And our work is never done...... Obici Healthcare Foundation
Obici’s Legacy of Community Commitment

In the 20th century Planters Nut & Chocolate Company was a pillar of the area economy with jobs supporting thousands of local families. As the company flourished so did the efforts of its founder, Amedeo Obici, to insure the well being of his employees and the community at large.

Obici and his wife, Louise, were childless, but enjoyed hosting picnics and parties at their Bay Point Farms home for local children, civic groups and the military. He entertained on his yacht, the Alura, docked behind his manor house on the Nansemond River, and built the Planter’s Club for his employees at the edge of his estate.

Sometimes his charity was quiet – such as in 1939 when a Chuckatuck High School student asked Obici for a contribution to a school fundraiser. The “Peanut King” pulled $25 from his pocket – more money than the boy had ever held in his hand – as a donation. The boy grew up to become a judge, a local historian and one of the few remaining residents who experienced Obici’s generosity first hand.

Obici died in 1947 but his legacy continues to support his beloved hometown and surrounding area. After Louise died in 1938, Obici established a trust to benefit the community’s health and fund the Louise Obici Memorial Hospital built in 1951. Today the Obici Healthcare Foundation remains a continuing gift to the community.

To honor and perpetuate Mr. Obici’s community concern, the Obici Healthcare Foundation reaches across the region to improve health care access for those most at risk.

The priority of preventing illness and disease stream through our mission to the agencies working to aid the most vulnerable in our community.

“We truly believe that you must address prevention and strengthen the safety net of health care simultaneously to keep the balance between early detection of disease and available clinical capacity to manage health conditions.”

Gina Pitrone, Executive Director
Obici Healthcare Foundation

“The Italian immigrant adopted Suffolk as his home – and his generosity flowed like the waters that nourished the land.”
The Board of Directors has been encouraged by the enthusiasm of the community partners and the accomplishments achieved over the last year. From programs for children to serving seniors, we have touched every segment of the population in a meaningful way. This Annual Report features some of the programs we have funded including the expanded dental clinic in Ivor and the obesity prevention programs in Suffolk and Franklin. We know this is only the beginning. We are just starting to make an impact and we have so much more to learn and accomplish. Obici Healthcare Foundation is carving its legacy through the community like a river carves its path. Each year we are uncovering new and exciting opportunities.

When the Foundation was established as a private foundation and the Board of Directors selected, it was with great attention to character and community commitment. This year, we had our first founding Board Member rotate off the Board and a new member join us. Henry Simpson was the Board Treasurer and helped us understand the complicated Federal regulations that guide private foundations. He monitored and guided our process as we developed the basis for the financial footprint we follow today. Henry Simpson’s impression will be a lasting one on this Foundation as it benefits the community for generations to come. On behalf of the Board of Directors, we are truly grateful for the guidance Henry provided us.

We are encouraged by the great possibilities, and we look hopefully down river to what the future holds.

Sincerely,

George Y. Birdsong  
Chairman

J. Samuel Glasscock  
Vice Chairman

The Obici Healthcare Foundation believes in and supports the mission of health improvement.

We continually research the changing health needs of our community and respond with grant awards to organizations demonstrating innovative, collaborative and sustainable programs to fill the gap in healthcare services.

“The Board of Directors awards funding to programs that demonstrate a strong commitment and reasonable solutions to the health issues facing our citizens.”

J. Samuel Glasscock,  
Board of Directors  
Vice Chairman
Prevention Grants Awarded

GENERAL PREVENTION

City of Suffolk
$1,591,004 for the Suffolk Early Childhood Development Commission to fund a Smart Beginnings planning grant to improve early childhood services in Suffolk.

Eastern Virginia Medical School (EVMS)
$613,865 to create and evaluate a video-based intervention in Suffolk, Franklin and the counties of Isle of Wight and Southampton. The focus is on increasing children’s safety in motor vehicles.

Hampton Roads Educational Communications Association (WHRO)
$169,149 to develop educational guides about obesity and distribute to childcare providers and school teachers in the Foundation’s service area.

