



2023 Impact Report

Local Giving  Local Impact



CENTRA
Foundation

CELEBRATING 30 YEARS

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* Deceased

YOU PROVIDED HOPE AND HEALING FOR PEOPLE IN OUR COMMUNITIES – AND TRANSFORMED CARE FOR CENTRAL VIRGINIA

Dear Friends,

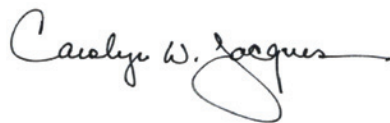
It is a joy to share our 2023 Impact Report. Last year, we celebrated your incredible impact over three decades and the Centra Foundation's 30th anniversary. We were also deeply inspired by the ways in which you continued to come together to help patients and transform care for our region.

You enabled an innovative approach to emergency care for patients facing an acute mental health crisis (p. 6), helped Centra launch a pilot program for remote home monitoring (p. 8), provided support for patients in need (p. 10), supported nursing development and people in our communities who dream of a career in healthcare (p. 12), and much, much more.

It all adds up to hope and healing for patients and local families. Your philanthropic generosity impacts every aspect of care and ensures exceptional healthcare close to home.

We look with hope to the next 30 years!

With our deepest appreciation and heartfelt gratitude,



Carolyn W. Jacques, M.Ed, RNC
Board Chair
Centra Foundation



Beth Doyle, CFRE
Executive Vice President
Centra Foundation



THANK YOU FOR THREE DECADES OF LOCAL IMPACT!

30 years of hope and healing for families and people in our local communities

\$100 million+
in support of Centra programs and initiatives

25,000+
donors since 1993

Innovative care for over
500,000
people in Centra's service area who rely on our not-for-profit community healthcare system

Immeasurable
impact on the health of central Virginia

80+
funds, endowments and trusts that support and transform cancer care, heart and vascular care, pediatric care, nursing and more

Countless "firsts"
(See page 4)



Centra is a not-for-profit community health system and relies on fundraising. The mission of the Centra Foundation is to develop and direct resources for the support of Centra.



Donor support has been a part of many firsts for patients and our not-for-profit community healthcare system over three decades, including the first:

- 3D breast imaging machine.
- Aortic valve replacement procedure.
- Classes for some aspiring nurses.
- EmPATH unit in Virginia.
- Mammography van.
- Neonatal ambulance.
- Robotic surgical system at Centra Lynchburg General Hospital.
- Regional cancer center.
- Smiles.
- Screenings for many patients in need.

CENTRA FOUNDATION FUNDING

2023 TOTAL IMPACT: \$5,531,205



Your gifts through the Centra Foundation provide hope, impact the health of people in our local communities, regardless of ability to pay, and transform care for central Virginia. THANK YOU!

\$471,542

EDUCATION & SCHOLARSHIPS

- AONL Nurse Leaders Fellowship
- Behavioral Health continuing education
- Brain & Spine continuing education
- Centra College faculty development, nursing scholarships
- Clinician Leadership conference series
- CPI De-escalation training for all Centra Caregivers
- Emergency Department continuing education
- Forensic Nursing continuing education
- Health fair for diabetes awareness & education
- Heart & Vascular continuing education
- Oncology Services continuing education
- Perioperative Nursing continuing education
- Surgical Services First Assistant training
- Virginia Henderson Research Symposium
- Women & Children’s Services continuing education

\$1,024,726

PATIENT ASSISTANCE

- Assistance with medical bills for needy patients across Centra’s service area
- Birth in Color doula services for the Farmville area
- Cancer support educational videos & materials
- Cardio/pulmonary rehab program subsidies
- Financial assistance for patients of Bedford Hospice House
- Free breast cancer screenings & diagnostic services
- Lodging subsidies for guests at Rosemary & George Dawson Inn
- Nutritional education for cancer patients
- Support services for behavioral health patients
- Support services for Centra Alan B. Pearson Cancer Center patients (e.g., transportation, medication)

\$512,829

PROGRAMS

- Autism Services programming
- Behavioral Health programming
- Bowen Center for Nursing Transformation (2023)
- Brookneal primary care patient education & care coordination
- Helping Hands (emergency assistance for Caregivers)
- Keep it Lean cardiopulmonary rehab program
- Lynchburg Family Medicine Residency programming
- Resolve Through Sharing (RTS) bereavement keepsakes
- Serenity cart at LGH
- Southside Hematology & Oncology donor tree
- Spiritual care & education
- Virginia Henderson Scholars programming & stipends

