



A transformational impact on the health of our communities

On June 11, the Centra Foundation honored four distinguished individuals who have impacted local health and our community through service, leadership and philanthropy. The third annual Centra Celebration, a long-awaited gathering, was filled with gratitude, incredible support for patients and Centra's greatest needs, and optimism for the future of our not-for-profit healthcare system.

The third annual Centra Celebration honored the contributions of four outstanding individuals who have spent decades transforming local healthcare and serving the community. The event raised more than \$200,000 for our not-for-profit system's greatest needs and patients who need access to excellent local care.

Honored as Centra Foundation Champions were:

- Retired Centra CEO George Dawson.
- Healthcare professional Gus Petticolos.
- Longtime community leaders Mary Jane and Charlie Pryor.

"It would be hard to overstate the impact they have had on local health and our community," said Beth Doyle, executive vice president of the Centra Foundation and host of the event. "We should all be grateful for their generosity, visionary leadership and tireless service."



Centra Foundation Champions Gus Petticolos, Mary Jane and Charlie Pryor, and George Dawson.

Proceeds from the event will help Centra meet unexpected challenges, save lives and continue to enhance care for central and southern Virginia.

CEO Amy Carrier shared her gratitude for donors, community partners and board members. She also offered a glimpse into Centra's future, which includes a first-in-the-state project the Centra Foundation has committed to funding, aided in part by a \$1 million anonymous gift, that will provide significant change in long-standing practices in caring for behavioral health patients.

The project "is an exciting initiative and a beautiful example of how our donors' generosity and healthcare innovation unite," she said. "As

we look forward with continued focus and purpose, it is imperative we continue to work to transform healthcare for the communities we serve."

The event was held at the Virginian Hotel in Lynchburg and included a live auction, video testimonials and formal dinner. It was co-chaired by Winifred Agard and Caroline Wilson. Previous Champions MaryJane Dolan, Paul Fitzgerald, Centra Frontline Caregivers, George Hurt, Carolyn Jacques, Ceci MacCallum and Tom Nygaard were also recognized.

Please turn to pages 4-5 for more about the honorees.



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Local Giving Local Impact

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Ensuring 'the highest level of care'

Centra Family Campaign makes an impact for patients, Caregivers and our not-for-profit healthcare system

Centra employees provide care in numerous ways. One way is through participation in the annual employee giving campaign. When the Centra Family Campaign wrapped up six weeks of promotion in mid-May, Caregivers had raised nearly \$350,000 so far this year.

Their generosity helps patients unable to afford care and colleagues in need, funds innovative programs and services, and strengthens our system.

Like all who choose to make a gift, Caregivers could donate to a fund meaningful to them. Many chose the Greatest Need Fund. Ten percent of their unrestricted gifts to the fund go toward Centra's Helping Hands Program, which supports Caregivers in times of acute, unexpected need. "This is a wonderful way to support our Centra Family," said Caregiver Kim Burnette.

Caregiver Minnie Coetzee gives "because it is an investment in the future and a way to show care and compassion



Centra Caregiver Joe Robinson.

to colleagues and community members."

CEO Amy Carrier thanked Caregivers for their deep commitment to patients and one another.

Their work and gifts help Centra improve health and well-being and "provide the highest level of care," she said. "Centra Caregivers are at the heart of the positive change that will be felt by our communities for years to come."



To learn more about our funds, visit CentraFoundation.com/Where-Give.



Caregiver Spotlight

Jesika Trent, BSN, RN
Neurological Intensive Care
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Favorite part of her job: "I can't pick one. I love spending time with patients and being on my unit with colleagues."

Why she gives: "It's another way for me to help patients and colleagues."

Your gifts provide comfort and precious keepsakes

Your support helps those who receive care from Centra and have been impacted by the unexpected loss of a baby during pregnancy, at birth or shortly after.

There is no replacement for the devastating loss of a baby. However, your generosity means those grieving can receive precious keepsake mementos and some comfort.