Isle of Wight Christian Outreach Program
$31,000 to provide rental assistance for this volunteer-led agency serving the medically indigent in Isle of Wight County.

Suffolk Meals on Wheels
$146,932 for the hot/cold meal delivery expansion to Isle of Wight County, Orbit, Central Hill, Smithfield and surrounding areas. Grant includes capital funding for a new building.

City of Franklin
$89,288 to fund a Smart Beginnings planning grant to improve early childhood services in Suffolk and Hill, Smithfield and surrounding areas. Grant includes funding for a meal delivery van.

Western Tidewater Health District/Suffolk Health Department
$149,878 for Let’s Get Real, a heart risk reduction program offered in three community settings.

Let’s Talk
Tenesha Hicks, a freshman at Lakeland High School, learns the fine points of making banana pudding from professional chef Elsa Tiritilli during a cooking session in the Nutrition, Education and Dance program of Let’s Talk, Inc. The program teaches the value of nutrition and exercise while it tackles the underlying issues contributing to obesity.

Let’s Talk
Tenesha Hicks misses her chips and Hot Fries, but at 14 she is developing a more nutrition oriented palate, thanks in part to the Obici Healthcare Foundation. Gender enough to be nicknamed “Bones,” Tenesha, a freshman at Lakeland High, doesn’t worry about the teenage obesity that plagues many girls her age but, after two years in the Nutrition, Education and Dance obesity prevention program of Let’s Talk, Inc., an Obici Healthcare Foundation supported agency, she appreciates that food good for the body can taste good too.

“We want to engage the families as well as the children,” she says, adding that families define comfort food.

“We have noticed that some parents have never tried raspberries or kiwis,” she says. “They called them hairy fruit.”

McMillian noticed that many young teens don’t exercise so she introduces them to belly dancing, African dancing, Hip Hop and gymnastics at a local gymnastic center.

First year, Tenesha learned the fine points of making banana pudding from professional chef Elsa Tiritilli. Tenesha says “I taught my mom how to make fruit cup and panini.”

That’s good news for McMillian.

General Prevention Programs

CANDII, dba ACCESS AIDS Care
$150,000 to support the health and wellness of developmentally delayed adults residing in the Foundation’s service area. Grant includes capital funding for a new building.

To the Obici Healthcare Foundation helped to fund 7 organizations to combat obesity.

The grants totaled $1,591,004.
**COMBATING OBESITY (CONTINUED)**

Western Tidewater Action Coalition, Suffolk Health Department $117,409 to develop and implement an obesity action plan for Suffolk through research, focus groups and recruitment of community partners.

YMCA of Southwest Virginia $500,000 for the Suffolk Family YMCA to provide an after-school program for Suffolk youth at-risk for obesity and fitness scholarships for the children and their parents.

**Access Grants Awarded**

**GENERAL ACCESS TO CARE**

American Red Cross Western Tidewater Action Coalition, Suffolk Health Department $117,409 to conduct a community-wide needs assessment for AEDs (automated external defibrillators) in Suffolk, as well as their purchase and placement.

Center for Hope and New Beginnings $100,000 to support case management services and activities that support residents in their transition from homelessness to self-sufficiency.

Edmarc Hospice Inc. $100,000 to expand the Pediatric Hospice/Palliative Care Program in the Foundation’s service area.

ForKids, Inc. $300,000 for adult and children’s case management, including medical and dental services, counseling, life skills and food. Grant also includes funds for the purchase of a van.

Peninsula Institute for Community Health $65,300 for a planning grant that would create a pharmacare access network of providers who serve the medically indigent in Suffolk and the surrounding communities.

Roanoke Chowan Community Health Center $49,285 for a health care needs assessment in Gates County, NC to help plan for additional health care services for the medically indigent.

Roanoke Chowan Community Health Center $1,595,843 to expand their existing telehealth network to Gates County, NC. Includes telehealth and heart disease patients through new in-home monitors and two new community kiosks.

Southeastern Virginia Area Wide Model Program, Inc. $146,459 to support a Medication & Case Access Resource Specialist to help low-income older and disabled Medicare eligible residents of Franklin, Suffolk and the counties of Isle of Wight and Southampton.

