

A River Never Sleeps, ~Roderick Haig-Brown



And our work is never done....
Obici Healthcare Foundation



ANNUAL REPORT 2009



“The Italian immigrant adopted Suffolk as his home – and his generosity flowed like the waters that nourished the land.”

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 streams 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



Message From the Chairmen

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

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. As we look forward we welcome Frank Spady, III as our newest Board Member for 2009. We know that the strong leadership of our Board will be the stability we need to navigate this next year.

It is going to be an exciting journey.

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





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.

To date the Obici Healthcare Foundation helped to fund 10 organizations for general prevention programs.

The grants totaled **\$1,542,608**

“Teens move toward a healthier life style”

Turning the Tide

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.

Slender 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.

“Teens from 11 to 13 love the cooking and eat this program up,” says Veronica McMillian, Founder/Life Coach of Let's Talk. “They make everything, nutritional snacks to gourmet mac and cheese and use natural products whenever possible.”

Taking a break from a banana pudding lesson led by professional chef Elsa Tiritilli, Tenesha says “I taught my mom how to make fruit cup and panini.”

That's good news for McMillian.

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

The grants totaled **\$1,591,004**

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

“Some of our kids have never tried raspberries or kiwis,” she says. “They called them hairy fruit.”

Exposing the youngsters to healthy food choices is one component of the program. Exercise is another.

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.

Started four years ago, Let's Talk focuses on empowering the at-risk, underserved younger teen population.

“They have a slew of issues including abuse, homelessness and obesity with its contributing factors,” McMillian says. “We teach coping strategies - what causes you to eat and how we can redirect.”

Next on her agenda? Additional programs for youngsters with BMI (Body Mass Index) issues.

Prevention Grants Awarded

GENERAL PREVENTION

CANDII, dba ACCESS AIDS Care

\$146,263 to implement Suffolk SISTAS, a program designed to prevent the spread of HIV and other sexually transmitted diseases in Suffolk.

American Lung Association of Virginia

\$114,436 to implement two asthma education programs in the Foundation's service area for children and the adults who care for them in both school and community settings.

City of Franklin

\$89,288 to fund a Smart Beginnings planning grant to improve early childhood services in the City of Franklin and Southampton County.

City of Suffolk

\$50,000 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)

\$131,865 to create and evaluate a video-based intervention in Suffolk, Franklin and the counties of Isle of Wight and Southampton. The focus is to increase children's safety in motor vehicles.

Hampton Roads Educational Communications Association (WHRO)

\$168,148 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 funding for a meal delivery van.

Theatre IV

\$110,510 to fund 30 performances per year in the Foundation's service area of Hugs and Kisses, an internationally acclaimed child sexual abuse prevention and early intervention program.

Western Tidewater Health District/Suffolk Health Department

\$554,166 to expand Maternal and Child Health and Family Planning services that will address teen pregnancy rates, prenatal care and pregnancy outcomes.

COMBATING OBESITY

Chesapeake Service Systems Inc.

\$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.

Let's Talk

\$93,188 for a nutrition, education, effective communication and dance program for teen boys and girls of the Suffolk and Franklin Boys and Girls Clubs and other community settings.

Norfolk State University

\$149,878 for Let's Get Real, a heart risk reduction program offered in three Suffolk and one Surry County church, consisting of health screenings and culturally specific approaches to nutrition, exercise and genealogy.

Peninsula Metropolitan YMCA

\$497,029 to increase child and family wellness through family fun and fitness nights, physical and nutrition education, an expanded afterschool program and improvements to Isle of Wight County park facilities, equipment and staff.



Isle of Wight youngsters, Cheyenne, 9, (L) and Savannah, 7, (R) learn to cope with life's complexities and emotions through play therapy sessions with clinician Shawn Ware-Avant at the Up Center in downtown Suffolk.

Calming the Storm

“Working together for positive change”

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 Lindsays felt helpless and unable to cope. Agency

after agency turned down the couple's pleas for help. Then, two years ago, they found the Up Center and clinician Shawn Ware-Avant.

“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, the girls had stability and peace.”

The family still has some challenges, he admits, even with what he calls “outstanding advice” from Ware-Avant in working with the girls.

“They're kids after all,” David said. “But they've improved so much.”

And now the Lindsays 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

COMBATING OBESITY (CONTINUED)

Western Tidewater Health District/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 South Hampton Roads

\$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 Cancer Society South Atlantic Division

\$124,516 to outreach to cancer patients and their caregivers, provide patient support services and establish a local cancer resource network in the Foundation's service area.

American Red Cross

\$135,086 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

\$100,500 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

\$80,300 for a planning grant that would create a pharmaceutical 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

\$195,924 to expand their existing telehealth network to Gates County, NC diabetes and heart disease patients through new in-home monitors and two new community kiosks.

