



YOUR GENEROSITY
MAKES A DIFFERENCE



Riverside's Commitment to our Communities

As a not-for-profit organization, Riverside is firmly committed to supporting our community partners. These are the organizations that extend our health improvement mission through educational programs, community gatherings, screenings and wellness initiatives. And we're absolute in our commitment to provide much needed health care to thousands of uninsured and underserved patients in our communities. To that end, Riverside Health System provides millions of dollars each year in community benefit investment and support to the community including in-kind and charity care provided to those unable to pay for medical services. To learn more about Riverside's commitment to our communities please visit www.Riversideonline.com/community_benefit.

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Cover photo (l-r): Dr. Eric Stone, Mike Doucette, Dr. Valisi and Justin Crain

Our Ever-Evolving Foundation

A MESSAGE FROM REBECCA MCCOY

Over the past several years the Riverside Foundation has been evolving. We have been refining our message and our focus to best elevate philanthropy at Riverside. We are developing the way we communicate with our donors, supporters and the community at large while building lasting relationships that will stand the test of time.

The *Annual Report to the Community* is one of the ways the Foundation shares the remarkable stories of Riverside, and it too is evolving. For those of you who enjoy reading online, you can view this report any time at www.riversideonline.com/foundation. Moving forward, in addition to this *Mid-Year Report*, you will also receive a *Year-End Report* in early 2015 which will highlight donors and stories from the second half of this year.

I am especially proud of this first *Mid-Year Report* because it is a great example of celebrating our past while looking ahead and embracing our future. The story of Mrs. Parkhurst from the Eastern Shore is a wonderful expression of remembrance, gratitude and tribute. It is the perfect anchor to our cover story, highlighting a major gift from a corporate partner that will serve as a signal to others that Riverside is a worthy and important cause.

I hope you will enjoy reading this report as much as we have enjoyed bringing it to you. I'm looking forward to sharing the continuing evolution and inspiration in the months and years ahead.

Sincerely,
Rebecca McCoy,
Riverside Foundation Board Chairman



Rebecca McCoy, *Chairman*

For more information about how you can make a difference through your gift of gratitude, call the Riverside Foundation at 757-234-8740 or visit us online at www.riversideonline.com/foundation.



Photo (l-r): Dr. Barry Gross, Bill Downey, Dr. Eric Stone, Justin Crain, Dr. Vincent Valisi, Gwen Hartzog, Mike Doucette, Jerry Allen, Alan Witt and Dwayne Blake

In Support of
Remarkable Care
**MAJOR CORPORATION
GIVES \$150,000 TO
RIVERSIDE REGIONAL**

The corporate partnership between FOAA Anesthesia Services and Riverside became even stronger with the company's contribution of \$150,000, which will help support the "remarkable care" provided at Riverside Regional Medical Center. The generous gift has been honored with a plaque on the fountain in front of the new Pavilion.

“Riverside has an unwavering commitment to across the board support for its patients and their families. The desire to support the work RRMC is already doing is the purpose of our gift. On the most basic level, it’s really about doing the right thing.”

—Justin Crain



Bill Downey and Justin Crain

Justin Crain has a unique dual perspective on Riverside’s approach to patient care as well as its commitment to each of the communities it serves. Now Senior Vice President of Operations for FOAA Anesthesia Services—the Mid-Atlantic division of North American Partners in Anesthesia (NAPA)—Justin was the surgical service line administrator at Riverside for five years before joining FOAA in 2013.

“During the time I was at Riverside, I was very well aware of how much everyone throughout the system supports Riverside’s stated mission, which is ‘to care for others as we would care for those we love,’” he said. “When the subject of a possible corporate contribution by FOAA was broached, I felt completely comfortable taking it to our physician partners. They embraced the idea immediately.”

Justin emphasizes that both organizations (Riverside and FOAA) focus on the patient. “We’re aware that not everyone can afford to pay for services that aren’t covered by insurance. We see Riverside dealing with this kind of financial issue every day and, as a true partner, we want to share the responsibility,” he said.

“We know that Riverside has an unwavering commitment to its patients and their families. The desire to support this work at Riverside Regional Medical Center is the purpose of our gift. On the most basic level, it’s really about doing the right thing,” Justin said.

The \$150,000 unrestricted contribution will be made over three years. NAPA’s Mid-Atlantic Region CEO Dr. Vincent Valisi, Jr., emphasizes that the gift was provided without any stipulation regarding use. “Our sense is that their medical and administrative staffs, as well as the Riverside Foundation, are closest to the situation and have the best ideas as to how financial gifts can be applied most effectively,” he said.



“FOAA’s gift signals our shared desire for greater and longer-term impact in our community – enabling us to bridge the gap between ‘good’ care and remarkable care, empowering us to provide comfort, wellness and excellence in medical treatment for those in our care.”

—Alan Witt, Chairman,
Riverside Health System
Board of Directors

Riverside Foundation Executive Director Debbie Atkinson cites several reasons that make the financial support of corporate donors as well as individuals essential to meeting the health care needs of our communities now and in the future.

She notes that in today’s new health care environment, traditional reimbursements simply don’t cover fully the comprehensive and compassionate level of care Riverside has committed to provide. “We also provide a substantial amount of uncompensated care for those who are underinsured or without insurance. And of course, there are the necessary investments in new technology, new equipment and new programs all directed toward meeting the health care reform goals of better health, better care and lower costs,” she said.

