

Chronicle of Giving

ELEVATING CARE Matching challenges empower donors to make a greater impact on care for our region.

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A FAMILIAR FRIEND
Ellen Spong begins term as MCV Foundation's board chair.

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A BANNER YEAR
The MCV Foundation has been a vital campus resource during a challenging year.

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LETTER FROM THE BOARD CHAIR AND PRESIDENT

Dear friends,



Ellen E. Spong
Board Chair

Margaret Ann Bollmeier
President and CEO

We hope this finds you and your families healthy and safe. If there's one bit of wisdom we've learned from the pandemic, it is that change is constant. Even before

COVID-19 and its delta variant, we have learned the importance of adapting and evolving in seeking to meet the needs of the MCV Campus and to further our success in support of the academic health system's mission.

By any measure, the foundation had an incredibly successful year as we continue to navigate the pandemic. We look forward to more in-person events, and we have approached our work with a renewed understanding and commitment. The foundation's efforts remain vital to ensure the MCV Campus continues to lead when it comes to education, patient care and the research that often changes the way medicine is practiced here in Central Virginia and around the world.

The magazine you hold in your hand also represents change. Through a productive partnership this summer, the foundation refreshed the messaging and visual identity we use to tell our story to our wider community. This effort responds to research we conducted last summer, and we are proud of this inaugural redesigned issue and the way it honors the importance of change. In the following pages, we welcome new leadership, thank past trustees for their service and share reflections from our former board chair on lessons learned during COVID-19.

Our cover story features another visible manifestation of change as we prepare for the opening of VCU Health's largest building to date. We explore how generous challenge grants from two community foundations are encouraging matching support from the community for this medical gem in the making. The Adult Outpatient Pavilion, an innovative and integrated approach to outpatient care, will improve the experience for so many patients and their families, especially with regard to cancer care.

Our recent experiences with the virus have not changed our gratitude for what friends and supporters have made possible on the MCV Campus through transformative philanthropic gifts that will improve and save the lives of many. We simply could not do this important work without your support, and we remain excited about future opportunities to create change and growth for the good of all.

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System



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The MCV Foundation was established in 1949 to inspire and steward philanthropy that supports the MCV Campus of Virginia Commonwealth University.

The MCV Foundation supports the education, research and clinical care mission of our MCV Campus partners: *VCU College of Health Professions, VCU School of Dentistry, VCU School of Medicine, VCU School of Nursing, VCU School of Pharmacy, VCU Massey Cancer Center and VCU Medical Center.*

The foundation manages nearly \$800 million in assets to ensure the MCV Campus remains at the forefront of excellence and innovation in patient care, education and research. Through more than 1,800 funds, the MCV Foundation provides scholarships, professorships, research and program funds to support the lifesaving work occurring here every day. These funds allow VCU students, health care providers and researchers to be on the cutting edge of health care delivery, offering patients the most exciting treatments and medical technology available.

ON THE COVER | VCU Health's Adult Outpatient Pavilion currently under construction.

PHOTO: TYLER TRUMBO

GOING GREEN | If you would prefer to receive a digital copy of this magazine, please contact info@mcvfoundation.org to be added to the distribution list.



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Two matching grant challenges will ignite community support for VCU Massey Cancer Center's new facilities in the VCU Health Adult Outpatient Pavilion.

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Board Chair Ellen Spong brings a wealth of experience to her new role and a longstanding commitment to the foundation's success.

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One couple's experience inspired them to share the benefits of making a gift through a charitable trust to support the MCV Campus.

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The foundation honors the legacy of generosity of two outstanding friends to the MCV Campus to whom we said goodbye this year.

Navigating Calmly Through Great Unknowns

Seven months into Wyatt Beazley IV's term as the foundation's board chair, a global pandemic of a deadly virus forced everyone to adapt and weather a storm of uncertainty without a clear playbook.

Though challenges were abundant, Beazley's tenure also coincided with record levels of fundraising in support of the MCV Campus and an incredibly robust recovery on the investment funds that support education, care and research at VCU.

As his term ended, Beazley reflected on leading the trustees during this uniquely challenging time. In his view, the foundation can be proud of how its board, staff and supporters came together to work toward remarkable successes when the MCV Campus needed more support than ever.



What are you most proud of during your tenure as chair, especially given the challenges COVID-19 presented?

I'm very proud of the way everybody remained fully engaged in serving the mission. The foundation board and the staff jumped into the fray, and by any measure we ended up having one of our best years on record with finding support for research, scholarships and faculty. The return on our investments was tremendous. Despite the uncertainties, we never lost momentum. Everybody realized that this was a time that required extra effort, and I think we got that from everybody.

What did you learn from your time as chair about the health system?

We have an absolute hidden gem in the health system. And I think the foundation needs to continue helping uncover that hidden gem for friends in the community. Every time we met with one of our campus partners, I learned something new and exciting about the health system's capabilities and specialties and what they were doing to improve health in our community.

What are you most grateful for during your time in leadership?

Aside from helping the mission, it's the relationships I've made with board members, our committee chairs and staff. We had opportunities to work together on complicated issues, and you learn a lot about folks and develop trust with them. I've really enjoyed that.

What is your biggest hope for the foundation's future?

My hope is pretty simple: that we continue to get stronger and that we really do get to a point where we are a world-class foundation supporting the health system and the health sciences schools.

Any other thoughts or reflections that you'd like to add?

I'm thankful for the many people who helped me to be successful in this position. This campus means a lot to me and my family, and to have the opportunity to lead folks who are so interested and committed to our mission was an absolute pleasure. ■



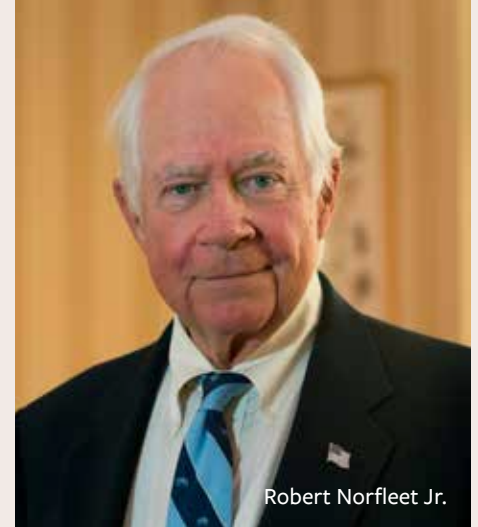
Wyatt Beazley IV

Joining the Leadership Council

The board recognized four trustees whose terms concluded at the end of June: Becky Perdue, Robert Norfleet Jr., T.K. Somanath and Harry Thalhimer. The foundation has tremendously benefited from their wisdom and many years of service and leadership. We're grateful this moment is not a farewell since we look forward to their continued engagement through the Leadership Council, which was established in 2017 to strengthen the foundation's relationships with former trustees. ■



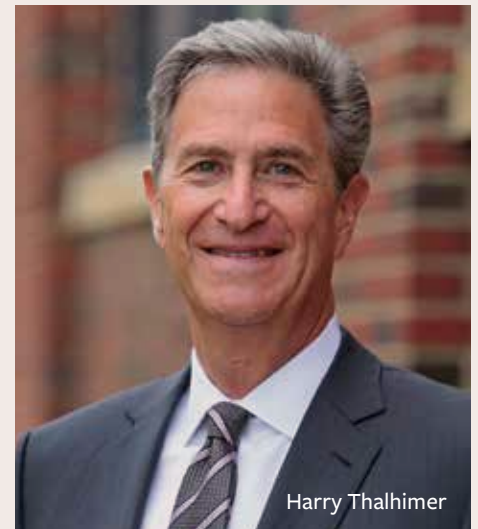
Becky Perdue



Robert Norfleet Jr.



