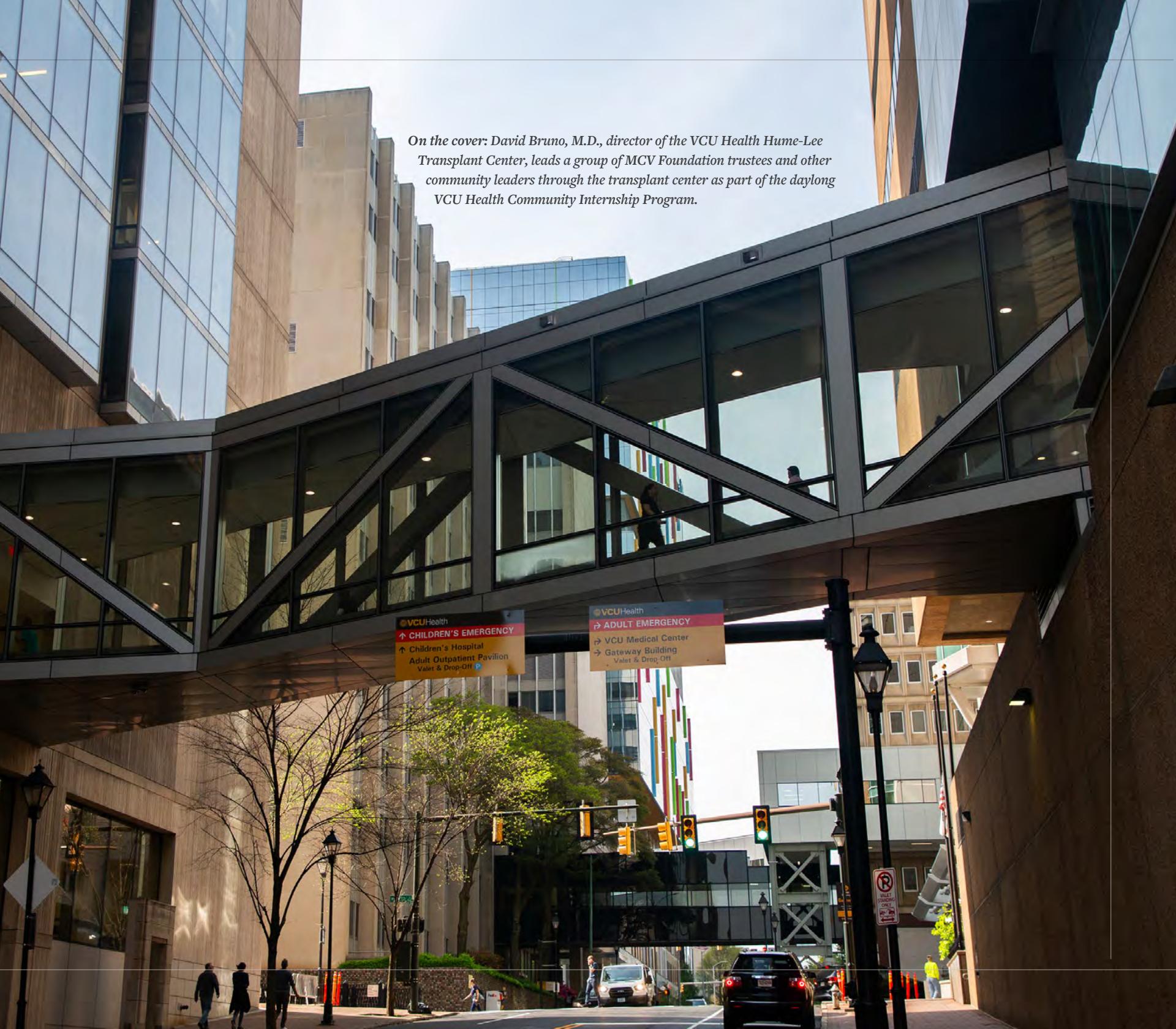




MCV Foundation
 **VCU Health**™

2025 IMPACT REPORT

A Key Philanthropic Partner



On the cover: David Bruno, M.D., director of the VCU Health Hume-Lee Transplant Center, leads a group of MCV Foundation trustees and other community leaders through the transplant center as part of the daylong VCU Health Community Internship Program.

VCUHealth
↑ CHILDREN'S EMERGENCY
↑ Children's Hospital
Adult Outpatient Pavilion
Valet & Drop-Off

VCUHealth
→ ADULT EMERGENCY
→ VCU Medical Center
→ Gateway Building
• Valet & Drop-Off

Impact

MCV Foundation
 VCU Health™

The MCV Foundation supports and fosters VCU Health and VCU Health Sciences through philanthropy, stewardship, innovation, communications and collaboration.