Southeastern Virginia Areawide Model Program, Inc.

\$146,459 to support a Medication & Care 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.

Suffolk Partnership for a Healthy Community

\$39,000 to determine the community's health and wellness related assets and capacities and to organize and mobilize them through actionable steps.

The Children's Center

\$136,250 to support a Physical/Occupational Therapist and expand the infant and toddler therapy services for children in the Western Tidewater area.

The Genieve Shelter

\$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.

The Up Center

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

Dental Care comes to Ivor

“Holley has a holistic approach”

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.

“There 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 teamwork approach with all medical providers.”

To date the Obici Healthcare Foundation helped to fund 7 organizations to strengthen the safety net.

The grants totaled **\$6,316,131**

Dr. Gwendolyn Holley, DDS, is the first dentist to join Horizon Health Services in Western Tidewater. She’ll work from a new facility at the Ivor health center and participate with other center medical staff in a coordinated approach to patient care and preventative education.



Access Grants Awarded

GENERAL ACCESS TO CARE (CONTINUED)

United Way of South Hampton Roads

\$200,000 authorized 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 in the Foundation’s service 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

\$510,000 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.

Peninsula Institute for Community Health

\$400,000 for start up support for a dental clinic at the Main Street Physicians office in Suffolk.

Sentara Obici Hospital

\$923,348 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.

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

\$950,369 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.



Kim Schwartz, CEO of the Roanoke Chowan Community Health Center, works closely with the Gates Partners for Health in developing solutions to the county's growing health needs. The Center oversaw a planning process aimed at creating a new coordinated health care program in Gates County.

Launching Improved Health Care in Gates County

“Study points way to coordinated healthcare”

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, oversaw 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 for Health 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**

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.

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.

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.

Financial Summary

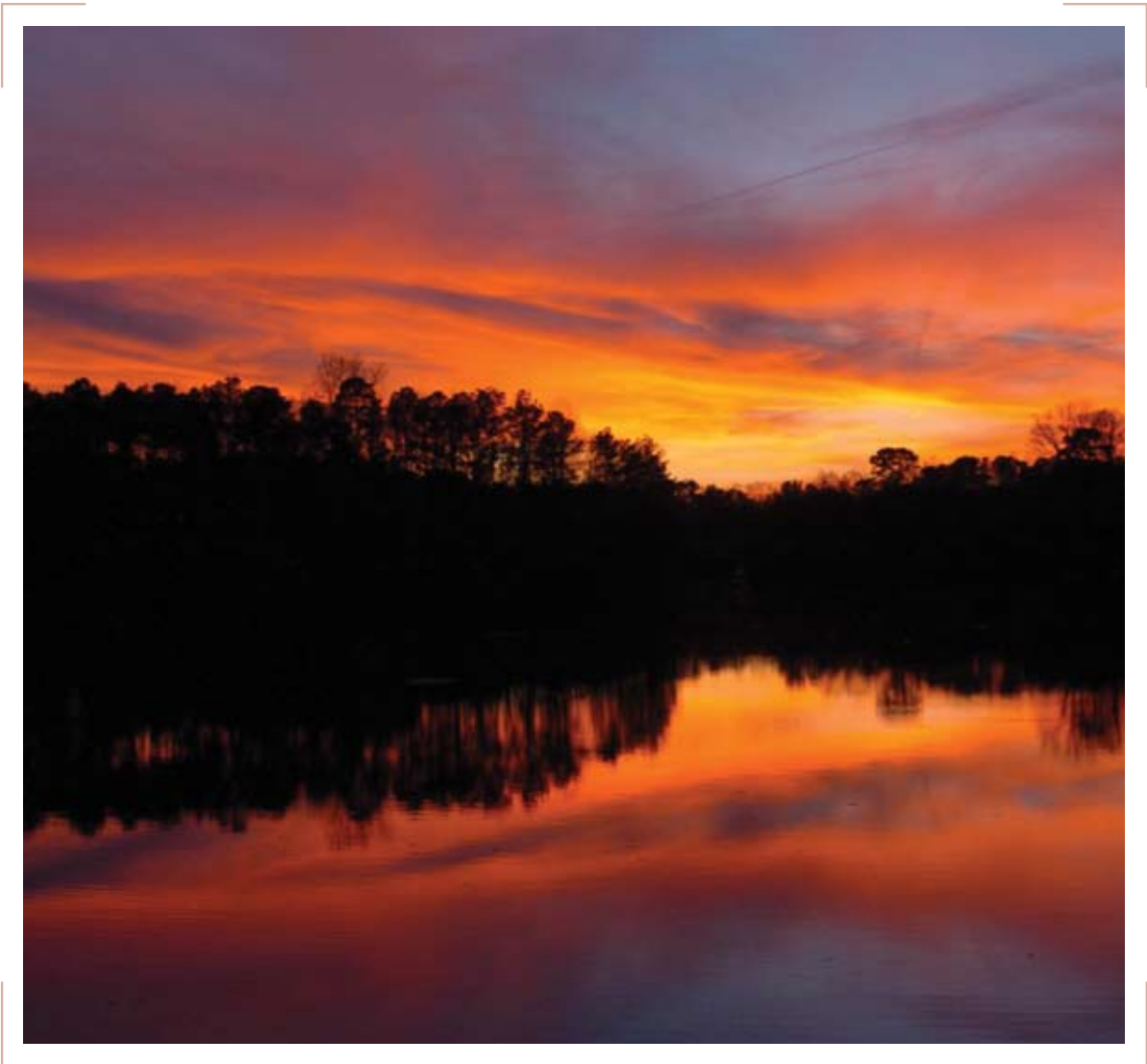
OBICI HEALTHCARE FOUNDATION, INC.
Statement of Financial Position - March 31, 2009 and 2008