T.K. Somanath



Harry Thalhimer





Herbert A. Claiborne III, J.D.



James H. Revere Jr., D.D.S.

Board Elects Two New Lifetime Honorary Trustees

The foundation trustees designated two new lifetime honorary trustees in June to recognize their outstanding service and dedication to the MCV Campus.

Herbert A. Claiborne III, J.D., joined the MCV Foundation board in 2014. Claiborne served as general counsel and secretary at Carpenter Co., one of the world's largest suppliers of polyurethane foam and polyester fiber. Previously, he was an associate in the business department of McGuireWoods. As a lifelong resident of Richmond, Claiborne appreciates the benefits of having a world-class medical facility nearby, and how the MCV Foundation board helps support that facility. He also serves as a trustee of the Lettie Pate Whitehead Foundation, which provides annual support for scholarships at the School of Nursing through the MCV Foundation.

James H. Revere Jr., D.D.S., joined the MCV Foundation board in 2007.

Dr. Revere served on the faculty at the School of Dentistry in a wide variety of positions for 40 years, including admissions dean, clinic dean and twice as interim dean. He is held in high regard by many generations of dental school alumni. The Dr. James H. Revere Jr. Professorship for Faculty Excellence and the Dr. James H. Revere Jr. Outstanding Service Award were both established to honor his service to VCU.

A member of the VCU School of Dentistry Medallion Society, Dr. Revere received the Virginia Dental Association's Presidential Award in 2006 and the VCU Presidential Medallion in 2014, which is awarded for extraordinary achievement in learning and commitment to the mission of VCU. He also received the 2014 MCV Foundation Eugene P. Trani Award and is a past president of the MCV Alumni Association. ■

'TOWING' THE COMPANY LINE

Virginia loves vanity plates, and Brian Thomas, MCV Foundation's vice president and chief development officer, now has one with lots of appeal: "GIV2MCV." The license plate's backstory is almost as powerful as its message. Former MCV Foundation President Mickey Dowdy first drove the message home in 1994, a year after arriving at the foundation. He in turn passed the plate to his colleague Sharon Larkins-Pederson when he left the foundation in 2006. Brian recently received a call from Sharon, who retired as senior development officer at the foundation in 2008. She had been towing the company line since retiring and planned to surrender the special license plate in case he was interested. After a few clicks on the DMV website, Brian is driving around with a rolling reminder to all our friends wherever he goes. ■

Honoring Leadership, Impact at VCU Health

This year on June 7 among the summer blossoms of Lewis Ginter Botanical Garden, the MCV Foundation recognized five individuals at its annual awards dinner who have changed the MCV Campus and wider community through decades of service, or who have led the campus through some of its most difficult times.

SPECIAL RECOGNITION

Barbie Dunn, Ph.D., led the MCV Alumni Association through its recent dissolution, giving hundreds of hours of her time and expertise as board treasurer to ensure that the association's members and contributors would have a permanent legacy.

MCVAA and VCU Alumni worked for two years on a transition from their independent nonprofit organizations to a unified VCU Alumni Council.



Dr. Dunn, who holds a bachelor's degree from the VCU School of Nursing and a Ph.D. from the VCU School of Social Work, almost single-handedly managed the entire process for MCVAA. She secured legal counsel and went through the painstaking process of document review, management of assets, and developing operating agreements and guidelines.

She also worked closely with the MCV Foundation to develop gift agreements and secure assets for the future, ensuring the MCV alumni legacy will be honored through the MCVAA Legacy Scholarship, the MCVAA Permanent Endowment and the MCVAA Reunion Endowment.

EUGENE P. TRANI AWARD

Becky Perdue graduated from MCV in 1962 with a B.S. from the Department of Medical Laboratory Sciences. During her medical laboratory career, she led hospital laboratories; owned a lab sciences consulting business; and served as group manager for the Commonwealth of Virginia Department of General Services, Division of Consolidated Laboratories. She also held several elected positions at both state and national levels.

On the MCV Campus, she held several positions with the MCV Alumni Association and recently completed 12 years of service on the MCV Foundation Board of Trustees.

Perdue continues to provide philanthropic support to the medical laboratory sciences program. In total, she has tirelessly provided service to the MCV Campus and to the medical laboratory science profession for nearly 60 years.



Becky Perdue



Peter Buckley, M.D.

JEROME F. STRAUSS III AWARD

Taking the helm of a large academic health system and shepherding it through a time of leadership change is a daunting task on its own. So when the World Health Organization declared a global pandemic on March 11, 2020, the interim leadership role that **Peter Buckley, M.D.**, assumed only a few months earlier for VCU Health became very different.

Health care workers faced a daunting new evil in COVID-19. Health sciences schools had to determine how to keep teaching. Research unrelated to COVID-19 was curtailed. Nonessential services and surgeries were forced to grind to a halt, and financial models were turned upside down.

Through all of this, Dr. Buckley led the way, encouraging leadership to make fast but thoughtful decisions. While forced to consider new options and find new ways to treat and to teach, he encouraged all to take that knowledge forward and, even after the pandemic, find new ways to change the face of health care, research and education.



W. ROBERT IRBY, M.D., AWARD

Pam Parsons, Ph.D., is the Judith B. Collins and Joseph M. Teefey Distinguished Professor, and associate dean for practice and community engagement at the VCU School of Nursing. She also is director of the interprofessional Richmond Health and Wellness Program.

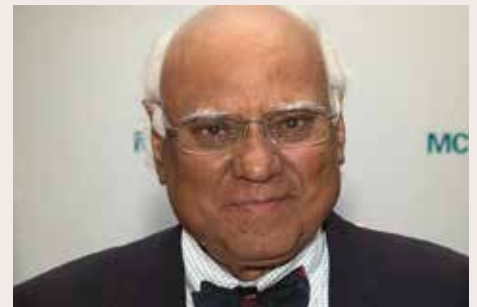
Dr. Parsons, a two-time alumna of the school, has worked tirelessly to build the Richmond Health and Wellness Program, teaming with departments across the university to improve the health of vulnerable older adults and disabled adults residing in low-income housing settings.

Dr. Parsons has been instrumental in establishing relationships within VCU and the Richmond community, resulting in funding of more than \$1 million.

DOWDY AWARD FOR MCV CAMPUS VOLUNTEER PHILANTHROPISTS


Ghulam Qureshi, M.D., is a hematologist who completed a fellowship in hematology on the MCV Campus in 1970 and residency in internal medicine in 1971.

Dr. Qureshi began working with the foundation in 2013 and joined its board of trustees in 2015. Through consistent cultivation and solicitation over the years, he has raised approximately \$600,000 for the G. Watson



James Professorship, and he is committed to helping that fund reach \$1 million.