Riverside Health System Board Chairman Alan Witt said, “FOAA’s gift signals our shared desire for greater and longer-term impact in our community – enabling us to bridge the gap between ‘good’ care and remarkable care, empowering us to provide comfort, wellness and excellence in medical treatment for those in our care.”

“One of the advantages of philanthropy in this particular context is that it becomes a welcome addition to the capabilities that are already there,” Dr. Valisi said. “Basically, it’s something a little extra. So in addition to technology and equipment or facility enhancement, all of which are important, there is also the opportunity for our client partners like Riverside to use philanthropic resources to help support new and innovative programs. We’re always very excited and gratified to be part of that potential.”

ABOUT FOAA ANESTHESIA SERVICES

FOAA Anesthesia Services is the Mid-Atlantic division of North American Partners in Anesthesia (NAPA), the largest single specialty anesthesia and preoperative management company in the United States.

As a contracting partner with Riverside Health System hospitals and surgery centers, FOAA anesthesiologists and certified nurse anesthetists have been meeting the preoperative, anesthesia and pain control needs of Riverside patients since 2010. During that time FOAA has been nationally recognized for its work in providing exceptional patient care as well as a high level of patient and medical staff satisfaction.

Dr. Mark E. Ellis Endowment Fund for CANCER CARE ADVANCEMENT

Dr. Mark E. Ellis touched the lives of thousands during the 20 years he treated cancer patients. A cancer patient himself in his youth, Dr. Ellis pioneered the concept of Integrative Medicine for the treatment of cancer, which involves both patients and their families in a range of special complimentary therapies in addition to the latest medical technology. From January 1 through June 30, 2014 Riverside provided \$362,685 to support Integrative Medicine at no cost to patients. We're proud to honor Dr. Ellis's legacy.

Thanks to those who have given through June 2014 to the Dr. Mark E. Ellis Endowment Fund for Cancer Care Advancement:

Tamara N. Artis-Simmons
Dexter and Deborah Atkinson
Sandra V. Blount
Jennifer C. Bowen
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Patrick and Debra Costello

William Roob
Patrick and Debra Costello

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and Staff
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Sandra M. Snapp
Cecil and Susan Miller

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Dr. Kimberly W. Schlesinger
Phyllis Bibb
Cheryl L. Heard
Dr. Mashour Yousef
Eleanor M. Kinney
Peninsula Cancer Institute -
Newport News Team
Barbara E. MacKenzie



A Helping Hand
and A Friendly Face
**RIVERSIDE'S
PATIENT
NAVIGATOR**

You just heard three words you hoped never to hear, “**You have cancer.**” Suddenly, you’re thrown into the unfamiliar, frightening world every cancer patient faces. Fortunately, at Riverside’s Cancer Care Center, there’s a helping hand and friendly face waiting for you. Her name is **Yvonne Pike.**

Spend a half-hour with Yvonne Pike and before the conversation is over, you almost certainly will have shared at least one personal story of travail that deeply affected you and your family. And you share it not because she asked you to, but because you feel safe and comfortable doing so. The exceptional ability Yvonne has to connect with people and to establish a bond of trust quickly is a major reason for her remarkable success in helping patients navigate through the confusing, perilous and often frightening maze that is cancer treatment.

“Being diagnosed with cancer is like walking down a long road and suddenly being hit by a truck,” Yvonne said. “Your whole life is transformed and you find yourself in a new world full of strangers, a language you don’t really understand, enduring scary and often painful procedures.”

The process of treating cancer can be long and complex involving many steps and many people. Just keeping track of an appointment schedule is a daunting task especially when you’re ill and frightened. Before the Navigator program, each department had a “facilitator” to guide patients through the specific procedure at hand, but getting through the entire maze was up to the patient.

The Navigator program evolved out of the realization that patients and their families needed a single source of consistent support and help on a whole continuum of issues from the moment of diagnosis through hospitalization and after-care.

Under Yvonne’s leadership, Riverside was one of the local pioneers in developing and refining the Patient Navigator concept. “Some kind of Navigator program is commonplace today and, in fact, is becoming a standard for accredited cancer programs. Riverside was truly proactive early on in creating this approach to comprehensive care for cancer patients and their families,” she said.

She emphasizes that the heart of the program is really getting to know each patient beginning at diagnosis, developing a relationship and understanding each individual’s needs—medical, emotional and financial.

The ***Tree of Life Cancer Care Fund*** is essential to those cancer patients undergoing treatment who find themselves unable to work, pay for medications or even afford their treatments. Through donor support, we have been able to assist these and other critical unmet needs. **To learn more about the Tree of Life and how you can make a difference call the Riverside Foundation at 757-234-8740.**



Abernathy Gardens Fund

The Abernathy Gardens Fund was established in honor of George and Estelle Abernathy by their daughter and son-in-law Susan and Robert McCreary. The Abernathys had a long history with Riverside and its development into the health system it is today. The fund supports improvements and a maintenance endowment for the gardens on the Riverside Newport News campus.

Thanks to those who have given through June 2014 to the Abernathy Gardens Fund:

Dwight and Elaine Hitchens

Tribute gifts made in Loving Memory Of:

Donald Rhew

Debra C. Conner



Tree of Life CANCER CARE FUND

The Tree of Life Cancer Care Fund supports the facilities, programs, and immediate patient assistance needs for cancer services at Riverside.

Thanks to those who have given through June 2014 to the Tree of Life Cancer Care Fund:

Vonnie Adams
 Jerold and Danette Allen
 Wilma Allen
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**Tribute gifts made
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 Ann Ryder
Calvin F. Ryder

Care Transitions Program Fund

The Care Transitions Program Fund provides support for patients across the health system with higher risk for complications or re-hospitalizations to smoothly transition from one care setting to another.