\$3,522,107

CAPITAL IMPROVEMENTS

- Ambulatory buses
- Adult psychiatry safety initiative
- Bariatric orthopedic equipment
- Bridges video surveillance equipment
- Cardiac ultrasound equipment at Stroobants Cardiovascular Center
- Digital diaper scales for VBH Birth Center
- EmPATH unit construction at LGH ED
- Infant warmers at LGH ED
- Mini telemetry fetal monitors, infant warmers & Novii wireless patch system at SCH
- Omni beds & Stryker cribs at VBH Intensive Care Nursery
- Patient recliners at BMH, VBH, SCH
- Pearson Cancer Center clinical trial office restructure & Healing Garden furniture
- Pearson Cancer Center & SCH Oncology Clinic equipment
- Pediatric Specialty Center renovations at VBH
- Scales for QBL calculation at SCH Birth Center



YOUR SUPPORT LEADS TO AN INNOVATIVE APPROACH IN THE ED AND A VIRGINIA FIRST

Our community joined together to bring a new way of caring for behavioral health patients to central Virginia and made Lynchburg part of a national conversation.

It all started with a generous gift from an anonymous grateful patient.

Fast-forward a little over a year. With the gift, enthusiastic donations from the community, a commitment from the Centra Foundation and determined Caregivers, Centra was able tackle one of the top health concerns affecting our communities – mental health – and open Virginia's first emPATH unit.

However, emPATH (Emergency Psychiatric Assessment, Treatment and Healing) is more than a unit. It is an innovative way of caring for people facing an acute mental health crisis that also eases the strain on the emergency department (ED).

Leaders from other healthcare systems took notice, asking questions and requesting to tour the space, making your impact even greater. A recent study in the Journal of the American Medical Association found that ED visits for young people in mental distress have risen sharply over the past decade.

“Donors really helped to bring a new way of caring for behavioral health patients to Centra and made us part of a national conversation,” said James Bryant, RN, DNP, CEN, CPEN, NEA-BC, vice president, Emergency Services. “Now we’re passing that knowledge along. Aside from all that, emPATH has opened more people’s eyes to mental health needs. The impact is just incredible.”

The Centra Foundation has committed \$4.5 million for the construction and first-year operating expenses. Visit CentraFoundation.com to learn more, see photos or make a gift to the Greatest Need Fund.

Patient story: EmPATH; Donor story: Greatest Need Fund

YOUR GENEROSITY HELPED ALEX AND PROVIDED HOPE

When Susan Reitz made a gift earlier in the year, she had no idea her family would need to use an innovative new service made possible by unrestricted gifts such as hers to the Greatest Need Fund.

“I get the newsletter and I had read about emPATH,” she said. “I thought what a great resource. It sounded like a really good thing.”

A few months later, she was there with her son, Alex.

“It was really helpful,” Susan said. “They brought him right in. Alex wasn’t there long at all when one of the doctors came in to see him. The doctor was really wonderful and caring. In fact, everyone there was.”

After an evaluation, Alex was admitted. “Honestly, I didn’t know what to expect since I had never been there,” he said. “I liked everyone who took care of me. It was the majority of the staff.”

As part of the unconventional approach to behavioral healthcare, patients can move around, get snacks, talk to other patients and even go outside with Caregivers for fresh air and sunshine.

While receiving care, Alex also “slept for a long time, played Uno, listened to music and watched movies.”

“They were able to really work on what medication was working and change his medication to help,” Susan said.



“Caregivers were checking in on him and explaining what he was experiencing.”

They especially appreciated the care they received from Nurse Practitioner Drew White and a health navigator. “You just don’t get that kind of service in one place anywhere,” Susan said. “It’s just a whole different approach. We’re very grateful. I definitely want to continue to support emPATH.”

Alex also shared his gratitude. “Thanks so much for the support. I would not be the same person I am now.”

200+

patients have been helped by emPATH so far

500 (approx.)

infants admitted to the NICU benefited from state-of-the-art neonatal beds and equipment you helped provide

2

new state-of-the-art cardiac ultrasound machines helped patients receive more timely care



“

The recovery is going well. Everyone was extremely helpful. I'm grateful to be where I am now.