Dr. Qureshi also played a pivotal role in securing a \$1 million gift that was matched to establish a \$2 million chair at VCU Massey Cancer Center. ■

A close-up portrait of Ellen Spong, a woman with short, layered brown hair, smiling warmly. She is wearing a blue and green patterned button-down shirt and small, round earrings. The background is a soft, out-of-focus green.

A Familiar, Steadfast Friend

Board Chair Ellen Spong
brings a wealth of experience
to her new leadership role.

In July, the MCV Foundation Board of Trustees welcomed Ellen E. Spong as its new chair. She comes to her latest leadership role with a deep history of dedication to the foundation. She was first elected as a trustee in 2002, and after three terms enjoyed a brief hiatus from the board before returning in 2014. During her nearly 17 years of service, Spong has chaired the Finance and Audit Committee and presently leads the Strategic Planning Task Force in developing the foundation's strategic priorities for the coming years.

"To me it was the ultimate honor to be asked to serve in a leadership role on this board," Spong said. "I've been so inspired by the mission. This organization has helped the MCV Campus explore and expand the limits of medicine and new knowledge through its financial stewardship and support."

Growing up in Richmond, Spong often found herself in awe of the medical breakthroughs happening on the MCV Campus. As a young woman, she recalls the importance of seeing alums like Ruth Campbell Taylor, M.D., serve as role models in the community for what women could achieve professionally. Dr. Campbell was a 1957 graduate of the Medical College of Virginia who practiced pediatrics and served on the faculty for 27 years. After

her retirement, Dr. Campbell was the first woman to serve as chair of the MCV Foundation Board of Trustees.

Her personal goals, Spong said, include building on the momentum and continuing the successful work of recent board chairs to advance the foundation's mission and success. She also hopes to continue to strengthen the collaboration and partnerships that have become so critical to the foundation's success in supporting VCU Health and the health sciences schools. She hopes that the trustees will enjoy a robust dialogue full of creative and innovative ideas for how to continue moving the MCV Campus forward. Another important goal for Spong is to continue the foundation's commitment to inclusion through the way it values and welcomes everyone to the table.

"There are so many things to be excited about and so many opportunities to have an impact on the campus and in the wider community through the work we support," Spong said. "I'm excited for the foundation at this moment — we have incredible staff and the opportunity to be the greatest common denominator for good among our seven campus partners. It would be impossible for anyone who has the privilege of serving this organization not to realize that they are part of something special." ■



Elev

ating Care

MATCHING GIFT OPPORTUNITIES WILL HELP DOUBLE THE IMPACT OF COMMUNITY GIVING.

When the Adult Outpatient Pavilion opens on the MCV Campus, the facility will bring patient care to new heights both literally and figuratively.

The project is VCU Health's tallest building to date, at 17 stories, and it is poised to transform the way outpatient care is provided. Fueling that innovation are a pair of matching challenge grants through two community foundations. The Mary Morton Parsons Foundation recently awarded a matching grant challenge of \$500,000, and The Cabell Foundation announced a \$750,000 challenge grant in support of VCU Massey Cancer Center's presence in the Adult Outpatient Pavilion.





The Adult Outpatient Pavilion will integrate outpatient services for VCU Health patients. Matching challenge grants from two community foundations are inspiring area residents to support state-of-the-art care spaces on floors dedicated to VCU Massey Cancer Center.



“We hope these grants will give Massey an opportunity to raise both awareness and community support from the residents of Central Virginia whose family members will benefit from the innovations in care,” said Amy P. Nisenson, executive director of The Mary Morton Parsons Foundation. “We want the community to know that everybody can have a part and make a difference.”

Contributions will be matched dollar for dollar through these grants when individuals make a gift to support the oncology outpatient clinics, and the matching funds can be used toward naming opportunities. As both challenges are met, cancer care is poised to benefit from a combined \$2.5 million in support. Massey has until May 2022 to complete the matching grant from The Mary Morton Parsons Foundation and until December 2022 to complete The Cabell Foundation challenge.

“We believe all patients deserve access to high-quality health care,” said Jill McCormick, executive director of The Cabell Foundation. “That’s why we’re proud to partner with VCU Health to ensure the Adult Outpatient Pavilion can transform outpatient care on the MCV Campus and serve as a national model.”

“We want the community to know that everybody can have a part and make a difference.”

Both foundations hope their gifts will ignite community support for Massey as it advocates for and educates the community about its strategic priorities. The cancer center will be opening its new world-class care facility as it hopes to earn Comprehensive status, the top ranking granted by the National Cancer Institute (NCI). Massey is one of 71 NCI-designated Cancer Centers in the country, which places it in the top 4%. Since 1975, it has been continuously designated.

“These grants will help spur what we need to do, and we’re grateful for the support they will inspire,” said Robert Winn, M.D., Massey’s director.

The new Adult Outpatient Pavilion will allow Massey to enroll more patients in clinical trials because the space will better support collaboration among providers and higher efficiencies in care for patients. Clinical trials are critical to advancing cancer care because they offer patients more treatment options that often prolong lives and lead to better outcomes.

ABOUT THE BUILDING

The Adult Outpatient Pavilion will be located at the corner of North 10th and East Leigh streets on the grounds of the former Virginia Treatment Center for Children. The 17-story, 615,000-square-foot building will feature a dedicated wing for outpatient oncology care and includes 1,000 parking spaces.

The entire building is an “intersection of science, health care delivery and community all coming together,” Dr. Winn said. “In this new facility, we commit to bringing great medicine as well as good health to everyone in the state and beyond.”

Patients will find a wide array of specialties as well as diagnostic testing, medical imaging, a pharmacy and an on-site laboratory all in one building. Massey will have its own lobby and five floors dedicated to outpatient cancer clinical services.

“This building is really designed and engineered and crafted floor by floor, corner by corner, bringing everything to the patient,” said Art Kellermann, M.D., M.P.H., senior vice president for VCU Health Sciences and CEO of VCU Health System.

A top priority included making sure patients can easily navigate the building quickly from one service to another. The facility will include quiet spaces to rest and recharge, as well as a café and abundant parking.

“What we’ve come up with is a way to take care of patients that will become a model for the rest of the nation,” said Dr. Michael Rao, president of VCU and VCU Health System. ■

If you’d like to learn more about how you can support Massey Cancer Center’s new facilities in the VCU Health Adult Outpatient Pavilion, please contact Patti Jackson, major gift officer, at jacksonp2@vcu.edu or 804-350-2639.



A Banner Year

Strengthening the Support System for Academic Health

As the foundation that inspires, seeks, secures and stewards philanthropic resources for VCU Health, the VCU health sciences schools and Massey Cancer Center, we are humbled to reflect on the past fiscal year, which was incredible by any measure.

With the help of countless donors and friends across the MCV Campus, we further fortified the support system that advances care for everyone in our community, educates the next generation of health care leaders and ignites research that changes how medicine is practiced around the globe.





This past year, donors contributed a record \$94 million to the MCV Campus, which amounts to 80% of all funds raised at VCU for the year. And it was a particularly impressive and impactful year for grateful patients, who contributed \$45.3 million, or 48% of the total donated to campus.

The MCV Foundation is a critical arm that supports, propels and sustains these figures, and integral to this support over the past year has been financial stewardship. Many of the funds raised each year go into our endowment, which we stewarded this year to an astonishing 41% growth.

