdoor space for patients and families.

“There’s a walking area of a few hundred yards, with benches and native plantings, as well as engraved brick pavers,” Pybus said. “Our supporters purchased bricks to honor loved ones and caregivers, and it continues to be a great opportunity to commemorate someone special for our patients and team members.”

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

Senior vice president, Novant Health
President, Novant Health Foundation



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