This work is a cornerstone of the MCV Campus that helps VCU Health and VCU Health Sciences educate the next generation of health care leaders, uncover lifesaving treatments and cures, and provide the best possible care for all who need it.

The MCV Foundation is an independent 501(c)(3) organization that manages more than \$1 billion in total assets through more than 2,000 funds supporting five health sciences schools, a health sciences college, a comprehensive cancer center, and an academic medical center with satellite locations across the region.

This report highlights some of the cumulative impact the MCV Foundation provides for its partners.

An Independent Foundation is an Invaluable Asset



As an independent 501(c)(3) organization, the MCV Foundation is uniquely positioned to support VCU Health, VCU Health Sciences and the entire university in important ways. The foundation's independence enables it to:

- Protect private funds from state budget cuts.
- Better manage risks and rewards in investment programs.
- Easily accept and sell real property donations.

- Serve as a trusted partner for external funders, stewarding grants from foundations that require an independent 501(c)(3) recipient.
- Ensure funds are spent as donors have directed.
- Ensure continuity of financial stewardship.
- Provide flexibility in spending for special events, faculty recruitment and other initiatives.
- Expedite expenditures when timely access to resources is critical.
- Assist with financing capital projects.

An Inspired and Community-Connected Board



The MCV Foundation Board of Trustees includes individuals with varying, diverse and complementary professional expertise who work together to enhance the current and future impact of VCU Health and VCU Health Sciences.

- Board member expertise positions the foundation as a trusted and credible fiduciary partner.
- Generous philanthropic support from board members has led to millions of dollars in support of endowed chairs and professorships, research funds, scholarships and capital projects.
- Drawing on their relationships throughout the community, board members help build a pipeline of prospective donors for the MCV Campus.
- Many former board members remain engaged through the foundation's Leadership Council and continue their roles as VCU Health Sciences and VCU Health ambassadors in the community.



Financial Stewardship

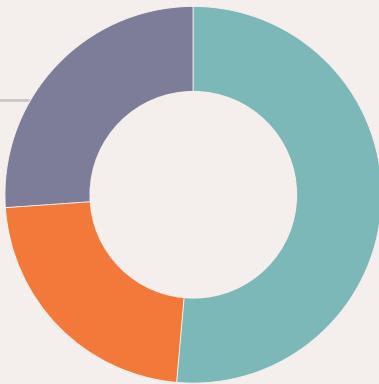
FUND MANAGEMENT BY THE NUMBERS

FY2025 Endowment Overview (As of June 30, 2025)

ENDOWMENT DISBURSEMENTS

By program service area as of June 30, 2025

●	FACULTY SALARIES & SUPPORT	51.5 %
●	SCHOLARSHIPS & AWARDS	22.4 %
●	EDUCATION, RESEARCH & GENERAL	26.1 %



ENDOWMENT PAYOUT AVAILABLE BY FISCAL YEAR

The chart below illustrates the increasing impact on campus through endowment distributions.





FUND MANAGEMENT (CONTINUED)

564

ENDOWED SCHOLARSHIPS
& STUDENT SUPPORT FUNDS

227

ENDOWED FACULTY
SUPPORT FUNDS

2,074

TOTAL NUMBER OF
FUNDS MANAGED

\$1
billion

TOTAL FOUNDATION ASSETS

12.1%

5-YEAR AVERAGE
ENDOWMENT RETURN

\$903
million

ENDOWMENT MARKET VALUE

Fiscal Year 2025 was defined by resilient growth, policy shifts, trade uncertainty and a late-year rotation back into risk assets, underscoring both the challenges and opportunities in navigating volatile markets. Outperformance from the portfolio's global equity managers more than offset underperformance from other asset classes.

MCV FOUNDATION TRAILING PERFORMANCE

ANNUALIZED RETURNS	1 YEAR	3 YEARS	5 YEARS	10 YEARS
MCV FOUNDATION INVESTMENT PORTFOLIO (NET OF FEES)	11.2%	9.8%	12.1%	9%
CUSTOM BLENDED BENCHMARK	10.6%	9.4%	11.1%	8.3%

This table compares the foundation's return with the blended benchmark return for the one-year and trailing annualized periods for the fiscal year ending June 30, 2025.

Financial Stewardship

The MCV Foundation works with more than 400 fiscal administrators and development officers across VCU Health and VCU Health Sciences, helping deans, directors, research teams and care providers utilize philanthropic funds based on donor designations.

The foundation's finance team continues to improve and refine financial systems and business processes to facilitate transparency and increase the speed and accuracy of financial data provided to donors and institutional staff.