41%
FY21
ENDOWMENT
GROWTH

That growth grew our endowment to more than \$700 million, bringing total assets to nearly \$900 million, which are totals that facilitate dramatic steps forward in donor impact and the overall available funding that further

improves patient care, research and education across campus.

Just as important to the year's success was our development team, which directly raised more than \$25 million for campus partners and pivoted in unique ways to stay connected with donors and friends during the pandemic. The team works with the fundraising professionals on campus to steward donors and build important relationships, including with planned giving donors. The planned giving program helped our campus partners earn new expectancies totaling

more than \$16.7 million this year. These planned gifts enable alumni, grateful patients and others to find unique ways to meet and exceed their aspirations for moving the campus forward as a leader in health care delivery, discovery and education.

The foundation's award-winning communications team also made great strides this year as it continued to inspire giving through storytelling while carving out a new space on campus. The team is growing so that it too, like the foundation's finance and development teams, can serve as a direct resource for fundraising partners on the MCV Campus. The team has begun offering video, graphic design, photography, creative writing and other support to enable and improve development projects so our campus partners can better meet the integrated multichannel demands of today's communication and fundraising landscape.

From inspiring and securing gifts to investing, growing and distributing those resources back to our campus partners, we are the foundation that works every day — together with you, and alongside the dedicated fundraisers on campus — to support the MCV Campus's students, researchers, educators and care providers as they improve and save the lives of our friends, family and neighbors around the world.

We thank you for your support, and we invite you to join us as the journey continues. ■



Statement of Financial Position

For the year ended June 30, 2021 | Amounts in thousands

Assets

Operating investments

Cash and cash equivalents \$ 23,250

Short-term investments 108,267

Total operating investments 131,517

Endowment long-term investments 721,427

Funds held for others 2,227

Other assets 26,165

Total assets \$881,336



TOTAL RAISED THIS YEAR
ON THE MCV CAMPUS

\$94.2
million



MCV CAMPUS TOTAL IS

80%
*of total raised
for VCU*



NEW PLANNED
GIVING EXPECTANCIES

\$16.7
million



GRATEFUL PATIENT
GIVING THIS YEAR

\$45.3
million

SCHOLARSHIP, RESEARCH, PATIENT PROGRAMS AND OTHER FUNDS

In the 2020-21 academic year, donors accounted for **463 endowed scholarships**. Through these endowed scholarships, students from the four schools and one college on the MCV Campus had access to **\$3.3 million** in funding and support that ranges from full tuition to modest support to help with expenses. In addition, **35 current fund scholarships** allowed the foundation to provide more than **\$415,000** in financial assistance to students on the MCV Campus last academic year.

TOTAL FUNDS
1,857
TOTAL ENDOWED FUNDS
1,149

NEW
ENDOWED
FUNDS
IN FY21
55

Financial Highlights

For the year ended June 30, 2021 | Amounts in thousands

Disbursements totaling \$31.7 million by program.

| | | |
|-------|---------------------------------|-----------|
| 69.0% | Education, research and general | \$ 21,884 |
| 14.5% | Faculty salaries and support | 4,669 |
| 16.1% | Scholarships and awards | 5,142 |
| 0.4% | Indigent patient care | 118 |

This is a condensed version of the MCV Foundation's FY21 audited financial statement. Our independent auditor issued an Unmodified Opinion on the complete financial statements, which can be obtained by writing or calling the MCV Foundation office, or by visiting our website.



PHOTO: ALLEN JONES, VCU UNIVERSITY MARKETING



Improving Mental Health Through Research

Donors are honoring longtime psychiatry chair Joel Silverman, M.D., by establishing a faculty research award.

It has been more than 45 years since Joel Silverman, M.D., first came to the MCV Campus as a clinician and professor of psychiatry. And still, nearly a half-century later, the former chair of the VCU School of Medicine Department of Psychiatry treats patients and teaches classes every semester.

This dedication to the department, along with his leadership, compassion and commitment to helping people who battle mental illness, are reasons patients, colleagues, students and community members are giving to a fund that honors his decades of service at VCU Health.

The Joel J. Silverman, M.D., Faculty Research Award will support junior faculty as they pursue research to find more effective treatments and cures for mental illness in people of all ages.

The fund will build upon the contributions that Dr. Silverman has made over the years to his students, the community and the field of psychiatry.

Joel Silverman, M.D., chair of the VCU School of Medicine Department of Psychiatry at the time, delivers remarks at the topping-out ceremony for Virginia Treatment Center for Children in 2016.

“Dr. Silverman lectured to me when I was a medical student here in the 1980s,” said Robert Findling, M.D., the current chair of the Department of Psychiatry. “His impact on the department is far-reaching. With a tenure as long as his, his impact is woven into the fabric of the department.”

Dr. Silverman became chair in 1984, and since then has taken great pride in building, leading and mentoring a dynamic and productive team of faculty members whose research accomplishments have elevated VCU’s reputation and rankings both nationally and internationally.

In addition, Dr. Silverman’s fundraising acumen and determination have profoundly influenced VCU Health’s ability to provide the best patient experiences for Virginia’s children, clearly seen through his efforts to raise funds to construct the award-winning Virginia Treatment Center for Children.

“In his remarkable tenure, Dr. Silverman’s extraordinary brilliance, vision and good humor have enabled him to create and elevate VCU psychiatry to superior levels,” said Judi Forehand Starkey, an MCV Foundation

trustee who has committed to helping raise funding for the award. “The VTCC, a national model of excellence, is a lasting legacy for Dr. Silverman and a gift to the Commonwealth and its families.”

Thanks to the generosity of the Margaret Branch and Arthur Graham Glasgow Trust, donors who elect to support the Silverman Award with a minimum gift of \$25,000 may be eligible for a 1:1 match, doubling the impact of those gifts.

“This fund will enable clinically meaningful research that can generate information to be used in delivering improved care for patients not only in Richmond,” Dr. Findling said, “but all over the world.” ■



Joel Silverman, M.D., sits with Kiva Gatewood and her son Kyle, who was treated at the Virginia Treatment Center for Children beginning at age 3.

The named endowment will offer awardees vital flexibility to pursue research. If you would like to help make an impact against mental illness, contact Niles Eggleston, VCU Health’s assistant vice president for development, at 804-828-2112 or niles.eggleston@vcuhealth.org.

VCU Health on the Northern Neck

This year, Riverside Health System on Virginia's upper Middle Peninsula and Northern Neck region joined VCU Health System.

The change means that through the newly named VCU Health Tappahannock Hospital and surrounding physician offices, the region's community members now have access to the continuity of services available at a major academic health system.

It also means opportunities to support important services at the community-based Tappahannock hospital are growing. Several funds were created as a result of the recent merger, and they include:

- VCU Tappahannock Hospital Operating Fund, which will be used for general operations support.
- VCU Tappahannock Hospital Cancer Care Fund, which will be used for cancer care and infusion center support.
- VCU Tappahannock Hospital Capital/Equipment Fund, which will be used to purchase state-of-the-art equipment and build modern facilities.
- VCU Tappahannock Hospital Jeffrey M. Haskins Memorial Scholarship, which is an endowed fund supporting scholarships and continuing education.