**Up Center**

Support, stability and peace are common threads woven through the Up Center’s programs and services, offering a lifeline to people in need from infants to seniors. For 125 years the Up Center, formerly Child & Family Services of Eastern Virginia, has provided family and parent education, foster care and adoption services, violence prevention counseling, financial and housing counseling and services for seniors, youth, veterans and people with disabilities.

With offices in Norfolk, Portsmouth, Suffolk and Franklin, the Up Center helps clients – up to 10,000 a year – live fuller, better lives.

David and Helen Lindsay found the help they desperately needed through an Up Center program funded by the Obici Healthcare Foundation. The retired Smithfield couple thought they were done parenting when their five children and numerous foster children all left home. Then they gained custody of their two granddaughters, now 7 and 9 years old, when the parents were unable to care for them.

“The girls had been moved from pillar to post – they’d had a helluva life before they came to us,” David Lindsay said.

Confronted by the girls’ destructive, angry behavior, the Lindseys felt helpless and unable to cope. Agency staff, family members and other Up Center clients pitched in to help them.

“I was impressed by how fast she got to know them and got into their heads,” David Lindsay said. “After three months of weekly sessions we saw a gradual but noticeable improvement. I told her my story,” the girls’ mother, Helen Lindsay, said. “They’re kids after all.”

“But they’ve improved so much.”

And now the Lindseys know where to reach for a lifeline when they need it.

**To date the Obici Healthcare Foundation helped to fund 14 organizations to provide access to care.**

The grants totaled $2,307,320.

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“Working together for positive change”

The grants awarded in FY 2008

Grants awarded in FY 2009

- $50,000 to support a Community Outreach Coordinator who will provide counseling services to individuals affected by the April 2008 tornado in Suffolk.

- $500,000 for prevention and wellness activities and acute and chronic care treatment for victims of domestic violence in the Foundation’s service area. Grant includes capital funding for transitional housing.

- $20,000 to support a Community Outreach Coordinator Who will provide counseling services to individuals affected by the April 2008 tornado in Suffolk.
**Access Grants Awarded**

**GENERAL ACCESS TO CARE (CONTINUED)**

**United Way of South Hampton Roads**
$200,000 for funds to support health, food, clothing, and shelter costs for individuals affected by the April 2008 tornado in Suffolk.

**Virginia Legal Aid Society**
$150,000 for a Health, Education, Advocacy, and Law (HEAL) project, a medical-legal collaboration to ensure that the basic needs of low-income families are met according to CEO Cheryl Ebersole. Since 1979, Horizon has helped meet the area’s medical needs but, until the grant, dental care remained only a part of the agency’s long-term strategy.

“...are no dental providers from Windsor to Petersburg...” Ebersole says, “a huge gap in the medical safety net for the area’s 30,000 or so residents. The grant brought Dr. Gwendolyn Holley to the helm of the new Horizon Health Services dental clinic at the Ivor Medical Center. The new dental clinic includes three examining rooms, offices and digital radiography equipment. Holley, who also has a practice in Virginia Beach, drives to Ivor happy to be part of the Center’s coordinated care approach to community health. The challenge of a new dental clinic and an opportunity to treat and educate the public is appealing, she says, as is the rural landscape.

A native of Jamaica, Holley completed college and dental school in the US and practiced in Portsmouth as well as Virginia Beach—always correlating oral health with general medical well being. She teaches how diet affects oral health and how the proper complement or alignment of teeth as well as gum health affects the colon. She knows that teeth not in proper alignment affect a person’s skeletal alignment as well as their bite. And that’s just the beginning. Good health is dependent, she says, “on a team approach with all medical providers.”

**Horizon Health Services**
A grant from the Obici Healthcare Foundation adds a new dimension—dental care—to the scope of coordinated healthcare offered by Horizon Health Services in Western Tidewater. With a difficult economy and the decline of farming, Horizon’s service area, basically an agricultural region spanning parts of Sussex, Surry, Southampton and Isle of Wight Counties, faces greater challenges, including affordable and available health care according to CEO Cheryl Ebersole. Since 1979, Horizon has helped meet the area’s medical needs but, until the grant, dental care remained only a part of the agency’s long-term strategy.