FINANCIAL EFFICIENCY

This year, in a landmark achievement, MCV Foundation became just the second nonprofit foundation nationwide to transition its financial operations to SAP — an industry leader in cloud-based financial management software. This achievement is another example of how the foundation is leading its peers in financial management and strengthening its position well into the future at the forefront of financial stewardship, transparency, efficiency and accountability.

A leader among its peers to transition software to SAP

2nd in the nation

The team also works closely with external investment firms to manage current use and endowment funds. As a result, the foundation's investment returns consistently rank in the top quartile nationally and outpace benchmarks. This strong financial performance strengthens the power and impact of donor contributions and grows the spending power of funds held on behalf of VCU Health and VCU Health Sciences.



Grant Administration

ENSURING ACCESS TO ALL OPPORTUNITIES

ACCEPTING GRANTS

In many cases, corporate and other philanthropic foundations will only award grant funds to independent 501(c)(3) organizations. When these grants are available but not suitable for the Office of Sponsored Programs to accept, the MCV Foundation accepts and administers them on behalf of MCV Campus partners.

The MCV Foundation works with researchers, campus leaders and donor organizations to craft and negotiate gift agreements that align with donor intentions and legal requirements of all parties.

In FY2025, the MCV Foundation accepted more than 20 grant awards on behalf of the university, totaling more than \$24 million.

Robert A. Winn Excellence in Clinical Trials Award Program

The MCV Foundation is playing a critical role in retaining, stewarding and supporting the Robert A. Winn Excellence in Clinical Trials Award Program, which is a national program created to transform the clinical research landscape by increasing racial, ethnic, socioeconomic and geographic diversity in clinical trials.

In FY2023, the MCV Foundation helped establish a partnership between VCU and the Bristol Myers Squibb Foundation, which also involved the American Association for Cancer Research, Amgen Foundation and Gilead Sciences Inc.

The program began at another university with \$122 million planned over five years to fund 250 career development awards for faculty researchers in academic medical centers throughout the country, including at VCU, and providing a summer program funding 250 medical students receiving the Winn Pipeline Award.



When administration of the grant was moved to the MCV Foundation in FY2023, \$70 million was repledged to the foundation.

Through careful and deliberate stewardship of the grant, the MCV Foundation hopes to extend this partnership and program in the years to come.



ROBERT A. WINN
EXCELLENCE
IN CLINICAL TRIALS
AWARD PROGRAM
Established by the Bristol Myers Squibb Foundation



Scholarship Administration

LETTIE PATE WHITEHEAD FOUNDATION

The MCV Foundation accepts and distributes funding as well as manages all applications and selection responsibilities for the Lettie Pate Whitehead Foundation Scholarship. It is the university's largest scholarship program, providing hundreds of thousands of dollars each year to attract and train future nurses at the VCU School of Nursing.

Since the MCV Foundation began administering the scholarship in 2021:

- Donor stewardship activities have expanded.
- Annual contributions from the Lettie Pate Whitehead Foundation have grown from \$655,000 to \$886,500.
- 623 scholarships have been awarded to 423 students.



MCV ALUMNI ASSOCIATION

The MCVAA dissolved and became part of VCU Alumni in 2021. During that process, the MCV Foundation helped the association transfer funds totaling \$2.3 million for the benefit of the MCV Campus. The foundation began administration of two scholarship programs in support of all VCU Health Sciences schools and a fund in support of MCV Campus reunions.

In FY2025, six students benefited from the MCV Alumni Association Scholarship program.

ST. PHILIP SCHOOL OF NURSING

The St. Philip School of Nursing opened in 1920 to prepare and educate African American nurses in Richmond. The school closed in 1962 when classes were integrated into the School of Nursing at the Medical College of Virginia.

The St. Philip School of Nursing Alumnae Scholarship was created in 1990 to memorialize the school's 791 graduates. This endowment is a continuing reminder of the ideals and achievements of the school.

Since the MCV Foundation began administering the scholarship in 2022, students have continued to receive nursing scholarships each year. In FY2025, five students benefited from the scholarship program's support.



SCHOLARSHIP ADMINISTRATION (CONTINUED)

\$4 MILLION CONTINUES TO MAKE AN IMPACT

In addition to administering scholarships, the MCV Foundation has made a commitment to support student recruitment and retention goals across the MCV Campus by providing funding for scholarships. In 2022, responding to a request from deans, the foundation announced it would award up to \$4 million over four years to help attract and retain the best students dedicated to improving health care access locally, nationally and around the globe.