“Our goal is to help raise money for these funds and others that will benefit the hospital in Tappahannock and, ultimately, residents throughout the community who now have access to more comprehensive care through an expanded network of providers as well as the same experts and physicians they've come to know and trust,” said Niles Eggleston, assistant vice president for development for VCU Health and VCU School of Medicine. ■

If you would like to support any fund for VCU Health Tappahannock Hospital, contact Niles Eggleston, VCU Health's assistant vice president for development, at niles.eggleston@vcuhealth.org or 804-829-2112.





PHOTO: ALLEN JONES, VCU UNIVERSITY MARKETING



JERI SIBLEY VCU TAPPAHANNOCK CANCER WELLNESS FUND

For more than 15 years, Jeri Sibley was a dedicated staff leader at Riverside Tappahannock Hospital, now VCU Health Tappahannock Hospital. She brought tremendous experience, energy and passion to each department she led. When a cancer diagnosis made her a patient, she became an unrelenting advocate for improving every aspect of the patient experience.

Sadly, Jeri lost her battle with cancer in February. Long before her diagnosis, Jeri cared deeply about making a strong professional impression. She dressed impeccably, sported high-quality wigs, and many remember her as a woman who would never be seen without lipstick, even while in home hospice.

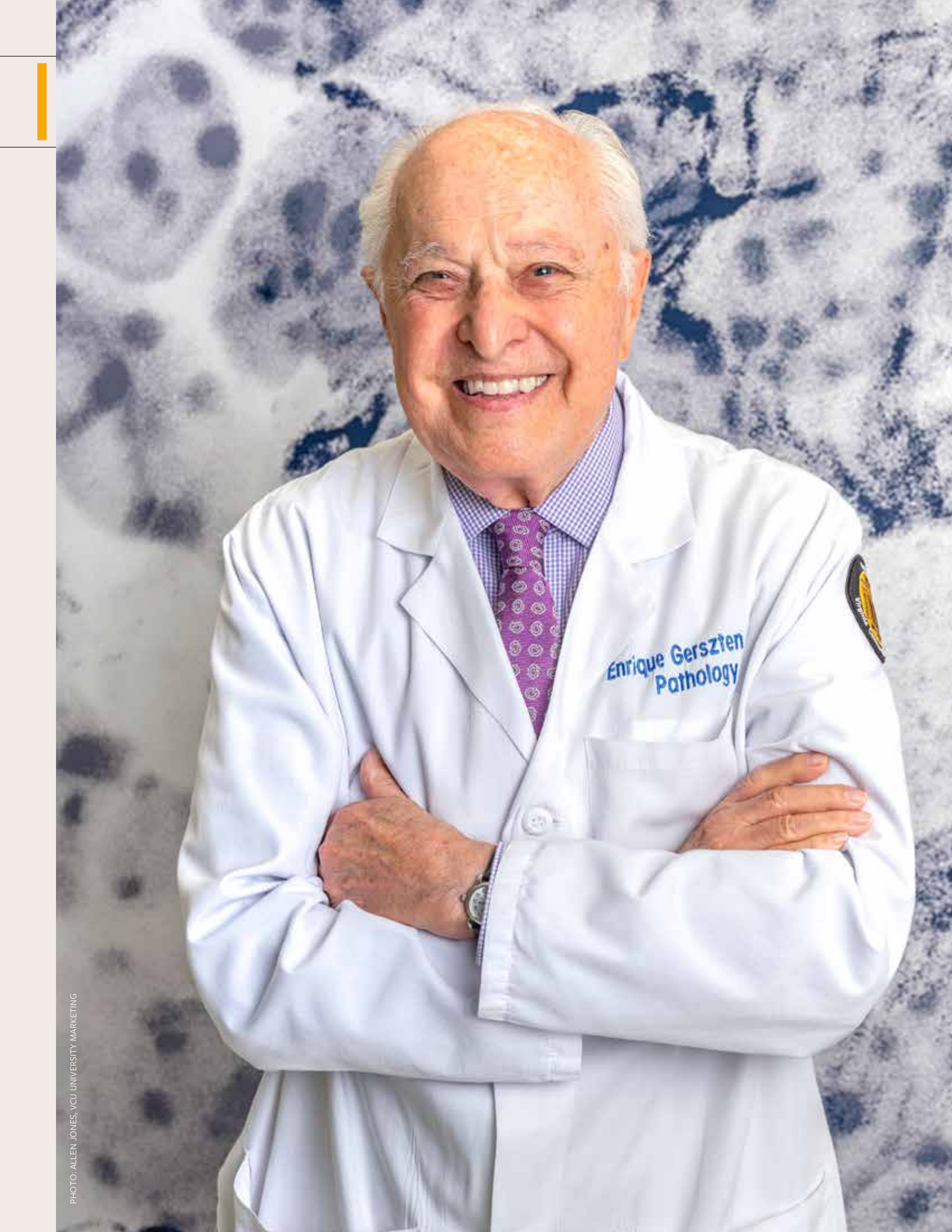
VCU Health Tappahannock plans to honor her legacy of leadership and service by establishing a fund to support wellness services for patients experiencing cancer.

“Anyone who knew Jeri knew she could be quite a force of nature in her advocacy for patients and team members. This fund will help honor her legacy at VCU

Health Tappahannock,” said Liz Martin, president of VCU Health Tappahannock Hospital.

The Jeri Sibley VCU Tappahannock Cancer Wellness Fund will help provide wellness and beauty services such as wigs and/or head coverings to oncology patients. The program plans to offer a nod to Jeri’s unforgettable legacy by including a tube of lipstick for women who receive support from the fund.

Please join the effort to honor the memory of Jeri Sibley through a contribution to the Jeri Sibley VCU Tappahannock Cancer Wellness Fund, which will ensure patients receive cancer care with comfort and dignity.



Honoring a Pathology Teacher and Mentor

Anonymous donor establishes Enrique Gerszten, M.D., Scholarship.

Enrique Gerszten arrived on the MCV Campus more than 60 years ago as a resident. Today, as a longtime beloved faculty member, he continues to teach his popular elective, Paleopathology and Medical Anthropology, for fourth year medical students and works on campus several days each week.

The Argentina native's decades of teaching have left an immense impression on the more than 10,000 MCV and VCU students, residents and fellows he has taught. They remember the clarity of his lessons, the depth and breadth of his knowledge, and his compassion for his students.

Dr. Gerszten's skill and enthusiasm for teaching led the VCU School of Medicine to rename its highest teaching honor in 2008. The Enrique Gerszten, M.D., Faculty Teaching Excellence Award is presented each year to a faculty member for outstanding teaching achievements.

Now, to further honor the beloved teacher and mentor, an anonymous donor has established the Enrique Gerszten, M.D., Scholarship through a \$100,000 gift. Dr. Gerszten's students

today are spread out across the country, carrying his lessons with them, and this anonymous gift's donor will ensure that Dr. Gerszten's influence on medical students will continue in perpetuity.

"Dr. Gerszten has been a role model for us all. His love of medicine and pathology is contagious, and his smile captures his true love for his students," said Michelle Whitehurst-Cook, an MCV Foundation trustee and associate professor and senior associate dean of admissions at the School of Medicine. "His path to medicine demonstrates grit, enthusiasm, love of learning, resilience and promise, so this scholarship is an amazing tribute to Dr. Gerszten, whose story will continue to inspire future generations."

