

# HOPEFUL CONNECTIONS

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Summer 2021



## HAPPY SUMMER!

We at the Vidant Health Foundation hope you are all enjoying the summer! As always, we thank you for your support, encouragement and generosity through the first half of 2021. We look forward with great anticipation to the second half of the year and all the great things in store for our organization. We look forward to working with you to inspire generosity to provide health and well-being to our region.

## IN THE NEWS

On Wednesday, June 23, ECU Chancellor Dr. Phillip Rogers appointed Dr. Michael Waldrum, CEO of Vidant Health, as Dean of the Brody School of Medicine at ECU, effective July 1. Dr. Waldrum will continue to serve as Vidant's CEO. This shared leadership structure between the medical school and Vidant Health will further strengthen the long-standing partnership between the two institutions, helping us to fulfill our missions of providing high-quality care to eastern NC.

This closer alignment serves to reaffirm Vidant's joint commitment to build a premier academic health care system for our region and is the first step toward our collective goal of fully integrating Vidant and Brody. There will be a thoughtful and deliberate process as a new, distinct health care brand is created that will allow us to be successful in a rapidly changing health care environment.

The ultimate goal is to better coordinate health care delivery and access to services in our region. This will involve enhancing clinical and operations efficiencies, accelerating physician education and research, expanding care options and increasing access to primary care.



# SERVICE LINE SPOTLIGHT: CMN

Miracle Children and their stories of remarkable courage during life-threatening illnesses and injuries helped make the 36th annual Celebration Broadcast held on June 6 a tremendous success. The annual Children's Miracle Network Hospital Broadcast raised \$1,082,064.

This year's telethon was marked by a very special announcement. A true friend of James and Connie Maynard Children's Hospital called to say that they would match, dollar for dollar every donation that was called in up to \$100,000. This family, who wishes to remain anonymous, has a passion for children in eastern North Carolina and wants to ensure every child has the best chance possible to get better. They are so very grateful for all of the hard work, dedication and compassion that the team provides at James and Connie Maynard Children's Hospital.

We are so grateful to WITN, our longtime television partner, for their constant support. Though we were not able to host our telethon in our traditional format, WITN worked tirelessly to produce an amazing broadcast that allowed us to feature our Miracle Children and their families. We were able to share their heartwarming stories of complex illnesses and traumatic injuries and highlight the quality of care they received at James and Connie Maynard Children's Hospital at VMC.

Thanks to our countless donors who made this year's telethon a huge success. We could not do this without you! Thanks also to our long-time corporate supporters from across eastern NC including Speedway, Walmart/Sam's Clubs, and Jersey Mike's Subs who demonstrate commitment and dedication year after year.

"Caring individuals, community groups, businesses and others show how much they care about children by providing generous contributions to Children's Miracle Network Hospitals. In eastern North Carolina, this generosity enables the Maynard Children's Hospital, located in Greenville and serving 29 counties, to see beyond obvious treatment and save more lives," said Bill Mitchum, chair, Vidant Health Foundation Board of Trustees. "The care and high-quality treatment received here will continue into the future through this year's amazing donors."

The Celebration Broadcast featured guests and sponsors who have contributed during the past year, as well as callers who pledged their support. Earlier this year, the Music for Miracles Radiothon on Inner Banks Media Stations raised \$111,392 during the 24th year of their special event, bringing their total raised to more than \$3.6 million.



# COMMUNITY SPOTLIGHT

Congratulations to Gregg Green, owner of Great Harvest Bread Company, who was recently named the Greenville-Pitt County Chamber of Commerce's Small Business Leader of the Year. Gregg and his team have been loyal supporters of ours through the years, and we are thrilled to join the Chamber and our community in congratulating him for this well-deserved honor!



## REGIONAL PARTNERS: CONGRATS!

Congratulations and best wishes are extended to our friend and colleague, Ginny Waff, who retired from Vidant Chowan Hospital at the beginning of July. Ginny held various roles during her nearly 17-year tenure, but most recently, she served as the Development Manager for Vidant Chowan Hospital Development Council. Ginny was instrumental in leading the successful fundraising campaign for the skilled nursing facilities transformation into what is now known as the Outpatient Services Center. Additionally, she helped create the Women's Giving Circle, assisted with the rebirth of the hospital's gala, and organized numerous golf tournaments and blood drives. Ginny will certainly be missed, but we wish her the best in all that lies ahead!



Ginny Waff, right, pictured with Sue Bridgeman, who also retired after 14 years of service at Vidant Chowan Hospital.