ASSETS			
<i>Current Assets</i>			
	2009	2008	
Operating cash and fixed assets	\$15,231,346	\$4,753,782	
Investments	57,947,481	103,364,480	
Other Assets	864,072	719,027	
Total assets	\$74,042,899	\$108,837,289	
LIABILITIES AND NET ASSETS			
<i>Current Liabilities</i>			
	2009	2008	
Accounts payable and accrued expenses	\$32,251	\$60,098	
Healthcare grants payable	3,406,794	5,076,768	
Deferred contribution revenue		2,848,593	
Net assets	70,603,854	100,851,830	
Total liabilities and net assets	\$74,042,899	\$108,837,289	
REVENUES			
Investment loss	(\$26,188,211)	(\$731,372)	
Contributions	(322,878)		
Total revenues	(\$26,188,211)	(\$1,054,250)	
GRANTS AND EXPENSES			
Healthcare grants	\$3,165,002	\$8,500,397	
Supporting services	894,763	807,955	
Total grants and expenses	\$4,059,765	\$9,308,352	
Change in net assets	(\$30,247,976)	(\$10,362,602)	
Net assets beginning of year	\$100,851,830	\$111,214,432	
Net assets end of year	\$70,603,854	\$100,851,830	

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.

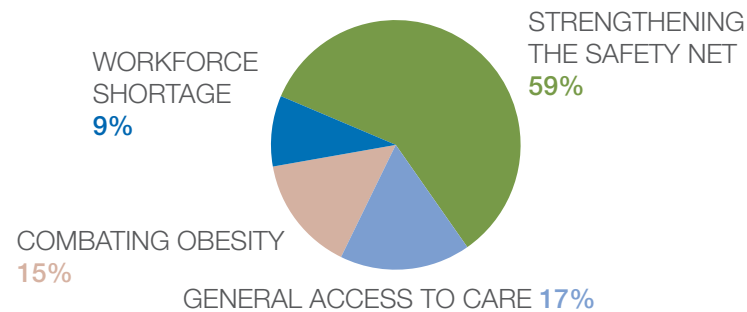
"The Board of Directors is committed to a healthy financial position, one that will direct the greatest benefit to health improvement programs and allow community driven initiatives to thrive."