**4 SCHOOLS AND 1 COLLEGE WILL TRAIN HIGHLY QUALIFIED,
UNDERREPRESENTED STUDENTS**

**\$4
million**

**TO ATTRACT, TRAIN AND GRADUATE
STUDENTS INTERESTED IN TREATING
DIVERSE POPULATIONS**

**BREAKDOWN OF SCHOLARSHIP
AWARDS BY SCHOOL OR COLLEGE
(\$1M PER YEAR)**



**# OF SCHOLARSHIP STUDENTS
BY SCHOOL OR COLLEGE**

COLLEGE OF HEALTH PROFESSIONS

SCHOOL OF DENTISTRY

SCHOOL OF MEDICINE

SCHOOL OF NURSING

SCHOOL OF PHARMACY



MCV Foundation Grants Program

The MCV Foundation accepts proposals and awards grants that enhance fundraising activities and support programs for its MCV Campus partners. These grants support initiatives that will benefit from one-time funding, and they encourage additional philanthropic support. Recent grant awards have supported capital projects, new and high-priority initiatives, and funding to match donor contributions to endowed funds.

Recent grants have supported:

- VCU Health Medical-Legal Partnership
- VCU Health Pauley Heart Center
- VCU College of Health Professions Building Campaign
- VCU School of Pharmacy Heritage Trail
- Sheltering Arms Institute Capital Campaign
- The Doorways Capital Campaign
- VCU School of Nursing Clinical Scholars Program

In FY2025, grants supported:

UNLOCKING POTENTIAL: VCU's Campaign for the Future \$1.5 million over three years

The MCV Foundation is supporting the largest comprehensive fundraising campaign in VCU and VCU Health's history.

Funding will support:

- Marketing and communications
- Events and travel for VCU leadership
- Creative assets, including websites, case statements and videos



PROJECT GABRIEL

\$111,350

The MCV Foundation is providing support for Project Gabriel: VCU President's Special Commission on Slavery and Justice. President Michael Rao convened the group in 2023 to develop recommendations in response to Virginia's Enslaved Ancestors College Access Scholarship and Memorial Program legislation, which instructed the state's five oldest colleges and universities to:

- Research their historic involvement with slavery,
- Identify and memorialize the enslaved individuals who were forced to perform labor for those institutions, and
- Provide a tangible benefit for individuals or communities with connections to enslaved labor to break cycles of poverty.

Funding will support a portion of the project director's salary and benefits as well as other project personnel costs.





Event Sponsorships and Other Campus Support

The MCV Foundation supports events and campus programming throughout the year to help our university and community partners fundraise, engage, educate and complete key initiatives.

Some of the FY2025 sponsorships and other support included:

- VCU Health Access, Support and Assistance Program (ASAP)
- MCV Campus Reunion Weekend
- VCU CHP Department of Health Admin 75th Anniversary
- VCU Massey Comprehensive Cancer Center 50th Anniversary Gala
- VCU School of Dentistry – Trailblazer Awards Brunch
- VCU School of Pharmacy – Galen Society Dinner
- The Doorways – SAVOR event
- VCU Massey Comprehensive Cancer Center – Women and Wellness
- VCU Alumni Council – VCU Alumni Stars
- CrossOver Ministries – Compassionate Care Awards
- VCU Athletics
- VCU Athletics – BoostHER Classic Golf Tournament
- VCU Health – Dogs on Call
- Power Over Parkinson's golf tournament



VCU HEALTH ACCESS, SUPPORT AND ASSISTANCE PROGRAM (ASAP)

Since 2009, the MCV Foundation has been one of three supporters of ASAP, which began with a single nurse, Denise Lynch, and is now staffed by five nursing professionals.



The program has helped countless VCU Health patients navigate the health system to connect them with treatments, providers and healing. The MCV Foundation continues to support ASAP and is committed to its future success.



Building a Pipeline of Supporters

DISCOVERY SERIES

The MCV Foundation launched the Discovery Series in 2013 as an outreach program to increase the visibility of the outstanding medical research, patient care and education that happen every day on the MCV Campus. The series began in Williamsburg and has since expanded to Richmond.

These events build awareness among strategic new audiences and offer connections between VCU Health and important communities. As a result, hundreds of individuals who otherwise would not have known about the leading programs and research on campus have chosen to become patients, donors or passionate ambassadors for the academic health system.

Those who contribute \$1,000 or more annually are members of the foundation's Discovery Society, which is highlighted on page 18.





DISCOVERY ALLIANCE

The MCV Foundation launched the Discovery Alliance in 2022 as a companion to the very successful Discovery Series program. The Discovery Alliance raises the visibility and awareness of VCU Health among a new and developing constituent group in Williamsburg. It offers an annual event in the fall with a panel of VCU Health physicians, faculty and researchers that highlights several of the university and health system's areas of excellence. This program's audience reach in Williamsburg is expected to grow, and additional events will be added as demand and interest expand.