”

– Hugh Bragg
Recovering from a heart attack



REMOTE HOME MONITORING PROGRAM CHANGES CARE FOR CHRONIC CONDITIONS

Your support helped Centra test and provide a new way to care for people with chronic conditions, help patients avoid unnecessary hospitalizations and reduce trips to the emergency department. Patient reviews were glowing.

Your gifts to the Greatest Need Fund helped Centra launch a pilot program for remote home monitoring. The results? Proactive care, real-time health data for follow-up and wraparound care, high marks for patient satisfaction – and the future of healthcare here and now for people in central Virginia.

“This program emphasizes continuous support,” said Tab Sprouse, senior director, Transport Services and the Call Center. “It allows us to expand care beyond the hospital or clinic setting and meet patients where they are.”

It began in March with 15 patients. By December, there were over 120 referrals from across Centra’s service area. In addition to better outcomes

and service for patients with conditions such as diabetes, congestive heart failure, pneumonia and hypertension, the program aims to reduce readmissions and repeated visits to the ED.

Through unrestricted funding, the Centra Foundation supported the cloud-based monitoring platform, 100 devices and made it possible for patients to participate with no additional costs in the first year.

“This work is transformational when you think about the independent living of an older community and an aging population that we will be serving for many, many years,” said Centra CEO Amy Carrier. “This innovative concept will help keep them healthier longer and enjoying the lives that they love, in their own home.”

Visit CentraFoundation.com/Ways-Give to learn more about ways you can support vital programs and help transform care.



Patient story: Remote home monitoring

YOU HELPED DERRICK MANAGE DIABETES

When Derrick Farmer was diagnosed with diabetes last spring, he was nervous about managing the condition and worried it would be fatal. Fortunately, Centra was in the process of launching the Remote Home Monitoring Program.

“I discovered that I was diabetic,” said Derrick. “And that kind of scared me. So I wanted to make sure I was doing everything right. I thought the program was a good idea.”

It turned out to be “a great thing. They would call me or send a text through the monitor if I missed something. They would let me know that my blood pressure was too high and to take my medicine. It was a really positive experience.”

His advice for others thinking about participating? “I would tell them don’t be scared. Be more scared of not doing it. It can help you along the way.”



Donor profile: Greatest Need Fund

TENDING TO LOCAL HEALTH

Marge Dillard tends to her beloved community much the way she tends to her flourishing home garden, which is to say with enthusiasm and a keen eye for how to help make it healthy and vibrant. At 97, she has supported excellent care in just about every way possible.

She is a firm believer that an important part of what helps a community and the people in it thrive is strong local healthcare.

In addition to unrestricted giving to the Greatest Need Fund, which supports projects such as the Remote Home Monitoring Program, she has contributed to hospice care, heart and vascular care, cancer care, capital campaigns and more.

“Good healthcare is something we all need,” she said. “I love the people here and I love the community, so I try to help and give something back. It’s important for our community and everyone in it.”

2023 QUICK FACTS

100%

of patients in the pilot Remote Home Monitoring Program agreed or strongly agreed that the experience was positive

37

families received precious keepsake mementos after a loss

30

Virginia Henderson Scholars committed to nursing at Centra



“This opportunity has had a major impact on my personal journey to becoming a registered nurse. With all sincerity, thank you.”

– Kaitlyn Marks
Virginia Henderson Scholar



ABOUT FACE: PROGRAM HELPS PATIENTS HAVE HOPE FOR THE FUTURE

The donor-funded Financial Assistance for Change and Empowerment (FACE) program impacts patients in need after a hospital discharge.

Through the Financial Assistance for Change and Empowerment (FACE) program, your support helps adult psychiatric patients in need during a critical moment – after they are discharged from Centra Virginia Baptist Hospital.

Donations from the community provide safe, reliable transportation to appointments, safe and stable housing, sober living residences, help with utilities, assistance with legal fees and more. In 2023, the program impacted the lives of over 50 patients and their families. Over 95 patients have received assistance since the program began in 2019.

The program ensures that patients can receive the continuing care they need. It also helps to prevent re-admissions, in turn increasing access to beds for other patients and benefiting the entire community.

Some in the program face significant challenges with mental health and well-being.

Patients have expressed surprise, deep appreciation and gratitude for the unexpected kindness. Many report that the support helped them make a positive change and have hope for the future.

“The impact of FACE program for these patients is that it has been transformative for their lives,” said Shannon Miles, MSN, RN-C, senior director of nursing operations, psychiatry and behavioral health. “We extend our heartfelt gratitude. The program is changing lives for the better.”