The mementos include baby birthstone rings and plush animals such as soft lambs and weighted bears created for families enduring infant loss. They are distributed through Centra's Resolve Through Sharing program, which places relational support at the heart of bereavement care.

"Your support communicates to families that they are not alone," said Kathryn McKinney, RN, RNC-OB, BSN. "We are so grateful that we have these resources to give out thanks to our community."

Many patients hug their lamb or bear as they leave the hospital. Some patients say they place the items in a special display case at home.

"Not that anything can make it easier," one patient shared, "but the baby ring really helped. My husband wears the birthstone around his neck on a chain and has not taken it off. The nurse took a picture of the ring and



Kelli Griffiths, BSN, RN, holds one of the lambs.

printed the pictures for us. This made us realize that people care."

Another patient shared that the plush animal helped her young child who was trying to process the loss of a sibling.

"The support of the Centra Foundation and its donors means so much to the program," said Kelli Griffiths, BSN, RN, coordinator of the bereavement services. "After being at the bedside with parents on one of the worst days of their lives, we can offer something to help comfort them."

A checkup and story time, too

Your donations are supporting early brain development, setting local children up for lifelong success and providing an essential component of holistic pediatric care.

Joining well child visits at the Centra Medial Group Village this summer: *Clifford the Big Red Dog*. Not to mention dinosaurs, tadpoles and other characters.

Thanks to your donations, more local children under 5 will have books to read given to them by Centra Caregivers – and more families will know how to nurture literacy skills. Clinicians will model reading and discuss the importance of doing so at home.

"The rewards are far reaching," said Virginia Blanks, MD. "The goal is to get the child into the laps of caregivers at



home to interact. What is so exciting to me is that these interactions increase verbal ability and enhance language acquisition. In addition, the positive experience of being close to a caregiver and interacting helps the child's resiliency later in life. This is a simple and pleasant way to improve a child's long-term health."

The American Academy of Pediatrics recommends early literacy promotion as an essential component of pediatric care. The books are part of the Reach Out and Read Intervention program. Dr. Blanks selected fiction and nonfiction titles to share with families.

"I would like to thank donors," Dr. Blanks said. "This is a win for everyone."





Centra Foundation Champion awards.



Centra Foundation Champions – past and present – are recognized by Carrier and Doyle during the event. From left, Charlie Pryor, George Hurt, Amy Carrier, Gus Petticolos, Mary Jane Pryor, George Dawson, Carolyn Jacques, Paul Fitzgerald, Tom Nygaard and Beth Doyle.



Caroline & Henry Wilson and Winnie Agard & Malcolm Miles.

Honoring Centra Foundation Champions George Dawson, Gus Petticolos, and Mary Jane and Charlie Pryor

Our Champions are all highly engaged community members who have been active in making a difference in our community's health. They have inspired others through their work, service and generosity.

George Dawson

Retired president and CEO of Centra

George Dawson believes “we have a responsibility to support our healthcare system where we can and how we can.”

For him, that has meant wearing many hats since he arrived in Lynchburg in 1976 to lead Virginia Baptist Hospital prior to the merger with Lynchburg General Hospital that formed Centra: visionary, transformational leader, generous donor.

“Supporting our system is to our benefit,” he said. “The Centra Foundation is an integral part of that support system to help our hospitals and our Centra facilities have that financial margin for excellence that allows them to be better than they would otherwise be.”

When he retired in 2011, Centra had more than 6,000 employees, 400 physicians and a wide array of specialized medical services.



Healthcare for the region had been transformed, along with the community. Among other accolades, he was named one of the top 50 young hospital administrators by the journal of the American Hospital Association.

Since retiring, he has continued to make a difference by volunteering his time with numerous other organizations, including Academy Center of the Arts, Lynchburg Humane Society, Free Clinic of Central Virginia, Community Access Network (CAN) and United Way of Central Virginia.

Augustus “Gus” Petticolos Jr., DDS

Healthcare professional

Augustus Petticolos Jr., DDS, sees his work and service in the community as a way to “give back and pay it forward.”