HEALTH IN HISTORY

The MCV Foundation partners with the Virginia Museum of History & Culture to host annual programs that explore significant medical milestones in history. These events introduce VCU Health to audiences that could be interested in or benefit from the health system's mission.

The most recent event was held June 18. The Hon. Danny T. K. Avula, M.D., M.P.H. — an MCV Foundation trustee, mayor of the City of Richmond and VCU School of Medicine alum — moderated a discussion with Christian Di Spigna, author of "Founding Martyr." Di Spigna delivered a lecture on Dr. Joseph Warren, an early physician and military leader during the American Revolution.



WILLIAMSBURG LANDING

The Williamsburg Landing Series is a spin-off of the Discovery Series program. This event is for residents of Williamsburg Landing, a premier community serving the greater Williamsburg area. Many residents are members of the Discovery Society. Three programs are scheduled each year with one VCU Health physician or researcher discussing a single topic. Recent presentations have included orthopaedic surgery, cardiology, stroke, movement disorders and geriatrics.





TRUSTEE-HOSTED RECEPTIONS

MCV Foundation trustees regularly host receptions to connect friends and colleagues with VCU Health leaders to promote the clinical care available at the health system. Through the trustees' hospitality at these events over the last five years, hundreds of new potential patients and donors have been introduced to VCU Health leaders and clinical programs.

WOMEN'S HEALTH TEA

To build membership and connect with members of the Discovery Society who are interested in women's health topics, the MCV Foundation hosted the inaugural Women's Health Lunch in Williamsburg in June 2019. Now presented as an annual afternoon tea, the event focuses on women's health topics such as cardiac disease, breast cancer and stroke.



Fundraising

The MCV Foundation leads various fundraising initiatives and works with its trustees to connect potential donors and friends with campus projects and areas of impact they may be interested in supporting. The team works closely with gift officers across the MCV Campus to identify and connect with stakeholders, develop and execute cultivation and solicitation strategies, draft and negotiate gift agreements, and steward donors and their gifts.

DISCOVERY SOCIETY

The Discovery Society was established in 2015 to recognize donors who contribute \$1,000 or more annually in support of any school, unit or program on the MCV Campus.

Membership has increased each year and now totals more than 350.



Since 2015, Discovery Society members have contributed more than

\$14.5 million

The MCV Foundation initiates or assists with special fundraising projects at the request of and in collaboration with MCV Campus leadership. Recent efforts for which the foundation provided assistance or leadership in FY2025 are described below.



WILLIAM TALIAFERRO THOMPSON JR., M.D., CHAIR IN PULMONARY MEDICINE

The MCV Foundation led efforts in FY2025 to honor beloved physician and mentor William Taliaferro Thompson Jr., M.D., by elevating the VCU School of Medicine professorship named for him to an endowed chair. Dr. Thompson, who died in 2002, earned his medical degree from MCV in 1938. He served as the William Branch Porter Professor of Medicine and chair of the Department of Medicine from 1959 until he retired in 1973.



WOMEN'S HEALTH PROFESSORSHIP

To help advance women's health research and education, the MCV Foundation led efforts to establish the Women's Health Professorship at the VCU School of Medicine. Funding for the professorship will support the director of the VCU Institute for Women's Health.

Planning, fundraising and development of supporting collateral began in FY2024, with special events and the majority of outreach and fundraising completed in FY2025.



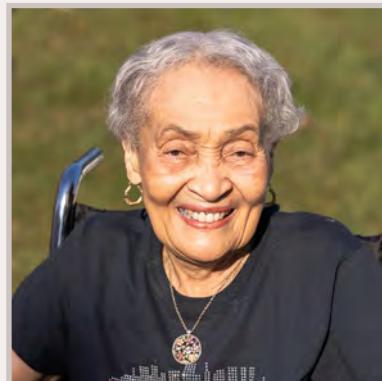
FLORENCE NEAL COOPER SMITH PROFESSORSHIP

Florence Neal Cooper Smith has been fighting to end sickle cell disease for more than 40 years. For many years, the MCV Foundation has helped raise money for an endowed professorship named in her honor.

Funding for the professorship supports aggressive, cutting-edge research to improve care for patients who suffer from the disease. To date, the foundation has helped raise more than \$540,000. In FY2025, the Virginia General Assembly approved \$500,000 to establish the Florence Neal Cooper Smith Sickle Cell Research Endowment Fund to supporting medical and biomedical sickle cell disease research.

In May 2014, Dr. Wally R. Smith, a nationally recognized expert in sickle cell disease, was named the inaugural holder of the professorship, which is the first such professorship to be named for an African American woman in the U.S.

The foundation hosts events, develops videos and feature articles, builds awareness via social media and advertising, and supports independent fundraising events for the professorship.