Your generosity makes a difference in the lives of patients. A gift to the Greatest Need Fund helps Centra provide excellent care for everyone in our communities, regardless of ability to pay.



Patient story: FACE

YOU SUPPORTED EDWARD

Edward Robertson has hope for the future – no small thing for someone who has “been on quite a journey.”

After 53 days in the adult psychiatric unit at Centra Virginia Baptist Hospital and life-saving surgery, the FACE program helped Edward transition to an assisted living facility where he could be monitored and get back on his feet. While at the hospital, he attended therapy to help with his depression. Along the way, he got to know many caring and supportive Caregivers.

He expressed profound appreciation for the opportunity for a fresh start and the chance to rebuild his life after hitting an unexpected rough patch. In the assisted living facility, his caretaker described him as “a nice, nice person, someone who is well-deserving and that you just want all the best for.”

“I never had anybody do anything like this for me before,” Edward said. “I really appreciate it.”



Donor profile: Greatest Need Fund

GIVING BACK TO THE COMMUNITY

Giving through the Centra Foundation is another way Robin and Jim Warner care for patients.

“We have both been involved in healthcare for many years and have witnessed how healthcare benefits the community,” said Jim, executive chair, Centra Heart & Vascular Institute. “Giving through the Centra Foundation is our way of giving back to the community and our patients.”

In addition to contributing to the Greatest Need Fund, which provides patient assistance, they also support heart and vascular care, cancer care, pediatric care and more. Robin recently co-chaired the Centra Celebration and volunteers at Centra Alan B. Pearson Regional Cancer Center.

“Excellent healthcare is vital to all of us,” Jim said.

2023 QUICK FACTS

50+

patients impacted by the FACE program

276

mammograms for patients in need

166

stays at Dawson Inn that were partially or fully covered



“

Words will never adequately express how very grateful I am to everyone for everything.

”

– Jill Layne
Cancer survivor



YOUR SUPPORT IS IMPACTING THE DREAMS OF THE NEXT GENERATION OF CAREGIVERS

It's one thing to imagine working in a hospital. It's quite another to put on scrubs, spend time with nurses, see an X-ray and medical equipment, explore an ambulance and the Centra One helicopter, eat in the cafeteria and learn how Centra Caregivers provide excellent patient care.

Thanks to your support, local elementary and middle school students were able to experience all of this and then some at the 2023 Medical Careers Camp. The camp was held June 5-9 at Centra Southside Community Hospital (CSCH) and supported by the Centra Southside Fund. Students interested in exploring careers in nursing, physical therapy, pharmacy and more were encouraged to attend.

"I was surprised by how hands-on it was," said Juanita McWilliams, the mother of camper Virginia McWilliams. "It wasn't just observation. They really

got to participate. I can't say enough good things about it."

The fun-filled, action-packed week ended with a "graduation" – and high hopes for the future.

"The whole purpose is to expose kids to different health-related careers early in their education so hopefully they choose healthcare, and local healthcare, when they graduate from high school," said Camp Director Kerry Mossler, community engagement and relations manager, CSCH. "We hope to expand the number of camps offered and encourage a whole new generation to go into the field."

[Visit CentraFoundation.com/Where-Give](https://www.centrafoundation.com/Where-Give) to learn more about how you can impact nursing at Centra and support aspiring Caregivers.



Student story: Medical Careers Camp YOU INSPIRED VIRGINIA

Middle school student Virginia McWilliams dreams of becoming a doctor.

Your generosity helped her see her dreams a little more clearly. The 11-year-old Farmville resident jumped at the opportunity to participate in the 2023 Medical Careers Camp held at Centra Southside Community Hospital during the summer. An avid reader who likes to learn and hopes to become an OB-GYN, she was introduced to medical terminology, Caregivers in different areas of medicine and new friends.

One experience that stood out for Virginia was getting to practice CPR on manikins.

"I also got to see how an X-ray works, go inside an ambulance, even see blood. I learned a lot about different jobs. But my favorite part was that we got to wear scrubs every day," said Virginia, who was excited to "go to work" each day and asked her mother to buy scrubs for her when the camp was over. "I really want to do it again!"



Donor profile: Greatest Need Fund MAKING A DIFFERENCE

Centra Southside Community Hospital Chaplain and camp co-chair Julie Flores has something of a personal motto: "Seek ways that you can make a difference and leave the world a better place."