Thanks to those who have given through June 2014 to the Care Transitions Program Fund:

Patricia Russo

TREE OF LIFE CANCER CARE FUND

Barry Hyler
Joanna Thornton
 Carlton Clopper
Christine Smith
 Clem W. Sellers
Sharon Frazier
Mark and Susan Gorton
 David Oakes
Ivan Mendoza
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James and Lynn Sivells
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Theodosakis
 Dr. Warren P. Weixler
Charles and Ora Capps



Riverside's Own
"Ironman" Gives Back
**DAN BALLIN
SPEAKS OUT FOR
CANCER FUND**

He's a man of quiet passion, a man of many missions. And he seems determined to achieve them all in the course of his life. But right now, Dan Ballin is focused on two things: inspiring people to support Riverside's *Tree of Life Cancer Care Fund*, and competing in the "Ironman Chattanooga" race this September.

*“I chose to support Riverside’s **Tree of Life Cancer Care Fund** partly because I am an employee of this wonderful organization, but mainly because 100% of all funds donated to the Riverside Foundation are applied to the intended cause.”*

— Dan Ballin

In French, the phrase is “joie de vivre.” Translated into English, it means the “joy of living.” To see its embodiment in one person, just meet Dan Ballin. You’ll sense immediately his exuberance for life, which is deeply spiritual, centered on family, and on inspiring others to achieve whatever their life goals may be. But in a touch of irony, it took someone else to give him the inspiration and courage he needed to undertake his own latest mission.

“Since having our daughter, my wife Michelle and I have been talking about giving back in some way to instill the virtues of philanthropy in Alivia,” he said. “Since my wife and I love physical exercise, I’d thought often about tying my athletics to supporting a charitable cause. I always backed out of doing it—mainly because of fear that I wouldn’t raise enough money or not complete the event.”

Riverside’s Executive Director of Enterprise Services, Dan found his inspiration during the last Riverside Leadership Conference. “I watched a video about Jenny Crittenden, a breast cancer survivor, and her son Vaughn becoming fundraisers for the Cancer Fund out of gratitude for the care she had received at Riverside. Their story gave me the confidence and courage I needed,” he said.

“I chose to support Riverside’s **Tree of Life Cancer Care Fund** partly because I am an employee of this wonderful organization, but mainly because 100% of all funds donated to the Riverside Foundation are applied to the intended cause,” he said.

It’s here that Dan’s story comes full circle. In September, he’ll be competing in the “Ironman Chattanooga” race—an event that includes a 2.4-mile swim, a 112-mile bike ride and a full 26.2-mile marathon. It will be his fifth “Ironman” competition, but Dan says this year will be different.

“The Ironman triathlon is usually a solitary and selfish endeavor. Training requires many hours away from family and friends in order to achieve a personal goal. But this time, I have a mission and a cause that far exceeds my personal glory. This time I’ll be thinking of the thousands of people, including family and friends, who have battled cancer and know that as tough as the race is, the challenge it poses pales in comparison to what cancer victims face,” he said.

He’s also become an active supporter of the Riverside Foundation’s effort to increase awareness of the Cancer Care Fund and encourage giving to the fund. “My goals are simple. I want people to be inspired to exercise and to give. Exercise to free your mind and give to free your soul,” he said.



Riverside HOSPICE FUND

This fund supports the patient, program, and training needs of the three Riverside Hospice agencies: Riverside Hospice in Newport News, Riverside Walter Reed Hospice in Gloucester, and Riverside Tappahannock Hospice in Tappahannock. It also supports community initiatives for palliative and hospice care.

Thanks to those who have given through June 2014 to the Riverside Hospice Fund:

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Aderon and Patricia Gibbs
James and Leona Grubb



Willie P. Francis Scholarship Fund

The Willie P. Francis Education Scholarship Fund honors the retirement of Willie P. Francis and her decades of service on the Mother/Baby Unit at Riverside Regional Medical Center. Willie's special contributions to nursing, along with the care of new mothers and their babies was noted over the years by all who came in contact with her. The fund was established with a lead contribution by Dr. Stephen Bolduc to encourage employees of the Birthing and Family Health Services staff to continually advance their skills in the field of maternal-child health.

Thanks to those who have given through June 2014 to the Willie P. Francis Scholarship Fund:

Velma Shedrick

RIVERSIDE HOSPICE FUND

Jean and Vonda Preston
Jonathan Robinson
Stacy Scherrer
Norman Shepherd
Jessie A. Suttle
Thomas and Louise Woodard
 Mary S. Riley
Jean O. Heywood
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Kevin and Christine Loughran

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 Cynthia Jackson
Kelly A. Taylor
 Dr. Rafic H. Zaitoun
Betty L. Maness
 Riverside Walter Reed
 Hospice Staff
Norman Westcott
 Dr. Scott V. Burgess
Joseph J. Ambrosio

Riverside Regional Medical Center **MAKE A DIFFERENCE FUND**

The RRMC *Make A Difference* Fund is an opportunity for grateful patients and community members to support immediate patient assistance needs, facility enhancements, and capital projects at Riverside Regional Medical Center.

Thanks to those who have given through June 2014 to the RRMC *Make A Difference* Fund or who made unrestricted donations in the Peninsula Region:

Natalie Adams
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Vonda L. Firth
Margaret Theodosakis



Gus Guastaferrero and Marge Malvin

“After sharing my story, I started thinking about leaving my mark in some way—not for posterity or for medals, but as a way to honor Eleanor and to make a difference in the lives of people who may be less fortunate than I am.”