Total raised to date:
\$540,000

FINDING A CURE TOGETHER 4
SICKLE CELL



FLORENCE NEAL COOPER SMITH

5K

WALK 4 SICKLE CELL



Planned Giving Marketing and Administration

The MCV Foundation provides all funding and creative support for MCV Campus planned giving outreach. In FY2025, these materials included 13 direct mail and email communications distributed to specific campuswide audiences. In addition, nine direct school- and clinical-focused mail pieces were developed and distributed for partners, including VCU Health Pauley Heart Center, VCU Massey Comprehensive Cancer Center, and the schools of Medicine, Dentistry and Pharmacy.

- The MCV Foundation manages all documentation, administration, financial stewardship and donor stewardship for MCV Campus planned gifts and planned giving donors.
- **Total new documented planned gifts for FY2025: \$28.7M**
- **Total realized planned gifts for FY2025: \$534,000**



Planned Giving

Virginia Commonwealth
VCU School of Medicine
111 North Fourth Street
Box 842039
Richmond, Virginia 23298

MCV Foundation
VCUHealth

SUPPORT THE VCU SCHOOL OF MEDICINE FOR GENERATIONS TO COME.

Planned Giving

MCV Foundation
VCUHealth

SUPPORT THE VCU SCHOOL OF PHARMACY FOR GENERATIONS TO COME.

Planned Giving

MCV Foundation
VCUHealth

A Wise and Wonderful Way to Give

With just one transaction, you can make a gift that provides long-term support to the MCV Campus, reduces your taxable income and satisfies any required minimum distribution (RMD) from your IRA.

SIMPLE STEPS FOR A BIG IMPACT

You must be at least 70½ years old at the time of the gift, and transfers must be made directly from a traditional IRA account by your IRA administrator to the MCV Foundation.

Contact your plan administrator to learn their process and to provide them with information for the MCV Foundation.

Gift up to \$10K,000 per taxpayer from your IRA in 2025, lowering your gross income for federal income tax purposes and your IRS Form 1040. Your gift also counts toward the RMD you may have (starts at age 73).

Consider making the MCV Foundation a beneficiary of your IRA – an easy way to create a meaningful legacy for the future without affecting your current assets or cash flow.

enables a successful practice.

www.mcvfoundation.org/ways-to-give/planned-giving/professional-control

804.898.2200 | plannedgiving@mcv.org

Creative Development Services

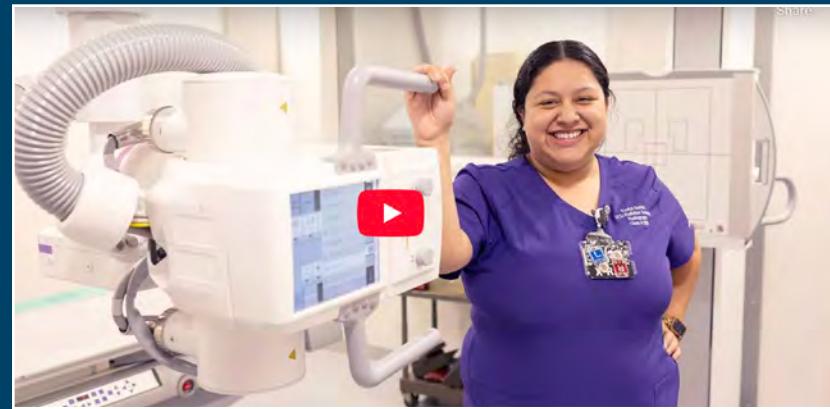
In 2021, the MCV Foundation established its Creative Development Services program, which provides units across campus access to video production, photography, storytelling, design and strategic advertising. These services are reserved for donor stewardship and fundraising projects, and they fill gaps where unit communications and development offices do not have resources and/or capacity to implement their donor-facing outreach.

FY2025 multimedia projects: 15 (33 creative assets delivered)

- Solicitation projects: 11
- Stewardship projects: 4

FY2025 Creative Development Services projects helped partners across campus raise:

\$5 million+





Development professionals from across campus utilized Creative Development Services projects in FY2025 for their fundraising and stewardship initiatives.

The majority of the \$5 million+ counted was from a stewardship project. The foundation created a video the year prior highlighting several scholarship recipients, and that video was shown directly to the donors of that scholarship program to illustrate and bring to life some of their impact. The donors committed to an additional \$5 million after seeing the video.

OUR SCHOOL IS PROFOUNDLY IMPACTING RICHMOND AND BEYOND

Our National Public Health Week events highlighted the impact of public health on the health of all Virginians and beyond.

NATIONAL PUBLIC HEALTH WEEK

Our National Public Health Week events highlighted the impact of public health on the health of all Virginians and beyond.