The idea took root when she was growing up in South America as a child of missionary parents. It is one she has carried with her. In addition to serving as chaplain, volunteering in the community and serving as co-chair of the Medical Careers Camp, she gives through the Centra Foundation and is an Ambassador for the Centra Family Campaign.

"When I give through the Foundation, I know that it is an investment in the wellness of my community," said Julie, who recently donated to the Greatest Need Fund. "I am helping patients, helping my fellow Caregivers who experience times of acute, unexpected need and ensuring that our community has outstanding care.

"It gives me great joy."

2023 QUICK FACTS

12

young students experienced careers in healthcare

200+

Caregivers attended the Virginia Henderson Research Symposium

67

aspiring nurses received scholarships



“

I am so grateful. The scholarship allowed me to continue my education, provide for my family and help others. Thank you!

”

– Hayley Whittier
Centra College scholarship recipient



LUCY AND ROBERT COOK IMPACT LOCAL HEALTH NOW AND IN THE FUTURE

When the Centra Foundation partnered with a nationally recognized firm to offer confidential and complimentary values-based estate planning education, Lucy and Robert Cook decided it was time to review the plan they had put in place more than 20 years ago.

Thanks to recommendations from one of the nation's leading experts in charitable estate planning, they are making changes to better provide for their family and make a bigger impact on the community they love. And they have peace of mind about what they didn't change.

Lucy and Robert Cook care deeply about their community and the health of the people in it. So when the Centra Foundation partnered with a nationally recognized firm during its 30th anniversary year to offer supporters confidential and complimentary values-based estate planning education, the

Cooks decided to utilize the service.

"It made us sit down and look at our estate plan that we put in place over 20 years ago," Robert said. "No pressure involved. It helped guide us in some changes we really needed to make and opened our eyes to some things we could do to better direct our resources. It's a great way to help the community."

The process also validated a lot of what they had in place and helped them have peace of mind.

They appreciated the opportunity to meet with an expert in charitable estate planning and the pace of the education, which is tailored to the specific needs and values of each person or couple.

"Our meetings were far enough apart that we could come up with some good questions based on what we discussed in the previous meeting and what was recommended," Lucy said, pointing out that charitable tax laws can change. "In some ways, it was validation that we are doing the right thing. It was great to have another set of eyes."

Regularly reviewing an estate plan is "something we should probably all do every 10 years or so," Robert added. "You never know what can happen. The better you can dot the i's and cross the t's, the better it is for your family and those you're trying to help."

Giving back

Lucy and Robert both learned about giving back and helping others as children. They worked hard to instill those values in their own children, John and Thomas.

As adults making their home in Lynchburg, the Cooks crafted careers oriented toward service and caring. Volunteering became an important part of their lives and is something they continue to do.

Robert, who serves on the Centra Foundation's board, has cared for the community for more than 30 years as a urologist. Lucy worked in the field of human resources before opening Magnolia Foods,

Percentage
of overall gifts
each year that
come from
planned giving
29

serving and nourishing the community through her business for over 16 years.

After years of service, they have deep ties to central Virginia and affection for people in their community. Lynchburg is home.

"It has changed a lot in the 62 years I've lived here," Robert said. "But people here look after each other. It has been a great place to raise a family, and the medical community has been part of that."

A passion for local, community-based healthcare

Born at Virginia Baptist Hospital (VBH), which is celebrating its centennial anniversary in 2024, Robert worked there as an orderly when he was a teenager – a job that sparked his desire to go into healthcare. "Not counting being born at VBH, Centra has been a part of my life for almost 50 years," he said.

He believes giving through the Foundation helps to make Centra a better system, which in turn helps patients and communities in central Virginia.

"Centra is such an important part of this community," he said. "I'm not sure people understand or realize how important it is that Centra is an independent community healthcare system. It's just a more personal place to work and get your service than the big systems. People really care."

"Good healthcare is vital to this community, and that's something we should all support."



Create a lasting legacy

Over the past 30 years, donors have generously supported the work of Centra through bequests, charitable trusts, gift annuities, living trusts, beneficiary designations on retirement accounts and life insurance policies, and through many other planned giving options.

In 2023, the Centra Foundation partnered with Thompson & Associates, a nationally recognized firm, to provide complimentary values-based estate planning education. This completely confidential process will help you create a plan, get a second opinion from one of the nation's leaders in charitable estate planning or update an existing plan. After creating a personalized plan that provides for your family and is based on your values, your own trusted advisor can help you with implementation.

To learn more about this service or how you can establish a lasting legacy, please contact Beth Doyle at beth.doyle@centrahealth.com or 434.200.4790, or visit Legacy.CentraHealth.com.



Beth Doyle and Amy Carrier; Heather and George Zippel; Terry and Bob Brennan; the Foster Fuels team

DONORS HONOR FOUNDING BOARD MEMBERS AND RAISE OVER \$370,000 NET

The annual gala hosted by the Centra Foundation raised over \$370,000 net for our not-for-profit community healthcare system and the Greatest Need Fund, breaking a record in support. The event, held August 26 at The Virginian Hotel in downtown Lynchburg, honored the small group of community leaders who formed the Centra Foundation in 1993 and marked the Foundation's 30th anniversary.



Beth Doyle, executive vice president of the Centra Foundation, welcomed guests and served as host. "This year's Centra Celebration is especially meaningful," she told guests. "We're excited to celebrate our 30th anniversary and your partnership over those three decades."

The evening featured an exciting live auction and Centra CEO Amy Carrier's vision for the future. It also included videos honoring the founding board members and your impact over three decades.

"You have helped to make innovative, transformative and truly excellent care possible in so many ways," Amy said. "Three decades of impact with profound effect for years to come – both at Centra and in families across all of our communities. With your continued support, I am incredibly optimistic. Our mission is clear, our values are strong and the future is in focus."

Visit CentraFoundation.com/Celebration to see sponsors, photos and videos.



Members of the 1993 board with Centra CEO Amy Carrier, Centra Foundation Executive Vice President Beth Doyle and Centra Foundation Board Chair Carolyn Jacques. Back: George Dawson, Paul Fitzgerald, Joseph Callicott, Mike Barger; Middle: Beth Doyle, MaryJane Dolan, George Hurt, Jimmy Davidson, Gil Cobbs, Carolyn Jacques, Amy Carrier; Front: Ken White, Gordon Leggett

FOUNDING BOARD MEMBERS

James L. Davidson Jr., Chair
Michael A. Barger
Joseph H. Callicott Jr.
Samuel P. Cardwell
Frederick R. Cawthorne
Gilliam M. Cobbs

James R. Davenport
George W. Dawson
MaryJane T. Dolan
Paul F. Fitzgerald
George A. Hurt
Minnie B. Lane

Harold G. Leggett Jr.
William N. Mays
John F. Richards
Charles H. Sackett
Kenneth S. White
Thomas W. Zinsser



“The hospitals play an important role in the community, not just in providing hospital beds, but Centra Health has been a major force in trying to improve the way of life in central Virginia.”

– Jimmy Davidson Jr.
Foundation Board Chair 1993-2003



SAVE THE DATE
2024 Centra Celebration
Saturday, August 17, 6 pm
Amazement Square
Genworth Education Center



‘WE ARE FAMILY’: CAREGIVERS COME TOGETHER TO RAISE ALMOST \$400,000

During the Centra Family Campaign, the annual employee giving campaign, Caregivers come together to make a big impact for patients and colleagues.

Over 950 Caregivers raised almost \$400,000.

Reasons for giving were diverse, personal and moving. Many Caregivers donated because they wanted to help patients and colleagues in need. Other reasons included wanting to support the work of our not-for-profit healthcare system in providing innovative care for patients and because “we are family.”

Ten percent of employee gifts to the Greatest Need Fund support the Helping

Hands Program, administered by Spiritual Care and Education. The Centra program helps Caregivers facing an acute, unexpected need. Since 2016, over 500 Caregivers have received help.

Ambassadors help spread the word about the campaign. Participants were eligible to receive a gift during a weekly prize drawing.

“We are so grateful for each person who made a gift and for our incredible team of Ambassadors,” said Heather Cassada, development program manager. “The campaign is a wonderful way to provide care in another way and show support for patients and colleagues.”



Caregiver Caity Moreno HELPING HANDS RECIPIENT

Caregiver Caity Moreno, care coordination specialist with Centra Heart & Vascular Institute, knows what it means to give as well as to receive.

“My decision to give is simple,” she said. “The Helping Hands Program helped me when I was at one of the lowest points of my life. You never know when you are going to be in a position where you might need help.”