To learn more about the Dr. Mark E. Ellis Endowment, contact Jennifer Frank, Major Gifts Director at 757-234-8740.

Finding Joy In Life By Giving **GUS GUASTAFERRO’S “AWAKENING”**

Two years ago, Gus Guastaferrero shared the story of his wife Eleanor’s long and ultimately losing battle with cancer, and his own still conflicted emotions six years after her passing—the lingering grief over her absence, the comforting joy of remembering their lives together. It was a poignant and inspiring story.

Recently, Gus and Marge Malvin, his partner, sat down to talk about what’s happened to him since the first story was published in 2012, and how their mutual enjoyment of life is a way to honor and remember their deceased spouses. (Marge’s husband passed away in 1992.) Besides their obvious happiness in just being together, they share a belief that the greatest joy is found in giving of themselves to help others and to making a difference in their community.

Gus said sharing his story with Riverside provided a kind of emotional turning point for him. “I went through an awakening. I started to reflect on my life and why I had made the contribution (to the Mark E. Ellis Cancer Fund in his wife’s honor),” he said. “I started thinking about leaving my mark in some way—not for posterity or for medals, but to honor Eleanor and to make a difference in the lives of people who may be less fortunate than I am.”

Gus is busy now “giving back” with a variety of projects and activities ranging from volunteering as a greeter at Riverside Doctors’ Hospital Williamsburg to teaching courses at Fort Eustis for soldiers (most of them returning from Iraq and Afghanistan).

He and Marge are both active in supporting local causes. As Marge said, “We both share many of the same values, particularly a commitment to leaving something behind for future generations.” The couple has worked together in support of the Williamsburg Symphony, for example. Gus said that, “We wanted to do more than write a check, so we’ve become very involved in the whole fundraising effort—helping with sponsorships, events and so on.”

They are both focused now on the idea of ‘paying back’ the community for all the blessings they enjoy in their lives. Gus said, “For me, it started with my awakening in 2012. I will always be grateful to Riverside for that.”

Riverside Rehabilitation Institute **MAKE A DIFFERENCE FUND**

The RRI *Make A Difference* Fund supports the immediate patient assistance needs, capital projects, and facility enhancements at Riverside Rehabilitation Institute.

Thanks to those who have given through June 2014 to the RRI *Make A Difference* Fund:

Ageless Wonders Sunday
School Class – Seaford
Baptist Church
Francine D. Allen
Earl H. Arrowood
Jonathan Bernhardt
Bioness
Ken and Robin Brady
Wendy Bunting
Kendall Bynum
Grove and Maryann Calvert
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**Tribute gifts made
in Loving Memory Of:**
Edwin H. Parkhurst
Melanie Parkhurst

Riverside Doctors' Hospital Williamsburg *Make A Difference* Fund

The RDHW *Make A Difference* Fund is an opportunity for grateful patients and community members to support immediate patient assistance needs, facility enhancements and capital projects at Riverside Doctors' Hospital Williamsburg.

**Thanks to those who have given
through June 2014 to the
RDHW *Make A Difference* Fund:**

Howard and Claudia Waters

**Tribute gifts made
in Loving Memory Of:**

James Kenney

Kathleen Curran

**Tribute gifts made
in Honor Of:**

Riverside Doctors' Hospital
Williamsburg Volunteers

Carrie Karnes

**Tribute gifts made
in Gratitude Of:**

Dr. John N. Livingstone

James Miles

Dr. Robert R. Harding

Dr. Hubert C. Peltier



Mrs. Melanie Parkhurst

“The [Mallard Trio] sculpture needed to go someplace where people can see it and really admire it. I have been getting calls on how impressive it is. I feel wonderful that it has a good home and people appreciate it.”

Art Adds Beauty to Shore Memorial Lobby **PARKHURST DONATES SCULPTURE**

There may be no one who better represents the unique character and giving spirit of the Eastern Shore than Melanie Parkhurst. She and her late husband, Edwin H. Parkhurst Jr., spent many years together at their “weekend home” on the Shore. Mr. Parkhurst passed away in 1991 after a long battle with cancer. In his honor, Mrs. Parkhurst donated a magnificent bronze sculpture by local artist David Turner to Riverside Shore Memorial Hospital this past February.

Mrs. Parkhurst said her late husband loved nature and over the years they acquired 20 Turner sculptures ranging from very small pieces to a full-sized pony. She’s also considering donating one of her collection of Willie Crockett paintings to the new hospital when it opens.

The *Mallard Trio* that now stands in the hospital lobby is a life-sized piece depicting three mallards and stands more than five feet high. “This one needed to go someplace where people can see it and really admire it,” Mrs. Parkhurst said. “I have been getting calls on how impressive it is. I just wanted it to have a good home. I feel wonderful that it has a good home and people appreciate it.”

Hospital Administrator Susan McAndrews said, “We are so very grateful for Mrs. Parkhurst’s generous donation. The *Mallard Trio* is a beautiful work crafted by a talented local artist, and we are thrilled to showcase it prominently for the enjoyment of everyone who enters our hospital.”

Art isn’t the only thing this lively lady of 89 years collects. She loves cars (probably ingrained in her genes since she grew up in Michigan), owns seven convertibles and got a brand new Corvette for her 80th birthday. She also restores historic houses. She lives in an 1815 house and has restored or preserved 12 Eastern Shore houses. Her current project is a house dating from 1776.

While Mrs. Parkhurst has been blessed with good health and has never been a patient at RSMH, she believes quality health care is important for all who live, work and play on the Eastern Shore. “It’s a very friendly place and a very caring place,” she said.

Riverside Shore Memorial Hospital **MAKE A DIFFERENCE FUND**

The RSMH *Make A Difference* Fund is an opportunity for grateful patients and community members to support immediate patient assistance needs, facility enhancements, and capital projects at Riverside Shore Memorial Hospital.

Thanks to those who have given through June 2014 to RSMH *Make A Difference* Fund or who made unrestricted donations in the Eastern Shore Region:

Charlie R. Addison
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Scott Milliken
Cary and Dorothy Milliner
Abbot Mister
John and Kate Morgan
David and Marion Naar
Diane H. Needham

Riverside Behavioral Health Center *Make a Difference* Fund

This fund is an opportunity for grateful patients and community members to support patient assistance needs, facility enhancements, and capital projects at our mental health center in Hampton.

Thanks to those who have given through June 2014 to the RBHC *Make A Difference* Fund:

Alcoholics Anonymous
Maya Barbour
Jorge and Janie Cortina
Faith Recovery Group
Friday Night Prime Time Group
Leslee D. George
H & I Policy Committee
Kehn N. Holden
Narcotics Anonymous - How & Why
Peninsula Area Service of NA
RBHC Care Council
Riverside Behavioral Health Center
Serenity Group of Narcotics Anonymous
Teresa Taylor
Vicki C. Thompson

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RIVERSIDE SHORE MEMORIAL HOSPITAL *MAKE A DIFFERENCE* FUND

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Riverside Behavioral Health Center *Make a Difference Fund*

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Leon Cook

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Tribute gifts made in Gratitude Of:

Dr. Ernest F. Zichal

Hazel L. Liverman

Dr. Megan B. McGavern

Hazel L. Liverman

RBHC ITP Staff and Unit

Mr. & Mrs. Charles Green





PACE Beaded Blessings Project

This project is an opportunity to enhance the quality of life for our senior citizens by allowing them to learn and be creative making hand-crafted jewelry at our Riverside PACE facilities.

Thanks to those who have given through June 2014 to the PACE Beaded Blessings Project.

Cindy Hamlin
Stephanie Olds

Riverside Lifelong Health **MAKE A DIFFERENCE FUND**

The Riverside Lifelong Health *Make A Difference* Fund supports programs and facility needs for Riverside's Lifelong Health and Aging Related Services, the largest provider of services for older citizens in the state of Virginia.

Thanks to those who gave through June 2014 to the Riverside Lifelong Health *Make A Difference* Fund:

Dr. & Mrs. Kyle and
Lynn Allen
Bonnie J. Brown
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Wanda H. Miller
Vickie L. Morgan
Deborah S. Outlaw



Riverside Tappahannock's 50th Anniversary

2014 marks the 50th anniversary of Riverside Tappahannock Hospital's health care service to Virginia's Northern Neck. The hospital opened in 1964 as Tidewater Memorial Hospital. In 1989, it became part of the Riverside Health System family. A major capital campaign is underway now to upgrade the hospital with all-private rooms.

For more information about the capital campaign, contact Scott Brown, Director of Advancement at 804-201-5358.

RIVERSIDE LIFELONG HEALTH MAKE A DIFFERENCE FUND

*Thomas M. Reid and
Judy L. Cahill
Patricia Russo
Robert and Jennie Smith
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Marguerite Quirey*

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Tribute gifts made in Gratitude Of:

*Kristy Algarin
Wendy Pettus
William Coates
H. Douglas and Phyllis
Huebner
Christine Capron
Linda K. Zsoldos*



Compassionate Care
Validates Riverside Mission
**AS WE CARE FOR
THOSE WE LOVE**

She has a rather long and official-sounding title—Medical Director of Palliative Care and Hospice—but in simpler language Dr. Laura Cunningham is leading two important programs that go to the very core of Riverside's mission to **care for others as we would care for those we love.**

“From the very top down, we are always seeking better ways to care for our patients and their families. And in doing it, we’re taking the mission statement off the printed page and making it come alive every single day.”

— Dr. Laura Cunningham



The **Compassionate Care Network** is a concept in development that will ultimately provide a continuum of care for patients over time and throughout the Riverside Health System. Dr. Cunningham said the idea of Compassionate Care is to bring the principles of palliative care to patients throughout their medical lives.

“We tend to think of palliative care entering the picture as the last step before hospice care,” she said. “With the Compassionate Care Network, we’re encouraging all our medical and support staffs to gather and share information as early as possible with each patient, to talk with each patient about long-term issues, so they are prepared in advance to deal with critical needs near the end of life.”

Closely related to Compassionate Care, the **Alternative Paths to Care** is about helping patients and families deal with the difficult transitions that occur toward the end of life—moving from one level of care to another, changing the nature or location of care, dealing with new providers—and ensuring that as far as possible each patient receives the care they want in the setting they choose.

“The biggest issues come when a patient is near the end and when hospice care may be the best choice,” said Dr. Cunningham. “People think of hospice as a ‘place to go and die.’ It isn’t but there’s a lot of fear about it. And that’s why we’ve created the Alternative Paths to Care program with funding from the Hospice Fund administered by the Riverside Foundation. She said most patients prefer to be at home, but typically home care is not sufficient for the seriously ill patient’s needs. “Our Alternative Paths program provides a Nurse Practitioner and other support necessary to bridge the gap between hospital and hospice and allow the patient to remain at home with family.”

“As far as I know and based on my experience, the approach Riverside is taking and the commitment we have to actually fulfilling our mission is unique. From the very top down, we are always seeking better ways to care for our patients and their families. And in doing it, we’re taking the mission statement off the printed page and making it come alive every single day,” Dr. Cunningham said.

The Hospice Fund provides remarkable support for our patients and families who need specialized care and programs. To learn more about the Hospice Fund and how you can make a difference call the Riverside Foundation at 757-234-8740.



Baby's Birth Day Fund

The Baby's Birth Day Fund was established in memory of "Mama Mary" Thompson who for 25 years touched the lives of more than 30,000 families at Riverside Regional Medical Center through her work in the labor and delivery unit. This fund supports the program and equipment needs of the Birthing and Family Services Department.

Thanks to those who have given through June 2014 to the Baby's Birth Day Fund:

Lena A. Anderson
Christopher Seagle and
Christina M. Barnes
Lora Benton
Jessica M. Boone
Wendy Conner
Brian and Rosemary Dahn
Leslie Heath
Kathy Parsons
Joyce A. Robbins

Tribute gifts made in Loving Memory Of:

Edwin H. Parkhurst
Melanie Parkhurst

Riverside Medical Group **MAKE A DIFFERENCE FUND**

The RMG *Make A Difference* Fund is an opportunity for grateful patients and community members to support immediate patient assistance needs, facility enhancements, and capital projects of the Riverside Regional Medical Group.

Thanks to those who have given through June 2014 to the RMG *Make A Difference* Fund:

Angel Castaneda
Joseph and Debra Gibbs
Lawrence and Jeanne Kelly
Dr. & Mrs. James and Trina Lesnick
Dr. Kermit Lloyd
Natalie MacDonald
Perry and Joan Mason
John and Dallas Mayo
Sally Ryan
Ralph and Jennifer Savage
Jessica Smith
Phyllis A. Smith
Susan Wass
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Tribute gifts made in Loving Memory Of:

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Tribute gifts made in Honor of:

Inez Pruitt
Robert and Kathryn Cook-Deegan
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Dr. Gary A. Tanner
John and Marjorie Parker
Dr. Charles R. Kersh
Charlotte Slater
Dr. Thomas L. Munzel
Charlotte Slater

Riverside Tappahannock Hospital **MAKE A DIFFERENCE FUND**

The RTH *Make A Difference* Fund is an opportunity for grateful patients and community members to support immediate patient assistance needs, facility enhancements, and capital projects at Riverside Tappahannock Hospital.

Thanks to those who have given through June 2014 to the RTH *Make A Difference* Fund or who made unrestricted donations in the Northern Neck Region:

David and Lisa Wagner
Carrington and Margaret Taylor
Richard and Marjorie Smith
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Pim Montgomery
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Scott and Michelle
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Theodore S. Haddad
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John P. Peterman

Tribute gifts made in Gratitude Of:

Dr. Christine Paul
Rev. Larry Campbell
Dr. Vikas Maan
Barnaby and Betsy Roberts



Riverside Child Development & Learning Center Program

The RCDLC Program is an opportunity for grateful parents and team members to support the educational needs of our children at the Riverside Child Development & Learning Center.

Thanks to those who have given through June 2014 to the Child Development & Learning Fund:

Christy L. Archer
Palma Falacco-Curtis
Kira D. Lanfranchi
Pamela Maradik
Elizabeth C. Oliver
Joyce A. Robbins
Major & Mrs. James and
Laura Runte
Heather Schwarting
Amy Tomlin
Rachel A. Wyatt

Riverside Walter Reed Hospital **MAKE A DIFFERENCE FUND**

The RWRH *Make A Difference* Fund is an opportunity for grateful patients and community members to support immediate patient assistance needs, facility enhancements, and capital projects at Riverside Walter Reed Hospital.

Thanks to those who have given through June 2014 to the RWRH *Make A Difference* Fund or who made unrestricted donations in the Middle Peninsula Region:

Kay N. Brown
Fatima Craft
Shannon C. Fedors
Susan H. Haden
Sherri D. Hamm
Webster and Thelma Hudgins
Barbara Kent
Megan Kleckner
Herman Longworth

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Dr. Peter J. Zullo
Dr. Regina L. Gerstman

Help Fund for RIVERSIDE TEAM MEMBERS

The Help Fund was established to provide financial grants to Riverside team members who have experienced a disaster or personal loss through no fault of their own.

Thanks to those who have given through June 2014 to the Help Fund for Riverside Team Members:

Sheena Allen
Tyreke and Movita Barak
Jennifer Barnes
Jacqueline R. Batterson
Cynthia R. Benavidez
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Dr. & Mrs. Charles and
Ann Vaughan
Carolyn A. Walker
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Stephanie West
Sharon B. White

Tribute gifts made in Loving Memory Of:

Viola Robbins

Cole and Pamela Brundage

Tribute gifts made in Honor Of:

Martha McCrea

Cole and Pamela Brundage

Evelyn A. Sutton

Robert R. Harding

Tracee B. Carmean

Robin M. Nelhuebel

Danielle Sanders

Rhonda Waldrop-Eng

Stacey McLaughlin

Rhonda Waldrop-Eng

Achievable Dream *Make A Difference* Fund

Donations to the Achievable Dream *Make A Difference* Fund supports Riverside's commitment to meet the health and wellness needs of at-risk youth in southeast Newport News, VA, by providing the Riverside Health Improvement Clinics within the Achievable Dream Academy.