NATIONAL PUBLIC HEALTH ENDEAVORS

Emerging new and exciting health challenges.

EXCELLING IN RESEARCH

Our faculty and students are leading investigations on HIV and other diseases, and on the social determinants of health challenges.

DEVELOPING PUBLIC HEALTH LEADERS

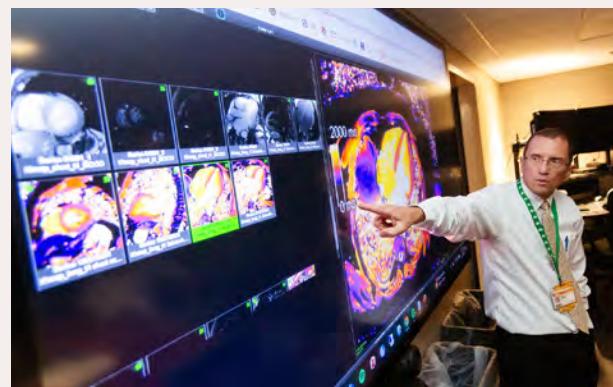
Our students are leading the way in public health education and research.

Donor Stewardship

The MCV Foundation plans and manages stewardship programs that are essential to keeping donors informed, thanked for their incredible contributions, and connected to the academic health system.

COMMUNITY INTERNSHIP PROGRAM

The VCU Health Community Internship Program is an educational experience for community leaders, board members and potential supporters that provides a comprehensive understanding of VCU Health operations and its role in the community. The day-long program, led by the MCV Foundation, offers a behind-the-scenes look at cutting-edge research, advanced technology and patient care, fostering informed community engagement and support for the health system.





DONOR STEWARDSHIP (CONTINUED)

THE MCV SOCIETY

The MCV Society includes alumni and friends who have provided for the future of the MCV Campus by establishing life income gifts or including the foundation in their estate plans.

MCV Society members remain engaged throughout the year through MCV Foundation special events, programs and subscriptions to MCV Foundation publications.



The MCV Foundation hosts the annual MCV Society Reception for donors who have made provisions in their estate plans to support VCU Health Sciences and VCU Health.



Total Expectancies:
\$117 million+

DISCOVERY SOCIETY RECEPTION

More than 150 of the MCV Foundation's close friends met with 20 leading physicians and researchers from VCU Health this April for the third annual Discovery Society Reception in Williamsburg.

The event celebrates the society's impact on health care, research and education. The Discovery Society unites people from the greater Williamsburg area who share a common goal of saving and improving lives through philanthropy at VCU Health.



Endowed Scholarship Brunch

The MCV Foundation hosts hundreds of scholarship donors, recipients, family members, faculty and leaders from across campus each year at the MCV Campus Endowed Scholarship Brunch.

This annual stewardship event is one of the foundation's most inspiring because it connects generous donors with motivated, hardworking, grateful scholarship recipients.





564

*Endowed scholarships and
student support funds*

\$9.6
million

*Provided for endowed and
current-use scholarships in
2024-2025 academic year*



MCV Foundation Annual Awards Dinner

Each year, the MCV Foundation celebrates exceptional philanthropy, service and stewardship by recognizing individuals, groups or organizations who have left indelible marks across VCU Health Sciences and VCU Health.





These awards recognize deserving administrators, faculty, staff and volunteers for their relentless fundraising pursuits and broad impact that uplift and support patient care, research and education in our community and beyond.

2025 recipients

Dolly Hintz

MICHAEL B. DOWDY AWARD

Stephen L. Kates, M.D.

W. ROBERT IRBY, M.D., AWARD

Susan G. Kornstein, M.D.

JEROME F. STRAUSS III AWARD

George W. Burke III, M.D.

