



**VCU**  
School of Nursing



# