



Pattie Callaham, left, with Alexandra (Alex) Jack, Centra community health worker, at Centra Medical Group – Brookneal.

Your gifts helped Pattie access community resources

Donor-funded pilot program supports health and overall well-being for a local population in need

When Pattie Callaham visited Centra Medical Group – Brookneal as a new patient, the care she received extended far beyond clinical services. Thanks to a donor-funded pilot program that employs a community health worker for the service area, she now has food, help with housing and utilities, hope for the future and a connection with someone who lets her know that she's not alone.

Pattie Callaham smiles and tears up all at the same time when she talks about how her life has changed since her new patient appointment at Centra Medical Group – Brookneal.

"I have food. I have healthcare. And I know someone cares about me," she said. "My appointment turned out

to be so much more than I expected. It changed my life."

There, through a screening, nurses realized Pattie needed assistance with food, housing and utilities. A referral was sent to Alexandra (Alex) Jack, Centra's first community health worker, to see if she could connect Pattie to resources in the community.

Thanks to funding from Foster Foundation and other generous donors, Alex is part of a pilot program that serves the Centra Medical Group – Brookneal service area and aims to address the full spectrum of health needs in a vulnerable local population.

Alex immediately began to work with Pattie to find needed support and assistance.

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CENTRA Foundation

Local Giving Local Impact

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MISSION

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.



LEGACY

Plan your legacy and make an impact.

August is National Make-A-Will Month.

Now is a great time to create a plan or update an existing plan. We can help!

Visit Legacy.CentraHealth.com or call **434.200.4791** to speak with Beth Doyle or Cindy Elmore to learn about our complimentary values-based estate planning education.

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Centra Caregivers ALL IN FOR THE WIN

Centra employees are Caregivers. They are also members of the community, supportive colleagues and generous donors who give through the Centra Foundation and Centra Family Campaign to make an even bigger impact on patients and help those in need.

So far this year, more than 800 compassionate Caregivers have donated over \$300,000. During

the Family Campaign, a portion of gifts to the Greatest Need Fund go toward the Helping Hands Program, which assists Caregivers facing an acute, unexpected need.

Meet some of our amazing Caregivers who serve as Ambassadors for the Centra Family Campaign and learn why they choose to make a charitable donation.

Centra Family Campaign

I participate because I see the direct, positive, day-to-day impact giving has on our patients and their families each and every day. Being able to provide respite, comfort and kindness to families during difficult times is a huge blessing to our patients and community.

– Ashley Klein
Dawson Inn



I give because I care about the health and well-being of our Caregivers and the communities that we serve. Support of the Centra Family Campaign ensures that Caregivers have a safety net and those less fortunate in our communities have access to the healthcare that they need to thrive.

– Jeffery Wiggins
Corporate Compliance



Virginia Baptist has cared for my family. I give back because of the care we received. Also, in my 47 years, I have known many employees who needed Helping Hands. I like knowing my contribution helps.

– Cleveland Muhammad
VBH Environmental Services



I give because I like to help those in need. I was once a recipient of Helping Hands. Giving seems like a 'pay-it-forward' for me.

– Tara Abbott
CMG – Bedford General Surgery



The Centra Family Campaign accepts gifts year-round. Visit CentraFoundation.com/FamilyCampaign to learn more. Thank you, Caregivers!



Caregivers in the Pediatric Unit at Centra Lynchburg General Hospital hold two of the new car seats purchased for families in need.

Your gifts are keeping pediatric patients safe after they are discharged from the hospital

Caregivers identified a need for families with children. Your gifts to the Greatest Need Fund helped them respond to that need.

“When there is a car accident that involves a pediatric patient, the car seat is not able to be used again,” said Christi Cash, BSN, RN, director, Emergency Services. “However, some families don’t have the means or resources available on short notice to purchase another car seat. We wanted to be able to offer this resource if it is a need for some families. We want to keep our pediatric patients safe.”

Christi reached out to the Centra Foundation to inquire about funding.

Thanks to your generous donations to the Greatest Need Fund, the Centra Foundation was able to quickly approve funding for Caregivers to purchase cars seats for families upon discharge who, due to

Your gift to the Greatest Need Fund makes a great impact!

A few recent examples:

- Ramps to help patients get in and out of their homes for care.
- Services for patients in need.
- A pilot program for remote home monitoring.
- Virginia’s first emPATH unit.
- The first robotic surgical system for LGH.
- Support for Caregivers facing an acute, unexpected need.
- Nutrition booklets for cancer patients.

extenuating circumstances, do not have a safe seat for infants or young children.

Centra Emergency Departments in Lynchburg, Gretna, Southside and Bedford, as well as the Pediatric Unit at Centra Lynchburg General Hospital and the Mother-Baby Unit at Centra

Virginia Baptist Hospital, now have car seats on hand when a need arises.

“We had several cases where families were unable to purchase a new car seat due to financial constraints,” Christi said about why they requested funding. Caregivers quickly chipped in to purchase seats to make sure the families did not leave the hospital without a way to keep children safe.

Now, a formal program is in place. “I appreciate the help to support our community in what can be a challenging and difficult time,” Christi said.

Cherie Haskins, MSN, RN, the clinical quality coordinator who led the initiative, agrees. “We are very grateful to the Centra Foundation and to donors for their generous support,” she said. “Thank you so much!”

Your gifts make a big impact on patients and local families. Visit CentraFoundation.com/Give to donate to the Greatest Need Fund.





A generous donation from Foster Foundation helped to make the program possible. Clockwise from top left, Foster Fuels headquarters in Brookneal, Centra Medical Group – Brookneal, Pattie Callaham and Alex Jack.

Your gifts helped Pattie access community resources

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“I was especially concerned about her not having access to food,” Alex shared. “I was glad I could help. A lot of times people in the community don’t know where to go for assistance. I connect them with local organizations to ensure their needs are being met. I’m in the office two to three days a week and the other days I’m out in the community meeting people, providing health education, or learning about organizations in our community and which services they offer.”

She enjoys working with patients like Pattie.

Pattie shared, “Mrs. Jack and everyone there helped me, and I love them for it. She listens to me. It makes me feel better and I know I’m not alone. I don’t know what I would have done without the help. I’m so thankful.”

A holistic approach to health and well-being

Centra recognizes that health is determined by many factors, including nutrition, housing and healthcare. Centra’s Community Health serves local communities by connecting, supporting and fostering resources for communities’ overall health.

Alex was hired as part of the Community Health Services Team in April of 2023.

“Community Health Workers are an important part of the healthcare team,” said Pat Young, vice president, Community Health Services. “They are from the communities they serve and because of that, they often have established trusting



I want to thank each and every person who helped to make the program possible and had a hand in it. I appreciate them all very, very much.

– Pattie Callaham
Community Health Services Recipient

relationships with their patients. They are ‘boots on the ground’ and are a key connector to resources in the community for those who are unable to navigate the complexities of the health and human services system.”

As a member of the Centra healthcare team, Alex also serves as a patient advocate. She works closely with providers and Caregivers to help patients receive comprehensive and coordinated care.

“I have worked hard to help the community understand my role,” she said. “It’s a broad approach to health and caring for patients.”

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Caring for the community

The role was a natural fit for Alex. She has deep ties to the community and to healthcare.

“I grew up here and this is my way of giving back,” she said. “I feel like I’m carrying on the tradition of caring for this community because my grandfather, Dr. John Campbell, started one of the first doctor’s offices in Brookneal, which is actually the office where I work now.”

She remembers sitting on his lap in the office as a child. There is a plaque outside the building with his name on it. Other members of her family also served the community through Centra and in various ways.

“My grandfather encouraged me to follow my dream of going into the medical field,” she said. “My role and providing care in this way is really fulfilling. What we call social determinants of health – anything outside of standard healthcare like food, housing, transportation and more – can really have a profound impact on someone’s health.”

Gratitude for help and a local impact

Although Alex grew up in Brookneal, she continues to learn about community resources. She checks in regularly with Pattie and other patients to see if their needs have changed and to listen to how they are doing. Social connection is another important determinant of health.

Both Pattie and Alex are grateful for those who helped to make the program and their connection possible.

“I can’t even count the times I’ve been in the house and been hungry and needed something to eat and had nothing,” Pattie said. “I prayed for it. This was an answer to prayer. Alex was an answer to prayer. I want to thank each and every person who helped to make the program possible and had a hand in it. I appreciate them all very, very much.”

Alex marvels at the impact the program has had in such a short time.

“I would like to say thank you to the donors who helped to make this program possible,” Alex said. “We are able to provide more services to people and families in our service area. It’s a great program. It’s definitely making a difference in people’s lives.”

Your gift to the Greatest Need Fund directly impacts the health of people right here in our local communities. Visit CentraFoundation.com/Give to help patients like Pattie access the care they desperately need and ensure quality care for everyone in our communities.



A community asset

Centra is a not-for-profit healthcare system serving over 500,000 people in our local communities.

A community and regional asset, Centra invests funds back into the system and our local communities to meet the substantial critical and broader health needs of people in central Virginia.

How does Centra benefit our communities and care for people in addition to being the dominant provider of critical medical services? A few examples:

- Essential medical care and services for patients who cannot afford to pay for care and qualify for financial assistance. (Medicaid and Medicare do not fully cover the cost of care, leaving a substantial shortfall.)
- Grants and operating support for nonprofit community partners provided through Centra’s Community Health.
- Free services such as community health fairs, screenings and support services.

Your gifts through the Centra Foundation help close the gap and are essential in helping Centra provide quality care and services for patients, regardless of ability to pay.



Check out Centra’s 2021-2023 Community Benefit and Impact Report: CentraHealth.com/Community-Resources/Community-Health





Kevin Chadwick's generosity with his art paints an endearing portrait of the man who has received global acclaim for creating, as retired National Gallery of Art executive Joseph Krakora puts it, paintings that "can capture the very essence of the person." Photo courtesy of Kevin Chadwick.

The art of generosity: A Kevin Chadwick original for auction

An exciting live auction is part of the Centra Celebration, Centra Foundation's premier fundraising gala, to be held this year on August 17. World-renowned contemporary American portrait artist Kevin Chadwick, who also happens to be a grateful patient and Lynchburg local, is generously donating a new work created for the auction.

Kevin Chadwick is a local artist with global acclaim. He is also a grateful patient.

"I've had heart problems," he shared. "I'm going to Stroobants and seeing doctors there. Everyone is very caring and wonderful."

In addition to heart problems, he battled cancer several years ago.

"Back in 2017, I had two forms of cancer," he said. "I was very nervous when I walked into the cancer center. From the person who checked me in to the doctors, everyone was very caring. They put me very much at ease. I've always remembered that and wanted to repay in some way."

Thanks to excellent care, Kevin is able to continue doing what he loves, sharing his gift with the world – his paintings are sought-after and hang in prominent locations and permanent collections, including The Virginian in Lynchburg, World Mercy Fund in Germany and the Caring Institute in our nation's capital – and donating work to causes he cares about.

"I decided this year to donate to only one cause," he said. "I selected Centra Foundation. I didn't want to donate an older painting. I wanted something brand-new that no one has ever seen before."

The original painting is one of the auction items for this year's Centra Celebration on August 17. The gala will celebrate Centra's commitment to advancing health, hope and healing for patients in central Virginia. Proceeds support services for patients who cannot afford care, healing programs, training, facility upgrades, state-of-the-art equipment and more.

The painting is 30x24, mixed media on canvas and titled "Togetherness."

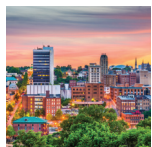
"I started out thinking about someone in a waiting room but decided to take it in a different direction," the contemporary American portrait artist said. The finished work is a couple sitting on a bench.

Kevin's work – and his generous donations of his work – paint a portrait of someone who cares about both craft and community. "In every community there is a great need for healthcare," he said. "I figure I have a nice gift and I'm glad I can share it for a good cause."

**Flip to the
back page
to see the
painting!**

[Visit CentraFoundation.com/Events](https://www.centrafoundation.com/Events) to learn more, become a sponsor and view auction packages.





'Burg Voyage

Downtown Lynchburg memberships, experiences and dining.



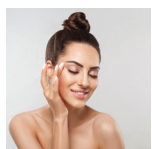
Home Sweet Homestead

1-room, 2-night stay at the Omni Homestead Resort.



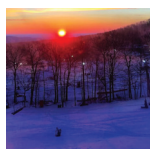
Rustic Rambler

3-night stay for 2 in Jackson Hole with river float and wildlife safari.



Dazzling Darling

Luxury beauty products, services and goods.



Lager than Life

7-night stay for 8 (plus pets) at Wintergreen Mountain.



Tuscan Tranquility

5-night stay for 2 in Tuscany, Italy with cooking class, massage and spa.



Drawn Together

Kevin Chadwick original painting.



On Cloud Wine

Curated wine collection and local dining experiences.



Vintage Vermont

3-night stay for 2 in Stowe, Vermont with river float and local craft brewery tastings and tours.

SAVE THE DATE

You are invited to our upcoming service line and third party events! Learn more: CentraFoundation.com/Events

**THE 3RD ANNUAL
TEE OFF FOR TOTS
GOLF TOURNAMENT**
Benefiting Centra Foundation's
Pediatric Care Fund
OCTOBER 10TH, 2024
LONDON DOWNS GOLF COURSE

Tee Off for Tots
October 10
Benefiting Centra Pediatrics
London Downs Golf Course
Contact teefortotsgolf@gmail.com



I Am Woman 5K
October 26
Benefiting Centra Pediatrics
Centra Alan B. Pearson
Regional Cancer Center
Contact kim.price@centrahealth.com



MAAM Luncheon
October 11
*Benefiting Mammograms
Annually A Must Fund*
University of Lynchburg
Contact maam@centrahealth.com



Dawson Inn Trunk or Treat
October 27
*Benefiting Dawson Patient
Inn Fund*
Centra Alan B. Pearson
Regional Cancer Center
Contact ashley.klein@centrahealth.com



Log A Load for Kids
October 18
Benefiting Centra Pediatrics
Falling River Country Club
Contact heather.cassada@centrahealth.com



Trees of Hope
November 25 – December 11
Benefiting Centra Cancer Fund
Centra Alan B. Pearson
Regional Cancer Center
Contact molleigh.creamer@centrahealth.com





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HIGHLIGHTS

The art of generosity “Togetherness”

Kevin Chadwick, a local artist with global acclaim, is generously donating a new piece (30x24, mixed media on canvas, shown here) that will be part of an exciting live auction at this year’s Centra Celebration gala on August 17.

The gala will celebrate Centra’s commitment to advancing health, hope and healing for patients in central Virginia. Proceeds support services for patients who cannot afford care, healing programs, training, facility upgrades, state-of-the-art equipment and more.

See pp. 6-7 to read Kevin’s story, learn how to become a sponsor and get a sneak peek at other auction items.