Scholarship assistance helps the School of Medicine build a medical student body that is more representative of the constituencies its graduates serve. The Gerszten Scholarship will advance the school's commitment to building a scholarship program that helps eliminate barriers to access for students of all socioeconomic statuses, backgrounds and cultures. ■



If you would like to join classmates and community members in supporting this scholarship to honor Dr. Gerszten, give online at www.mcvfoundation.org/gerszten or contact Niles Eggleston, VCU Health's assistant vice president for development, at 804-828-2112 or niles.eggleston@vcuhealth.org.

Family Honors Dentistry Trailblazer with Scholarship

The James Avery Booker Jr. Trailblazer Scholarship will be an enduring testament to a remarkable life.

The list of achievements for James A. Booker Jr., D.D.S., M.D., is seemingly never-ending: dentist, medical doctor, trauma surgeon and retired U.S. Air Force colonel. But it was his role as a father of four that had the most impact on JaRita Booker-Pichon, M.P.H., the youngest of his children.

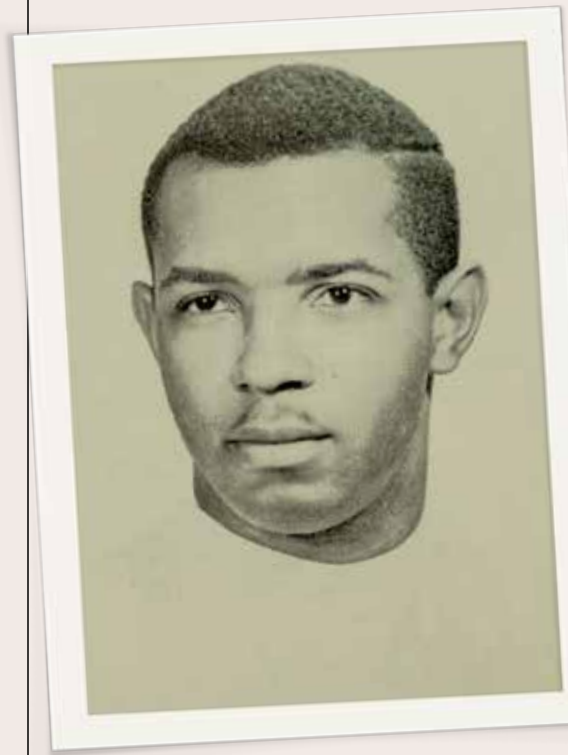
“My siblings and I have been trying to find ways to honor my dad’s legacy together for some time now,” Booker-Pichon said. “It’s been a long time in the making.”

This year, to honor the 60th anniversary of her father making history as the first Black graduate of the VCU School of Dentistry, his children are coming together to create a student scholarship. Booker-Pichon had begun working on the idea with her siblings James Booker III; Karla Booker, M.D.; and Michael Booker.

“We really hope that this scholarship will support a student who may be in need,” Booker-Pichon said. “We wanted this scholarship to help someone who wants to dedicate their life and career to improving the health of minorities and underserved communities the way our father did.”

As a trailblazer who forged new paths, Dr. Booker faced challenges, but he continued to pursue his goals, even when they took him to new specialties and heights. After graduating, Dr. Booker entered private practice and taught at the Howard University College of Dentistry before he decided to earn a medical degree at 28. Dr. Booker became a board-certified trauma surgeon and a fellow of the American College of Surgeons. He also dedicated time to academic medicine, teaching at the Martin Luther King/Charles Drew School of Medicine, where he was medical director, and at the Tulane University School of Medicine. Called to serve, he joined the U.S. Air Force and the Air Force Reserves, where he had a successful career as a flight surgeon and served in Operation Desert Storm.

“He just did so many wonderful things,” Booker-Pichon said. “He was always so driven and ambitious, and he also passed that drive on to us. We’re thankful for the opportunity to keep our dad’s name and legacy alive, and we hope that others will come to know how special he was.” ■



James A. Booker Jr., D.D.S., M.D., pictured in his yearbook photo from his final year of dental school. A scholarship named in his honor will provide support to students who are interested in dedicating their life and career to improving the health of minorities and underserved communities.

If you would like to support the James Avery Booker Jr. Trailblazer Scholarship, please contact Gloria Greiner-Callihan, associate dean and director of development and alumni relations for the School of Dentistry, at 804-828-8101 or gfcallihan@vcu.edu.



PHOTO: KEVIN MORLEY, UNIVERSITY MARKETING

PHOTO: KEVIN MORLEY, UNIVERSITY MARKETING



Nicholas Santalucia

Scholarship Brings VCU Nursing Student One Step Closer to Opening His Own Practice

Gift from Helene Fuld Health Trust supports scholarships for master's students at the VCU School of Nursing.

Nicholas Santalucia, a master's student at the VCU School of Nursing, said pursuing a career in nursing was one of life's easiest decisions because of his passion to care for those who cannot care for themselves.

"Nursing has provided me an opportunity to give back in more ways than I can ever express and has helped me establish a greater purpose," he said.

Santalucia, who works as a registered nurse in adult psychiatry at VCU Health, has found his purpose in mental health.

"I am drawn to the field of psychiatry due to the population being not only misunderstood, but also heavily underserved," he said.

Santalucia is following his dream to become a psychiatric mental health nurse practitioner with support from a new grant aimed at providing scholarships for nursing students enrolled in the master's program, which is ranked among the top 50 nursing programs nationwide by *U.S. News & World Report*.

The School of Nursing recently received a \$700,000 grant from the Helene Fuld Health Trust, the nation's

largest charitable trust devoted exclusively to supporting student nurses and nursing education. This grant helped 32 master's students who have received support from the fund over the past two academic years.

"We are very grateful that the Helene Fuld Health Trust is investing in our efforts to advance nursing know-

adding to the number of providers prepared to serve an underserved population. Santalucia said the scholarship has allowed him to pursue his education without the need to increase his already substantial educational debt.

"Without this additional debt, long term it will help me reach my overall

“I am drawn to the field of psychiatry due to the population being not only misunderstood, but also heavily underserved.”

ledge and leadership skills among the nursing workforce," said Jean Giddens, Ph.D., professor and dean of the VCU School of Nursing. "These scholarships help to lessen the financial impact as students return to school to further their education."

Earning his degree will give Santalucia the opportunity to grow in his career. While he currently cares for patients as a nurse, he said he looks forward to providing care more independently as a nurse practitioner,

goal of opening my own practice at an earlier date," he said. "I personally would like to thank everyone involved with the Helene Fuld Trust Scholarship for playing a large role in my efforts toward helping our mentally ill." ■

If you would like to support student scholarships at the School of Nursing, please contact Pam Lowe, senior director of development, at 804-827-0020 or plowe@vcu.edu.

Her Father's Daughter

Donna L. Clevinger, Ph.D., has established a scholarship and planned a gift to support faculty at the VCU School of Pharmacy in honor of her father, Lawrence Earle Clevinger.

Growing up in Southwest Virginia, Donna L. Clevinger, Ph.D., thought the world of her dad, Lawrence Earle Clevinger. He was a pharmacist and, in her eyes, the pillar of the community.