Robert Hayes,
Board of Directors
Treasurer



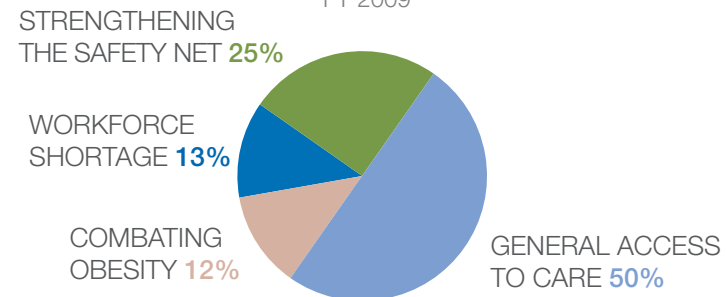
Grant Funding Distribution

FY 2009



Numbers of Grants Awarded

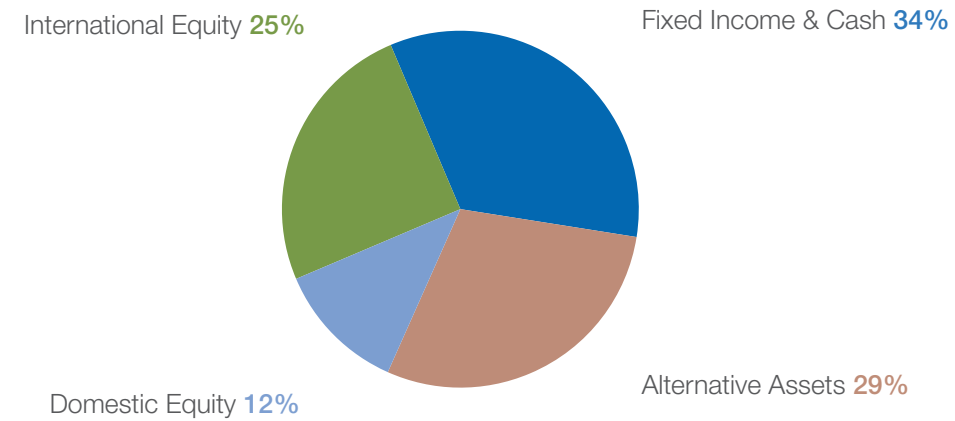
FY 2009



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.

ASSET



“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





Board of Directors

LEFT TO RIGHT

William G. Jackson, MD

Frank A. Spady, III

J. Samuel Glasscock
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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. Willie

Robert C. Claud

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Lula B. Holland

Rosemary Check
EX OFFICIO

Service Area

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

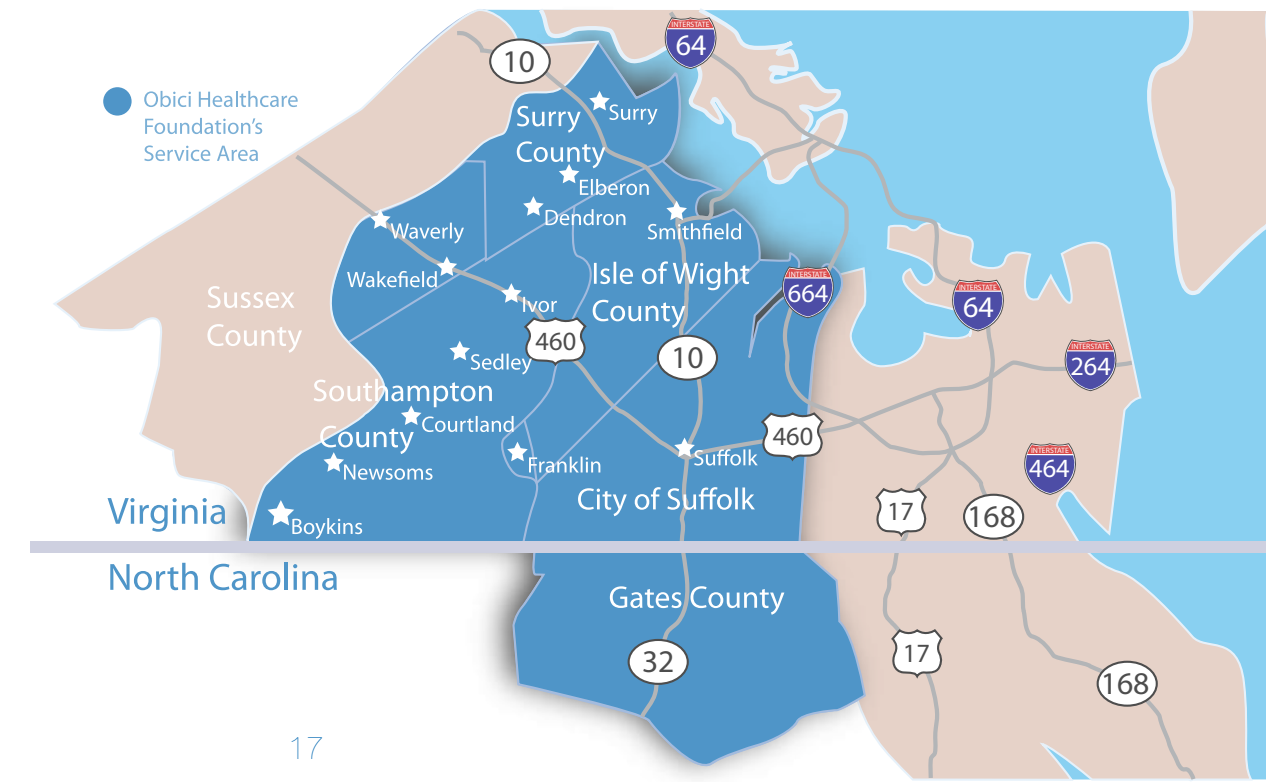
Michael Hammond
DIRECTOR OF FINANCE

Richard Spencer
SENIOR PROGRAM OFFICER

Lisa Kelch
GRANTS ASSOCIATE

Cathy Huband
FOUNDATION ASSISTANT

Gina Pitrone
EXECUTIVE DIRECTOR





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www.obicifcf.org

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.