Over more than four decades in dentistry and serving not-for-profit organizations, he has earned a strong reputation as someone who truly cares about his patients and works tirelessly to increase access to quality local healthcare. He is deeply empathetic and wants others to have the treatment they need.

“When you have such deep gratitude for the help you have received, you want to help other people and the community,” he said. “There is a sense of fulfillment.”

He has served faithfully on the Centra Foundation’s board for more than a decade and was instrumental in the development of the Free Clinic of Central Virginia. Dr. Petticolos also serves the community in countless



other ways and is the recipient of numerous awards.

He is passionate about supporting our not-for-profit system. Over the years, he has donated generously to raise the standard of care for everyone in the region.

“Centra has a heart for the community that is not driven by profits,” he said. “I support Centra in all of its efforts as well as the Foundation.”

Mary Jane and Charlie Pryor

Community leaders and grateful patients

Mary Jane and Charlie Pryor are longtime leaders in the community and supporters of Centra. They have played to their strengths to help transform the health of our region.

Both Mary Jane and Charlie have led esteemed organizations in different fields and served on numerous local boards. Among their many commitments, Mary Jane served on the board of the Centra Foundation. Charlie is a former chairman of Centra’s board. They are highly respected for their work here and abroad.

They are also grateful patients who give generously so others can receive quality care.

When they needed highly specialized care, they turned to Centra. Charlie had to undergo open-heart surgery for a mitral valve repair at Centra Lynchburg General Hospital. “It was a significant operation, but I was under the care of excellent doctors,”



he said. “It was a great result.” Later, Mary Jane also had to have surgery. “I could not have been more pleased,” she said. “Although I dreaded the surgery, the care was excellent.”

In addition to annual giving, they have supported specific capital campaigns, which included the construction of the East Tower at LGH, Alan B. Pearson Regional Cancer Center and Rosemary and George Dawson Inn.

continued on page 6





Visit

CentraFoundation.com/Celebration for more photos or to make a gift in honor of a Centra Foundation Champion – past or present – Caregiver or loved one.



CEO Amy Carrier shares her gratitude.

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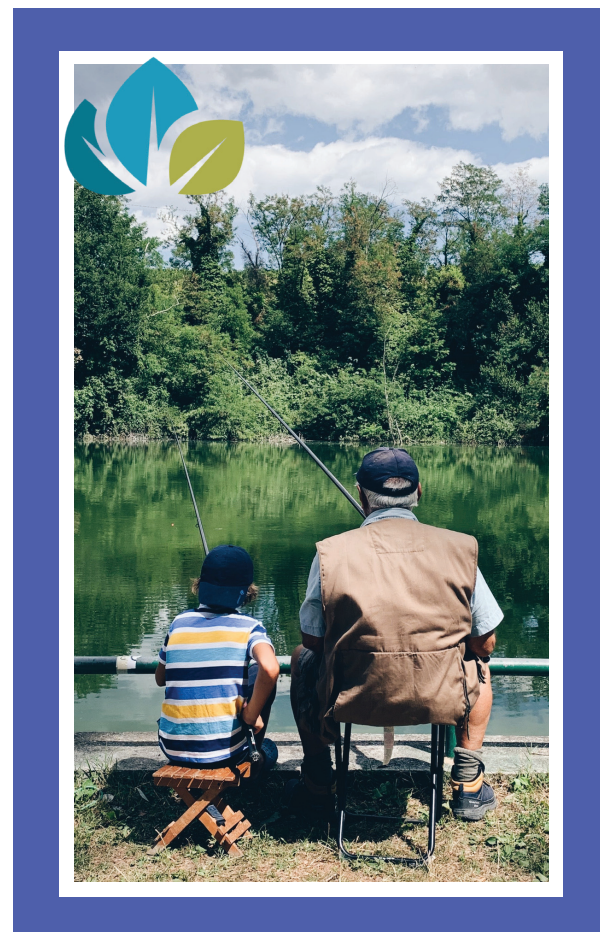
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Your gift ensures that future generations have access to state-of-the-art technology, clinical expertise and facilities right here in central and southern Virginia.

Beth Doyle
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434.200.4790
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