Earle Clevinger's journey to the profession was as winding as the mountain roads he explored with his young daughter during his days off. His service as a U.S. Army medic during World War II would pause his studies on the MCV Campus, but he returned from Europe in 1946 to finish his degree in 1947. He also met his future wife, Lorene "Allie" Wright, during this second stint on campus. After graduation, his career would eventually lead the family to Pulaski, Va., where he thrived serving the rural, tightknit community at Tyler Drug. Over his lifetime, he served as a registered pharmacist for 50 consecutive years.

"He was accessible to the community," Donna Clevinger said. "He was the guy who would get up at 3 a.m., answer the phone at home and understand there was a sick child who needed help. He would get dressed, drive to the store, unlock it and tell anxious parents not to worry about paying — that he would handle it."

Earle Clevinger's time on the MCV Campus shaped his calling and approach to service. He always spoke fondly of the mentors he had and paid it forward by serving as a preceptor for future Pharmacy students from his alma mater.

"Because of his love of the school, I always wanted to do something in my father's name," Donna Clevinger said. "I thought, 'Why not have a scholarship for students from Southwest Virginia where my dad worked all those years?'"

“We want to attract the best and brightest, but we also want to attract students who will go back to their communities to provide care.”

Her gift of the Lawrence Earle Clevinger Scholarship has provided the school with critical support as it seeks to recruit students and remove financial barriers.

"We want to attract the best and brightest, but we also want to attract students who will go back to their communities to provide care," said K.C. Ogbonna, Pharm.D., the school's associate dean for admissions and student services. "Patients want to identify with folks who look like them or have had similar experiences, and scholarships like this one make a lasting impact."

As a university professor and former administrator, Donna Clevinger appreciates the need to support faculty, so she has also included a gift in her estate plans to



establish the Lawrence Earle Clevinger Professorship at the School of Pharmacy to honor her father.

“Earle Clevinger’s legacy is an inspiration to all of us, by his service to our country, his community, and his profession,” said Joe DiPiro, Pharm.D., dean of the VCU School of Pharmacy. “We are so pleased to honor his legacy through the Lawrence Earle Clevinger Scholarship that his daughter Donna has made possible.” ■

If you would like to support the School of Pharmacy through a current and/or estate gift, please contact Louie Correa, senior director of development, by calling 804-828-3016 or emailing lacorrea@vcu.edu.

Creating a Pipeline of DEI-Focused Health Care Leaders

In 1989, recent VCU graduate Clifton “Clif” Porter II was having a hard time finding a job in the long-term health care field.

He had already passed the required licensure exams while still in the health care management bachelor’s program

practice the incredible education they had just received. Porter, as just one example, now serves as senior vice president of government relations for the American Health Care Association.

The B.S. in health care management curriculum was discontinued in the

“It is incredibly important to educate leaders in the long-term care field who can identify with patients they’re serving, with those patients’ stories and with facility staff,” Porter said.

And nurturing those leaders begins with early support in college.

“There is a lot of talk about DEI in corporate America today, but at the end of the day, if you don’t have qualified people coming out of colleges and universities around the country to fill positions, none of that matters,” Porter said. “We’ve got to make sure that we pay attention to these 18-year-olds who are trying to figure out what they want to do with their lives. We have got to pitch them and grab their hand to walk them along, just like Tony DeLellis grabbed my hand.”

That kind of support, he said, can be transformational. “When you’re that young, you don’t know what you’re capable of yet. You need someone who is going to make an investment in you to say, ‘I believe in you.’” ■

Clif and Deborah Porter recently established the first-ever scholarship to support students enrolled in the new B.S. program in health services at the VCU College of Health Professions. Clif is a graduate of the college and is now senior vice president of government relations for the American Health Care Association.

“The ability to identify with people, to walk with them, and for them to see themselves in you, that makes for a fundamentally better leader.”

in what is now the College of Health Professions, but still he watched classmates who didn’t yet have licenses get interviews and employment.

It was support from a professor named Anthony DeLellis, Ed.D., that helped Porter ultimately get his first opportunity in the field.

“Tony was an ardent advocate for me getting into the program and getting me started in my professional life,” Porter said. “He kept my resume in his pocket and handed it out to people in Washington, D.C. — yes, he was that aggressive — because he thought it wasn’t fair I was overlooked.”

Dr. DeLellis’s support for Porter and other minority and underserved students helped ensure many graduates would have opportunities to put into

1990s, but the College of Health Professions has decided to offer a similar bachelor’s degree program — a B.S. in health services — which welcomed its first cohort this fall.

Porter and his wife Deborah, a graduate of VCU’s L. Douglas Wilder School of Government and Public Affairs, have wasted no time showing their support. This year, they established the program’s first-ever scholarship.

The Porter Legacy Scholarship will be awarded with a preference given to students who demonstrate a commitment to the principles of diversity, equity and inclusion, and whose volunteer work and extra-curricular activities are focused on the advancement of the African American community.

If you are interested in supporting the new B.S. in health services or another program at the College of Health Professions, contact T. Greg Prince, Ed.D., CFRE, senior director of development, at 804-828-7247 or tgprince@vcu.edu.



Cancer Research Inspires Couple To Create a Charitable Trust

Pete and Paige Ashby found themselves at a crossroads in their careers as they reflected this year on how to give back to the causes that mean the most to them.

“We have all had dear friends and family affected by cancer,” Pete said. “I have friends fighting it right now.”



The Ashbys knew they wanted to support cancer research and care at VCU Massey Cancer Center.

“I can’t think of a single person we know who has not been affected by cancer in some way,” Paige said. “And it’s important for us to know that we

could potentially do something to help ease suffering or even help save a life in the future.”

Though they had never heard of it before, a friend had told them about the benefits of making a gift through a charitable trust, and they began to explore the option. The Ashbys decided

a charitable remainder unitrust would work best for them.

“What struck me about this charitable remainder trust is how it’s really a reasonable way to mutually benefit the charities we care about and our family,” Pete said. “It actually sounded almost too good to be true.”

The couple transferred real estate into a charitable unitrust. In turn, they receive a charitable tax deduction, avoid the capital gains taxes that would have been due had they sold the property themselves, and receive income for life. When the trust terminates, its remainder will be used to support the causes they care about.

“At first we were going into the unknown,” Paige said. “We went from owning real estate to donating it, and we weren’t sure exactly how well the charitable trust would work out for us. So far, it’s been a win-win.”

Their request for the eventual proceeds from this gift is that the funds be used to advance cancer research at Massey. A portion will also support the VCU Rice Rivers Center, a national leader in ecological and environmental research. As they see it, ecological research is an important way to also help future generations by protecting waterways from harmful pollutants that carry the risk for causing cancer.

“We couldn’t think of a better place to support with a donation than Massey,” Pete said. “We would love to see them continue to develop their research and do as much as they can to find new treatments and potentially end the suffering cancer causes many people.” ■

If you are interested in learning more about how charitable trusts can support the causes you are most passionate about on the MCV Campus, please contact Ann Deppman, J.D., MCV Foundation’s director of gift planning, at 804-828-4599 or ann.deppman@vcuhealth.org.