“To date the Obici Healthcare Foundation helped to fund 7 organizations to strengthen the safety net. The grants totaled $6,316,131.”

Peninsula Institute for Community Health
$409,000 for start up support for a dental clinic at the Main Street Physicians office in Suffolk.

Sentara Obici Hospital
$603,348 to renew the Community Health Outreach Program (CHOP), a community outreach program that improves access to chronic care services for the medically indigent in the Foundation’s service area and first-time mothers giving birth at the hospital.

The Up Center
$150,000 to support In-Home Counseling Services for children at-risk of out-of-home placement in Suffolk and the surrounding area.

The Up Center
$150,000 for Outpatient Clinical Counseling services for Suffolk and the surrounding area.

**STRENGTHENING THE SAFETY NET**

**City of Suffolk**
$500,000 in matching capital funds toward a new Suffolk Health and Human Services building for the Suffolk Department of Health/Western Tidewater Health District and the Suffolk Department of Social Services.

**Horizon Health Services**
$150,000 for matching capital funds to help establish a new federally qualified health center in Surry County.

**Horizon Health Services**
$50,000 to fund a new dental site at the Ivor medical facility in Southampton County and institute electronic medical records at the Ivor, Waverly and Surry primary care sites.

**Western Tidewater Community Services Board**
$149,871 to fund two full-time clinicians to provide Functional Family Therapy to adolescents with substance abuse problems and their parents in Suffolk, Franklin and the counties of Isle of Wight and Southampton.

**Suffolk Partnership for a Healthy Community dba Western Tidewater Free Clinic**
$192,369 for operational support. The grant provides matching capital funds for the purchase and renovation of a permanent facility.

**Suffolk Partnership for a Healthy Community dba Western Tidewater Free Clinic**
$1,500,000 in capital matching funds for the purchase and renovation of a permanent facility.
Launching Improved Health Care in Gates County

Roanoke Chowan Community Health Center

Look beyond the charm of Gates County’s rural hamlets and farm fields and you’ll find a community where too many of the 12,000 or so residents face poverty and chronic health disorders. Only one physician practices in the county – and no dentist – so many of the residents travel out of county or out of state for treatment, often for cancer, diabetes, depression and substance abuse among other disorders.

“We have a lack of coordinated care and need a bigger medical home,” Esther Lassiter says. “We’re grateful to the Obici Healthcare Foundation – it has opened doors for Gates County.”

Lassiter lives in the county and serves as director of the Gates Partners for Health who promote improving health and the quality of life in the county. The group, working through the Roanoke Chowan Community Health Center, oversees a planning process partially funded by the Obici Healthcare Foundation in 2008 and aimed at finding viable solutions to the county’s health needs.

“Our population is growing with seniors coming here to retire so we also have geriatric care needs,” Lassiter said, adding that the county’s lone doctor does a good job but the population numbers warrant at least 5 medical providers.

The lack of medical providers, she says, leaves patients sitting in a waiting room for a full day with many having to return the next day in order to be seen.

A federally funded Gates County community health center emerged from the Foundation funded study as the most effective solution to the county’s health crisis. The Gates Partners have set their sights on launching a center within the next two years.

“We want to harness the independent energy in the county into a collaborative effort,” says Kim Schwartz, CEO of Roanoke Chowan Community Health Center, adding that the county needs to move beyond mere treatment to prevention, early intervention and education.

To date the Obici Healthcare Foundation helped to fund 3 organizations to address workforce shortage.

The Grants totaled $808,657

Health Care in Gates County

Access Grants Awarded

WORKFORCE SHORTAGE

Eastern Virginia Medical School Foundation
$240,000 to provide loan forgiveness for two underrepresented minority physicians who will work in the Foundation’s service area.

Paul D. Camp Community College
$123,481 for a survey of health care employers in the Foundation’s service area to help identify the need for new educational programs. The award also funds a loan forgiveness program for dental hygiene students attending Halifax Community College who will work in the Foundation’s service area.