Caregiver Kylie Privette AMBASSADOR

“It is a great feeling knowing you may be helping someone,” said Caregiver Kylie Privette. “As a Centra employee of 20 years, a Centra College graduate and recipient of Helping Hands during a difficult time, I give because of where the money goes,” she said, adding that she also gives because of “the amazing care my daughter received in the Neonatal ICU after she was born.”



THREE YEARS AND COUNTING OF FESTIVE CHEER AND GIVING BACK

For the third consecutive year, Centra CEO Amy Carrier and members of Centra’s Executive Leadership Team made personal holiday donations in lieu of a gift exchange. Their donations totaled \$8,350 for the Helping Hands Fund, which provides support through the Helping Hands Program for Caregivers with acute, unexpected need, and the Greatest Need Fund.

2023 QUICK FACTS

950+

Caregivers participated

58

Ambassadors

100%

of Centra Executives
made a gift

69

Caregivers supported
through Helping Hands

\$100k+

distributed for
Helping Hands

2023 CENTRA SOCIETY DONORS: THANK YOU FOR YOUR GENEROSITY

The Centra Foundation recognizes with gratitude the following donors who made gifts benefitting Centra in 2023. Donors who contributed \$1,500+ are members of the 2023 Centra Society. Every effort has been made to ensure the accuracy of names listed. If there is an error or omission, please accept our apologies and call us at 434.200.2610 so that we can correct our records.

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2023 DONORS: THANK YOU FOR YOUR GENEROSITY



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Lauri & Pat Wynnyk

Pat Young



The organizers of the Tee Off for Tots Golf Tournament with Caregivers.

YOUR SUPPORT OF EVENTS MADE AN IMPACT

In 2023, your support of third-party and service line events raised over \$100,000! Events benefited cancer patients and programs, pediatric care, M.A.A.M. (Mammograms Annually A Must) and patients and their families who stayed at the Rosemary & George Dawson Inn.

Service line events:

- Dawson Inn Trunk or Treat
- I Am Woman 5K
- M.A.A.M. Luncheon
- Trees of Hope

Third-party events:

- Sara K. Buckley Tennis Tournament
- Clubs for Cancer
- I Pink I Can
- Log A Load for Kids
- Tee Off for Tots

To learn more about events, visit CentraFoundation.com/Events.



Tom Delaney, Linda Fields

For a complete list of donors, visit CentraFoundation.com/Your-Impact.

CORPORATE AND FOUNDATION PARTNERS IN HEALTHCARE PHILANTHROPY

THANK YOU FOR YOUR 2023 LEADERSHIP GIVING AT \$3,000 AND ABOVE





30 YEARS OF INNOVATION, CLINICAL EXCELLENCE AND COMPASSIONATE CARE

YOUR IMPACT: A FEW HIGHLIGHTS



1993

The first annual meeting of the Centra Foundation Board of Directors takes place at Centra Lynchburg General Hospital.



1994

Centra expands cardiac care. Today, Stroobants Cardiovascular Pavilion, located within Centra Lynchburg General Hospital, is home to a variety of advanced heart and vascular services.



2003

Over 43,000 people attended Centra and Centra Foundation's community health education and health screening events.



2007

The five-story East Tower at Centra Lynchburg General Hospital opens.



2008

The Centra Alan B. Pearson Regional Cancer Center opens, transforming cancer care for people in central Virginia.



2011

The Pediatric Unit opens at Centra Lynchburg General Hospital.



2012

The Rosemary & George Dawson Inn opens to provide affordable lodging to patients, or family and friends of patients, who are receiving medical care at any Centra facility.



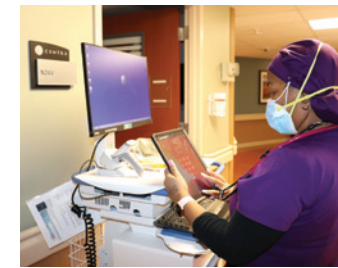
2016

A mobile mammography van changes how central Virginia communities receive breast imaging services.



2019

NEO ONE, a state-of-the-art neonatal ambulance for critically ill newborns, hits the road, providing crucial early interventions during transport.



2020

Gifts continue for the pandemic response effort, providing ventilators, iPads so patients can connect with loved ones and more.



2022

The first robotic surgical system is installed at Centra Lynchburg General Hospital.