Thanks to those who have given through June 2014 to the Achievable Dream *Make A Difference* Fund:

CSX Transportation

If you are interested in learning more about how you can support the Riverside Health Improvement Clinics serving Achievable Dream Academy students, please contact Debbie Atkinson, Executive Director of the Riverside Foundation at 757-234-8740.

Riverside Health System **GENERAL *MAKE A DIFFERENCE* FUND**

The RHS General *Make A Difference* Fund is an opportunity for grateful patients and community members to support areas of greatest need throughout the Riverside Health System.

Thanks to those who have given through June 2014 to the Riverside Health System General *Make A Difference* Fund:

Paula O. Burcher
Craig and Jennifer Connors
Richard and Sara Coughenour
Doug and Alison Culbert
William and Carol Downey
Facility Engineering
Associates, P.C.
Dr. Frederick Gessner
Dr. Barry L. Gross
Irene Harris
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Dr. William H. McAllister
Connie M. Holland

Riverside School of Health Careers **MAKE A DIFFERENCE FUND**

The RSHC *Make A Difference* Sustaining Fund for a Bright Future is an opportunity for students, faculty, staff, and the community to support Riverside School of Health Careers in addressing the learning needs of future nursing and allied health professionals.

Thanks to those who have given through June 2014 to the RSHC *Make A Difference* Fund:

Julia Allaman
Bethany B. Balmer
Christina Barley
Carolyn M. Branson
Tracee B. Carmean
Reva Christian
John and Patricia Cork
John Davies
Theresa Del Corso
Porsha Duke
Edna D. Garcia
Pamela C. Gebhart-Cline
Peter and Christine Gibino
Clyde and Ilonda Gregory
Michael Hamilton
Katherine A. Jenkins
Charlene Jensen
Rhonda M. Maryaskin
Paula R. McPeak
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R. S. and Beth Mollick
Robin M. Nelhuebel
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Deborah L. Sullivan-Yates
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Melissa Wilson

**Tribute gifts made
in Loving Memory Of:**
Stephen D. Carmean
R. S. and Beth Mollick
Robyn L. House
Vernon & Audrey Markham
Claudia Markham-Wright

Tribute gifts made in Honor Of:

PTA Inaugural Class
2014
Anne Zagursky
Tracee B. Carmean
Terris E. Kennedy

Tribute gifts made in Gratitude Of:

Geoffrey H. Thomas
Saphelia J. Woody
Dr. Vikas Maan
Barnaby and Betsy Roberts



Carol Hines, LPN and Michelle Wooten, Director of Nursing, RSHC

Riverside School of Health Careers enrolls on average 300 students each year in Professional Nursing, Practical Nursing, Radiologic Technology, Surgical Technology, and Physical Therapy Assistant curriculums. **From January 1 through June 30, 2014, donors made it possible for 62 students to receive \$151,778 in scholarships.**

To learn more about how you can invest in the future of health care by supporting high quality education for budding health professionals please contact Michael Hamilton at 757-240-2229 or michael.hamilton@rivhs.com



Jean Raines, RN

Jean Raines Family Scholarship Fund

The Jean Raines Family Scholarship Fund was established by Riverside Health System and her family to memorialize Jean and her 40-year commitment to the health system. The scholarship program honors Jean's lifelong commitment to learning and education by providing the children and grandchildren of Riverside employees with educational assistance for their professional and personal development.

2014-2015 Academic Year Jean Raines FAMILY SCHOLARSHIP RECIPIENTS

Kaitlyn Masiak is the daughter of Christine Masiak, a registered nurse at Riverside Walter Reed Hospital with over 20 years of service. Kaitlyn graduated from Gloucester High School in June 2014. Kaitlyn has been serving her community by volunteering at the Gloucester Riverside Physical Therapy office and the Gloucester Point Beach Clean-Up. While attending high school, Kaitlyn also successfully worked to become a licensed cosmetologist. The Gloucester High School Counselor described Kaitlyn as, "respectful to others, responsible, a great role model and someone of admirable character." Kaitlyn will be attending George Mason University and hopes to become a psychiatrist.

Megan LeDoux is the daughter of Gina LeDoux, a registered nurse at Riverside Doctors' Surgery Center. Megan graduated from Jamestown High School in June 2014. Megan has been committed to helping others in her community both as a Girl Scout and as a volunteer at Dream Catchers Therapeutic Riding Center. Megan also served as Vice-President of the Student to Student organization at Jamestown High School. The mathematics teacher at Jamestown High School described Megan as, "a hardworking, responsible, self-starter with an unwavering desire to achieve." Megan will attend Christopher Newport University in the fall where she will study biology with the hopes of becoming a physical therapist.

Thanks to those who have given through June 2014 to the Jean Raines Family Scholarship Fund:

Nicole Adams
Dexter and Deborah Atkinson
Kenneth and Teresa Bassett
Allison Berry
Debra S. Campbell
Tracee B. Carmean
Ramona E. Hercules
Nancy J. Hicks
Lisa S. Jones
Melissa L. King
Kuen Lam

Christine Morillo
Ronald and Doris Mosocco
Jacqueline D. Parker
Vicki C. Thompson
Sherron L. Ware
Bobbie Anne L. Williams

**Tribute gifts made
in Loving Memory Of:**
Robyn S. Gohsman
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in Honor Of:**
Danielle Sanders
Rhonda Waldrop-Eng
Patricia Boyles
Larry Boyles
Stacey McLaughlin
Rhonda Waldrop-Eng

Healthcare Heroes Scholarship & **STUDENT ASSISTANCE FUND**

Ian Burgett was a two-year Junior Volunteer at Riverside Regional Medical Center whose vision was to attend college, medical school, and then pursue a career as a physician. His life was lost in a tragic car accident in April 2012. This scholarship was established by the Adult Volunteers at RRMHC, along with a matching grant from his parents' *Ian Michael Burgett Charitable Foundation*, and is awarded to a youth who reflects the positive qualities Ian demonstrated throughout his life.