Virginia Commonwealth University School of Dentistry
$295,176 to increase the number of underrepresented minorities and low-income students working as dentists in underserved areas through health advisor workshops, a four-week summer program and a loan forgiveness program.

Paul D. Camp Community College
$150,000 for a Nurse Educator and a four-bed nursing skills laboratory on the PDCCC Hobbs Suffolk campus to support the college’s licensed practical nurse, registered nurse and advanced certified nursing assistant programs.

Grants awarded in FY 2008

Grants awarded in FY 2009
The Finance Committee of the Board of Directors routinely reviews the monthly financial statements, overseeing investment activities and operational expenses to assure the Foundation’s stability and the successful attainment of its financial goals.

“The Board of Directors is committed to a healthy financial position, one that will direct the greatest benefit to health improvement programs and allow community driven initiatives to thrive.”

Robert Hayes,  
Board of Directors  
Treasurer

Grant Funding Distribution

<table>
<thead>
<tr>
<th>Funding Category</th>
<th>FY 2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strengthening the Safety Net</td>
<td>25%</td>
</tr>
<tr>
<td>General Access to Care</td>
<td>59%</td>
</tr>
<tr>
<td>Combating Obesity</td>
<td>15%</td>
</tr>
<tr>
<td>Workforce Shortage</td>
<td>9%</td>
</tr>
</tbody>
</table>

Numbers of Grants Awarded

<table>
<thead>
<tr>
<th>Funding Category</th>
<th>FY 2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strengthening the Safety Net</td>
<td>50%</td>
</tr>
<tr>
<td>General Access to Care</td>
<td>9%</td>
</tr>
<tr>
<td>Combating Obesity</td>
<td>13%</td>
</tr>
<tr>
<td>Workforce Shortage</td>
<td>25%</td>
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</table>

OBICI HEALTHCARE FOUNDATION, INC.  

**ASSETS**

<table>
<thead>
<tr>
<th>Category</th>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operating cash and fixed assets</td>
<td>$15,231,346</td>
<td>$4,753,782</td>
</tr>
<tr>
<td>Investments</td>
<td>$7,347,481</td>
<td>103,364,480</td>
</tr>
<tr>
<td>Other Assets</td>
<td>864,072</td>
<td>719,027</td>
</tr>
<tr>
<td>Total assets</td>
<td>$74,042,899</td>
<td>$108,837,289</td>
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</tbody>
</table>

**LIABILITIES AND NET ASSETS**

<table>
<thead>
<tr>
<th>Category</th>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts payable and accrued expenses</td>
<td>$32,251</td>
<td>$60,098</td>
</tr>
<tr>
<td>Healthcare grants payable</td>
<td>3,406,794</td>
<td>5,076,768</td>
</tr>
<tr>
<td>Deferred contribution revenue</td>
<td>2,848,593</td>
<td></td>
</tr>
<tr>
<td>Net assets</td>
<td>70,603,854</td>
<td>100,851,830</td>
</tr>
<tr>
<td>Total liabilities and net assets</td>
<td>$74,042,899</td>
<td>$108,837,289</td>
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</table>

**REVENUES**

<table>
<thead>
<tr>
<th>Description</th>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Investment loss</td>
<td>($26,188,211)</td>
<td>($731,372)</td>
</tr>
<tr>
<td>Contributions</td>
<td>(322,878)</td>
<td></td>
</tr>
<tr>
<td>Total revenues</td>
<td>($26,188,211)</td>
<td>($1,054,250)</td>
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</table>

**GRANTS AND EXPENSES**

<table>
<thead>
<tr>
<th>Category</th>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthcare grants</td>
<td>$3,165,002</td>
<td>$8,500,397</td>
</tr>
<tr>
<td>Supporting services</td>
<td>894,763</td>
<td>807,955</td>
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<tr>
<td>Total grants and expenses</td>
<td>$4,059,765</td>
<td>$9,308,352</td>
</tr>
<tr>
<td>Change in net assets</td>
<td>($30,247,976)</td>
<td>($10,362,602)</td>
</tr>
<tr>
<td>Net assets beginning of year</td>
<td>$100,851,830</td>
<td>$111,214,432</td>
</tr>
<tr>
<td>Net assets end of year</td>
<td>$70,603,854</td>
<td>$100,851,830</td>
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</tbody>
</table>