GIFT PLANNING: HOW CHARITABLE TRUSTS WORK

Charitable trusts offer creative and flexible ways for individuals or couples to support the causes most meaningful to them. While they are similar in concept to charitable gift annuities, they can be more individualized and funded with a broader range of assets. In addition to cash and appreciated securities, donors can also fund charitable trusts with real estate or other appreciated property.

You receive an immediate charitable income tax deduction for a portion of any gift you make to the trust. Upon termination of the trust, the accumulated principal, or “remainder interest,” goes to your desired cause on the MCV Campus. The MCV Foundation does not serve as trustee of charitable remainder trusts, although we are happy to work with you and your advisor to establish this type of planned gift.



Which trust may be right for you?

There are several types of trusts that can fit your interests or needs.

Charitable Remainder Unitrust | Donors receive income for life and reduce their taxes while supporting the MCV Campus by transferring cash or assets to fund a charitable remainder unitrust. Not only does this approach pay variable income to the donor and his or her beneficiaries for life, but donors also receive a tax deduction when transferring assets to the trust. The remaining portion of the trust, after all payments have been made, provides support to the MCV Campus.

Charitable Remainder Annuity Trust | This trust works the same as the unitrust, but provides fixed payments to the donor or his or her beneficiaries. Donors using this type of trust can count on receiving a predictable income stream that does not vary based on investment performance.

Flip Charitable Remainder Unitrust | A flip unitrust can be an excellent way for donors to give an asset that may take time to sell and receive substantial payments for life once that asset is sold. Flip unitrusts are often funded with real estate or special collections. Flip unitrusts can also be used to make a gift now that will boost income later, such as when a donor retires.

Charitable Lead Trust | With this option, donors can transfer assets to their heirs or retain them for themselves, reduce or eliminate gift or estate taxes, and also create a legacy on the MCV Campus. Donors will receive a gift or estate tax deduction when they fund the trust. Annual payments are made to the MCV Campus for a period of time, after which the donor or their heirs will receive the remaining assets, as well as any increase in value, free of any estate or gift taxes.

If you are interested in learning about how you can make a gift to the MCV Foundation via a charitable trust, please contact Ann Deppman, J.D., director of gift planning, at 804-828-4599 or ann.deppman@vcuhealth.org.



Dorothy Ann Pauley

Dorothy Pauley, a longtime member of the MCV Foundation board, died in May. She was 91.

Pauley served on the foundation board from 2005 to 2014. She was known for caring deeply about improving medical care and education. Her generosity through the Pauley Family Foundation helped create the VCU Health Pauley Heart Center.

“The MCV Foundation was fortunate to benefit from Dorothy Pauley’s voice, presence and generosity during her nine years on our board of trustees,” said Margaret Ann Bollmeier, president and CEO of the foundation. “In her years of board service, not only did she leverage her insights, time and connections to move the foundation and campus forward, but she and her family transformed cardiac care in the region through several large and impactful gifts. Today, the VCU Health Pauley Heart Center is a national leader in so many areas of cardiac care because of Dorothy and her husband Stan’s foresight and generosity.”

A 1974 graduate of the VCU College of Humanities and Sciences, Pauley approached everyone with kindness and grace. She sought to give back to her community and make Richmond a better place.

Alice Goodwin served on the MCV Foundation board with Pauley. Alice enjoyed her time on the board with Dorothy and recalled her as a dedicated public servant who never missed a board meeting. “She was such a fine woman and very astute,” Goodwin said. “She was so engaged in anything related to MCV and was devoted to the cause. Dorothy was a lovely person, and I always enjoyed serving with her and hoped to sit next to her during meetings.”

In 2006, Pauley and her husband Stanley made a \$5 million gift to VCU Health’s heart center to support research initiatives and comprehensive educational programs. In recognition of the gift, the center was named VCU Health Pauley Heart Center. They also supported the MCV Campus through the Pauley Family Foundation, which made multiple gifts over the course of seven years, totaling \$19 million to help recruit the heart center’s director, Greg Hundley, M.D., and five new research faculty members, along with startup funds for research staff, lab costs and equipment. This support also created new research programs in cardiovascular disease prevention, women’s cardiovascular health and congenital heart disease.

Pauley’s and her family’s devotion to advancing medical research and patient care extends to VCU Massey Cancer Center. Over the years, the family has contributed about \$160,000 to advance critical research conducted by various Massey physician-scientists.

The Pauleys’ legacy will live on for years. The family gave generously to improve the community, especially in regard to health. They will both be missed. ■

The MCV Campus lost a stalwart friend and ally in March when E. Morgan Massey passed away at age 94.

With his family, Massey helped create an inspiring network of support for VCU Massey Cancer Center's fundraising efforts, research and care.

"We are immensely thankful for the many lives and communities that Morgan's leadership and generosity have touched through Massey," said Robert Winn, M.D., director of VCU Massey Cancer Center. "His enthusiasm and strategic thinking came at a critical moment for continuing to strengthen the excellence of care and research we are able to provide to the community."

In 1987, Massey was a founding member of the Massey Advisory Board and served as chair 1993-95 and 1998-99. In 2000, Massey and William E. Massey Jr. stepped into leadership roles as the cancer center launched the ambitious Campaign for Massey. Serving as honorary chairman and co-chairman, respectively, the two partnered with fellow co-chairs Peter W. Brown, M.D., and Matthew G. Thompson and various community leaders, including Becky Massey, to raise more than \$70 million, once again expanding the cancer center's footprint. In 2006, Morgan Massey began his role as an emeritus board member.

His leadership truly shaped the cancer center of today. During his tenure as chair, the board launched the Women & Wellness Luncheon and laid the foundation of the early years of Massey Club. Both fundraising programs continue to make an instrumental impact on today's Massey Cancer Center development efforts.

"Morgan Massey truly created the vision and framework for Massey's success with community fundraising," said Adrienne Maxwell, a longtime volunteer and supporter who served on the Massey Advisory Board and helped form the Women & Wellness Luncheon. "He helped start and build the Massey Club, which for nearly 30 years has laid the groundwork for raising the cancer center's profile in the community and ensuring companies and individuals felt inspired to support the mission."

In addition to Massey's long-standing commitment to cancer research and care, he and his late wife Joan were committed to many areas of VCU. They established the Joan Massey Endowed Chair to help recruit a top clinician to the VCU Health Parkinson's and Movement Disorders Center (PMDC) and the couple avidly supported clinical and translational research at the PMDC. Morgan was also a founding trustee of the School of Engineering Foundation Board and served as a strong connector to engineering students with business leaders in the community.

Massey's legacy of service continues within his family and offers a beacon of hope for cancer research efforts and patients on the MCV Campus and beyond. ■



E. Morgan
Massey

KINDNESS IN BLOOM

As a medical student, Eleanor Love often showed up after weddings and other events intent on bringing a second life to floral arrangements. She would upcycle them into bouquets she could use to bring cheer to patients at VCU Health.

“We may not ever meet the patients who receive our bouquets,” said Love. “But we are making an impact on their quality of life.”

Her kindness and thoughtful approach garnered national media attention, including from *NBC Nightly News* and *The Washington Post*. The project’s volunteers have made more than 500 individual bouquets for patients at VCU Medical Center since 2019.

Love graduated in May, but her idea has taken root. The Simple Sunflower program has grown to include a fresh crop of volunteers dedicated to the vision.