Tia Javellana graduated from Gloucester High School in June 2014. During her senior year, Tia was ranked in the top 10% of Biology II Dual, earning an A in the class. Tia is described as academically strong, mature, polite and well-spoken by the science instructor at Gloucester High School. In addition to taking honors classes, Tia also worked at the School Board office while volunteering 174 hours of service to the Riverside Regional Medical Center Junior Volunteer Program. Tia aspires to become a physician and will begin pursuing her Bachelor of Science degree in biology at the University of Virginia in the fall of 2014.

Thanks to those who have given through June 2014 to the Healthcare Heroes Scholarship & Student Assistance Fund:

Debra Boyer-Sager

**Tribute gifts made
in Loving Memory Of:**

Robyn S. Gohsman

Kendra Cooper

Michelle S. Wooten

Florence Lacks

Kimberly M. Rowan

Dr. David B. Nichols

Elizabeth I. Pruitt

The Nurse in the Hat Fund

The family and friends of Linda Handley, RN, established The Nurse in the Hat Fund in honor of Linda's dream, her life's work, and her commitment to the professionalism of nursing. The fund provides scholarship support to one or more students enrolled in the Riverside School of Professional Nursing.

**Thanks to those who have
given through June 2014 to
The Nurse in the Hat Fund:**

Carie Morris

Elizabeth C. Oliver

**Tribute gifts made
in Memory Of:**

Edwin H. Parkhurst

Melanie Parkhurst

**Tribute gifts made
in Gratitude Of:**

Dr. John L. Marshall

Karen Dunn

The Staff of John L. Marshall, MD

Karen Dunn

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Remarkable Starts With You

MESSAGE FROM THE EXECUTIVE DIRECTOR

As the year of Riverside's 100th birthday approaches, I am reminded that our past is the gateway to our future. Each story in this Mid-year Report to the Community is a reflection of this thought.

One example is the story of Angelo "Gus" Guastaferrro, a loyal donor and Riverside advocate. We first told his story in the Winter 2012 edition of our newsletter. At that time, Gus was inspired to honor the life and legacy of his beloved wife, Eleanor. He made a gift of gratitude, thanking Dr. Mark Ellis and the PCI Team for their remarkable care as Eleanor fought and ultimately lost her battle with cancer. Now, two years later, we are proud to share the story of Gus's evolution in this report.

I truly believe that a donor's story does not end with the first gift. There is so much more to be learned from a life that has been transformed through a gift of gratitude.

100 years is a long history, however Riverside's future is still being forged and each one of us, regardless of our connection, owns a piece of that wonderful story.

You too can support Riverside and its exceptional care team by making a gift through the Riverside Foundation. If I can be of assistance in planning your gift or help you with a gift idea that will honor your physician or other Riverside caregivers, please call me at 757-234-8740 — I have the time. You will definitely make a remarkable difference in someone's life.

With great regard and respect, thank you for all you do.

Debbie Atkinson, *Executive Director*



Debbie Atkinson, *Executive Director*

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For information about how you can become a Corporate Partner, please contact Jennifer Frank, Major Gifts Director at 757-234-8748 or Scott Brown, Director of Advancement at 804-201-5358.

A Legacy of Partnering For The Common Good 100 YEARS OF CORPORATE SUPPORT

In May of 1910, Dr. S.W. Hobson sent a letter to then shipyard President Walter Post asking for his support to build a new hospital because the existing 25-bed St. Francis Hospital facility was outdated and too small to serve the needs of a growing city of 20,000.

Post responded quickly to Dr. Hobson's letter. He helped form and then served as a leader of a community fundraising team until his untimely death in 1912. Two years later, the group had raised \$30,000 to build the hospital. In January of 1916, Dr. Hobson's dream became reality. The new three-story, 50-bed Riverside Hospital opened its doors to the community.

Thus began a century-long tradition of shared responsibility between Riverside and our corporate partners to provide the most remarkable care possible for the region's residents. Businesses large and small have always stepped up to help out when the need was great. **And frankly, the need for your corporate support has never been greater than it is today.**

Everything about health care and its delivery to our citizens is transforming every day and most of the changes ultimately will be for the betterment of all. But change is costly whether it's keeping up with the latest technology or providing the most compassionate care for the aging, the poor, the very young or the victims of catastrophic illness.

As a not-for-profit health system, we cannot carry the burden alone. An investment in Riverside is an investment in the future of our community. **It's an opportunity for you to give back to your community in a real, visible and meaningful way.** There is no greater aspiration and no greater reward.

We are deeply thankful for the contributions of our corporate partners over these many years. And we are always eager to form new partnerships in support of our common good.

You Can Make a Difference
IN SOMEONE'S LIFE THIS YEAR

Please give a gift to the
Riverside charitable fund
of your choice.

Help us care for others
as we care for those we love.

And thank you for all you do.

To make a secure donation online go to
www.riversideonline.com/give.





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