DR. EUGENE P. TRANI AWARD



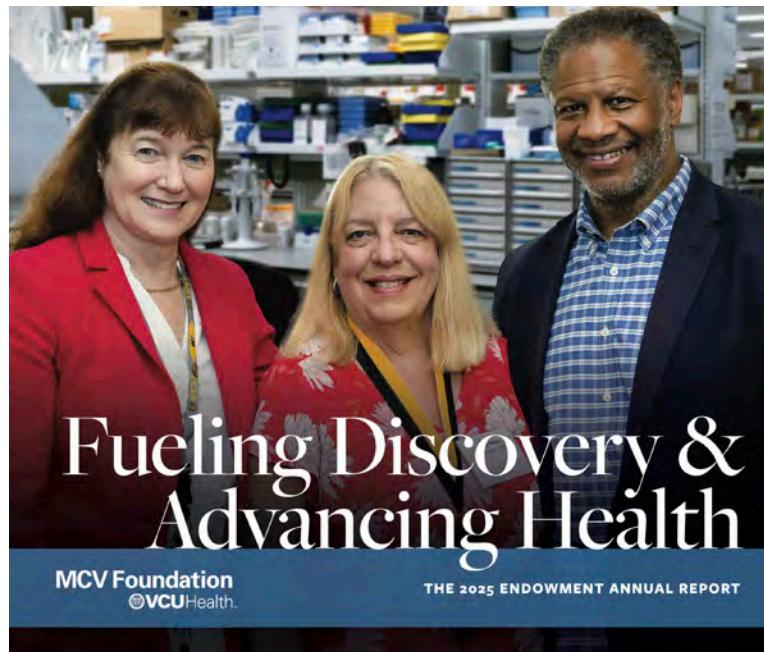
Keeping Donors Informed

CHRONICLE OF GIVING

- Highlighting donors and their impact on patient care, research and education across campus.
- Distributed to 50,000+ households twice per year.
- This is the only publication that covers VCU Health Sciences and VCU Health as a complete and distinct entity.

ENDOWMENT REPORTS

- Each year, the MCV Foundation prepares and distributes 1,200+ personalized endowment reports for individual funds across campus.
- With the individualized endowment reports, a publication is distributed highlighting newly endowed funds and the MCV Foundation's overall endowment performance.



Reputation Building

The MCV Foundation plans, designs and places multiple advertising campaigns and magazines each year that build and fortify VCU Health's reputation among Central Virginia communities and key targeted audiences.

NEXT MAGAZINE

- Promotes the innovative research, patient care and health equity initiatives at VCU Health.
- Distributed to 13,000+ donors, lawmakers, community leaders and medical school deans twice per year.
- The only research magazine that covers VCU Health Sciences and VCU Health as a complete and distinct entity.

ADVERTISING

- Advertising appears in print, radio, digital and other channels, including the *Richmond Times-Dispatch*, *Virginia Business*, *Richmond magazine*, VPM/NPR and Pandora Radio.



Scholarships Shape Tomorrow's Top Docs

A Richmond EMT and VCU Medical Center Emergency Department staff member for more than a decade, Charles Payne says that responding to calls all over the city provided him an invaluable education in humanity. "Now, he's using those lessons to embark on the next leg of his life's journey — pursuing his medical degree at the VCU School of Medicine.

He is the first member of his family to graduate college and now having a scholarship — after so many years serving the region as a first responder — means he and his wife can now a family without lingering debt.

You can be part of creating the Top Docs of tomorrow. Learn more at MCVFoundation.org/TopDocs.

MCV Foundation  VCU Health



75 Years of Philanthropy

MCV Foundation

Health. The greatest gift for all.

Good health can mean more time with the people you care about most. Ken Powell credits the top heart center in Virginia — VCU Health Pauley Heart Center — with giving him that time. Philanthropy fuels lifesaving care and research. For our families. For our community. Today and in the Future.

Support your health care passion. Learn more.  MCV Foundation  VCU Health



Health. The greatest gift for all.

For too long, medical researchers missed half of the equation: Women. Just 30 years ago, women were excluded from clinical trials, data about men was presented to hold true for everyone, and neither textbooks nor clinical practice guidelines contained women-specific information beyond the reproductive system.

To help foster equity in research and improve the health of women throughout their lives, please support the Women's Health Professorship at the VCU School of Medicine.

Support your health care passion. Learn more.  MCV Foundation  VCU Health

Health. The greatest gift for all.

VCU Health is home to some of the most accomplished physicians, care providers and researchers in the world. Among them is Dr. Stephen Kates, who developed a patient-centered approach to treating pediatric fractures that is now followed around the globe.

Philanthropy helps ensure that experts — and the care they provide — are available to you, your family and your community whenever you need them. Right here in Central Virginia.

Support health care in your community. Learn more.  MCV Foundation  VCU Health



next
The Future of Discovery at VCU Health
Winter 2025

Breathe Easier

Lung Transplant Returns to VCU Health

health

We believe in educating the next generation of health care leaders, uncovering lifesaving treatments and cures, and providing the best possible care for all who need it.

To help accomplish these goals, the MCV Foundation supports and fosters VCU Health and VCU Health Sciences through philanthropy, stewardship, innovation, communications and collaboration.

In doing so, the foundation is working to be the most impactful academic health foundation improving health throughout Virginia and around the world.

MCV Foundation
VCU Health™

HELPING TO SAVE AND IMPROVE LIVES SINCE 1949.





Medical College of Virginia Foundation
1021 East Cary Street, Suite 1100
Richmond, Virginia 23219

Health. The greatest gift for all.