2023

Virginia's first emPATH unit opens, transforming emergency care for patients in central Virginia.

2024 and beyond

We're just getting started!

SOME OF THE MANY OTHER WAYS YOU HAVE PROVIDED HOPE AND HEALING:

- Birthstone rings, plush animals and other precious keepsakes for families enduring infant loss.
- Cardiac monitors.
- Centra College nursing scholarships.
- Clothes, shoes and toiletries for patients in need when they are discharged.
- Community Doula training.
- Continuing education for Caregivers.
- End-of-life serenity carts.
- Fetal monitors for the Birth Center.
- Fidget spinners, puzzles and games for pediatric patients.
- Financial assistance for bills.
- Free, life-saving health screenings and services.
- Holcombe H. Hurt Community Health Center.
- Health navigators to walk with patients through their care journey.
- Infant warmers for the Intensive Care Nursery.
- Nutrition booklets for cancer patients.
- Public health education.
- Ramps to help patients get in and out of their homes for care.
- Security upgrades.
- Support for the Community Access Network.
- Support for hospice patients.
- Taxis to get cancer patients to treatment.

“

What stands out most to me as a physician is the hope and healing for patients that donors have made possible, as well as the support and training for Caregivers.

—George Hurt, MD

”



Centra Virginia Baptist Hospital, Centra Lynchburg General Hospital, Centra Southside Community Hospital, Centra Bedford Memorial Hospital



Dear Friends of Centra,

As we begin a new year, it is an opportunity to look back on the remarkable journey of the past. This is a moment to celebrate the accomplishments of the past year and acknowledge the profound impact the Centra Foundation has had over the last three decades.

The Foundation's impact can be seen and felt through the well-being of our communities with our neighbors and perhaps touches members of your own family who have turned to Centra for care over the years. We are privileged to witness the fruits of your generosity, evident in our patients' hope and healing and our Caregivers' strength and resiliency. Your support, a guiding light for over 500,000 individuals relying on Centra annually, has been nothing short of transformational.

In 2023, we witnessed our strategic plan and vision for the future come to life. This strategic vision encompasses our commitment to our community's health needs, sustainability and innovation through the multi-year Modernization Plan, breathing life into Centra's pursuit of excellence, inspiring hope, and advancing health and healing. As we look ahead with optimism and purpose, it is crucial that we persist in transforming healthcare for the communities we serve.

We extend our heartfelt gratitude for your unwavering support, inspirational philanthropy and your role in nurturing hope for the future. Your impact and support will resonate for years to come.

With sincere gratitude,

Amy Carrier
Centra President and CEO



Centra Lynchburg General Hospital
Centra Virginia Baptist Hospital
Centra Medical Group

American Nurses Credentialing Center
Magnet Recognition (2006-2023)



Centra listed as a top hospital for outpatient total knee replacement by Healthgrades.



Centra Bedford Memorial Hospital and Centra Lynchburg General Hospital both named to Virginia Living's list of Top Hospitals for 2023.



The Joint Commission



American Heart Association
American Stroke Association

Centra Lynchburg General Hospital earned the Joint Commission Gold Seal of Approval and the American Stroke Association Heart-Check Mark as a Certified Thrombectomy-Capable Stroke Center (TSC).

Congratulations!

2023 Centers for Medicare & Medicaid Services (CMS) Overall Star Ratings
This is an accomplishment bestowed to healthcare systems based on dedication to their communities through measurements of safety, mortality rate, readmission, patient experience and timely care.

★★★★★

FIVE-STAR RATING

Centra Lynchburg General Hospital & Centra Virginia Baptist Hospital

★★★★

FOUR-STAR RATING

Centra Bedford Memorial Hospital & Centra Southside Community Hospital

CENTRA



U.S. News & World Report (2023): Centra Lynchburg General Hospital ranked #7 in Virginia. High performing in Gastro/GI surgery, colon cancer, heart failure, hip & knee replacements.

LEAPFROG HOSPITAL SAFETY GRADE

Centra Southside Community Hospital and Centra Bedford Memorial Hospital earned A's in the fall and all other facilities maintained their "B" letter grade from the prior reporting period.



Centra Hospice awarded the prestigious Hospice CAHPS Honors Award for 2023.

EmPATH Unit

Centra is the first to open an emPATH unit in Virginia, marking a monumental step forward for mental health care.



Pediatric patient Scarlett Rowland and NEO ONE



CENTRA
Foundation

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