Also, we would like to welcome Jennifer Harriss on board at Vidant Bertie and Vidant Chowan, filling the role of development manager at both entities. She has been extremely active in the Edenton community for the last 17 years, and most recently served as the Executive Director of Destination Downtown Edenton, Inc. Before that, she owned and operated a retail store in the historic Edenton's Cotton Mill Village. Welcome, Jennifer!



Jennifer Harriss, development manager at Vidant Bertie and Vidant Chowan hospitals.

# GIVING SOCIETIES

The Heritage Society was created many years ago as a way to recognize and honor donors who included Vidant Health Foundation in their planned giving arrangements. Legacy gifts such as bequests, retirement plans, life insurance, or other commitments make a lasting impact on Vidant Health. Including Vidant Health Foundation in your estate planning ensures that we will be able to provide hope to the patients of eastern North Carolina for many years to come.

In order to better align with our vision, we are transitioning the Heritage Society to the Legacy of Hope. Legacy of Hope donors will now be more fully integrated into our comprehensive donor recognition program which also includes our Circle of Hope and Partners of Hope donors.

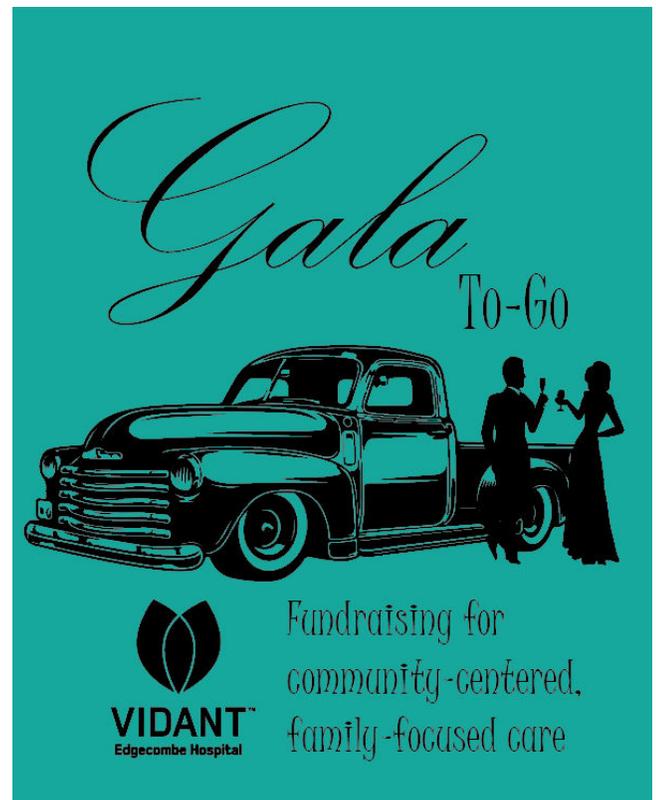


To learn more about legacy giving at Vidant Health Foundation, visit [www.vidanthealthfoundation.com/legacy-giving](http://www.vidanthealthfoundation.com/legacy-giving).

# UPCOMING EVENT

Vidant Edgecombe Hospital is planning a Gala-to-Go for Sept. 23. For a \$50 donation, you will receive a steak, salad, baked potato, and dessert compliments of Ribeye's in Tarboro. For an additional \$10, you may add a bottle of red or white wine to your dinner. You may purchase a ticket by calling the Vidant Edgecombe Development Council at 252-641-7791 or click [here](#).

All donations received during this event will help renovate a much needed second palliative care room.



# VHF BOARD MEMBER SPOTLIGHT

We are very lucky to have the leadership and support of Charles Gaskins. As our longest tenured current board member, Charles is now serving his tenth consecutive year. His leadership and dedication have been invaluable. As Chairman of the Community Benefit Grants Committee, he has helped us award more than \$10 million in grants to deserving organizations throughout our 29 county service area. He has also provided direction and support for the James and Connie Maynard Children's Hospital as well as the Eddie and Jo Allison Smith Cancer Center.

His involvement and dedication to our board and our health system as a whole is due in part to his later father who was instrumental in advocating for a new hospital in the 1970s. His father displayed great commitment to our hospital, and his efforts were formally recognized when the Gaskins-Leslie Building on our campus was dedicated. Charles has followed in his father's footsteps by making generosity, service to his community, and involvement in healthcare a personal priority. He and his wife, Jean, celebrated 48 years of marriage this summer! He has 4 children and 7 awesome grandchildren. Apart from enjoying time with his family, you can find him spending time with his buddies doing what he really loves--playing golf!

We are so thankful for Charles and appreciate his decade of service to Vidant Health Foundation.