13
The Foundation’s investment portfolio receives close attention from an Investment Committee composed of experienced individuals with diverse business backgrounds. In accordance with the Foundation’s Investment Policy, the Committee has developed a well diversified professionally managed securities portfolio designed to meet the investment objectives while minimizing risk. The portfolio includes not only domestic and international stock and bond funds, but also a variety of alternative investments. All assets are invested with outside investment managers with proven records.

Foundation assets are invested with the primary objective of providing the financial support needed to fulfill the Foundation’s mission in perpetuity. In order to accomplish this objective, the Foundation strives to achieve a long term total return sufficient to support its ongoing operations and programs while keeping up with inflation. As a private foundation, required to annually distribute five percent of its investment assets in grants and related expenses, this equates to an annual return objective of inflation plus at least five percent return over the long term. This has not been possible over the last year; however, the Board of Directors has continued to invest in the community.

"When investing the Foundation assets we are always looking ahead, anticipating the market. This year was a particular challenge with the dramatic drop in the stock market and the falling economy causing asset values to plummet. The Obici Healthcare Foundation investment portfolio was down 28% this year over last year. Our advisors have diversified our investments across asset classes, and we are poised to benefit from the economic recovery when it arrives. In fact, in the first four months of 2010 fiscal year from April 1 to July 31, 2009, we have seen an impressive 17% rebound in the portfolio."

Richard Barry
Board of Directors
Chairman, Investment Committee

<table>
<thead>
<tr>
<th>ASSET</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic Equity</td>
<td>12%</td>
</tr>
<tr>
<td>International Equity</td>
<td>25%</td>
</tr>
<tr>
<td>Alternative Assets</td>
<td>29%</td>
</tr>
<tr>
<td>Fixed Income &amp; Cash</td>
<td>34%</td>
</tr>
</tbody>
</table>
The Obici Healthcare Foundation’s service area covers the previous service area of the Louise Obici Memorial Hospital and includes the cities of Suffolk and Franklin; Isle of Wight County, Gates County in North Carolina, the towns of Surry, Dendron and Elberon in the eastern half of Surry County; Waverly and Wakefield in Sussex County; Boykins, Newsoms, Courtland, Sedley and Ivor in Southampton County.

### Staff

**LEFT TO RIGHT**

Denise Blakney
SENIOR PROGRAM OFFICER

Michael Hammond
DIRECTOR OF FINANCE

Richard Spencer
SENIOR PROGRAM OFFICER

Lisa Kelch
GRANTS ASSOCIATE

Cathy Huband
FOUNDATION ASSISTANT

Gina Pitrone
EXECUTIVE DIRECTOR

### Board of Directors

**LEFT TO RIGHT**

William G. Jackson, MD
Frank A. Spady, III
J. Samuel Glasscock
VICE CHAIRMAN

Jeffrey D. Forman, MD
Joyce H. Trump
Robert M. Hayes
SECRETARY/TREASURER

George Y. Birdsong
CHAIRMAN

Richard F. Barry, III
Dr. Douglas C. Naismith
B. J. Wille
Robert C. Claud

NOT PICTURED

Lula B. Holland
Rosemary Check
EX OFFICIO

---

Virginia

North Carolina

Suffolk

Surry County

Isle of Wight County

Franklin

Gates County

City of Suffolk

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**INTERSTATE 64**

**INTERSTATE 464**

**INTERSTATE 264**

**INTERSTATE 664**

**10**
The mission of the Obici Healthcare Foundation is to improve the health status of the people living in the service area by addressing the unmet needs of the medically indigent and uninsured and by supporting programs which have the primary purpose of preventing illness and disease.

This is in keeping with Amedeo Obici’s concern for local citizens, which was best illustrated by his decision to build a hospital as a lasting memorial to his wife, Louise, after her death in 1938.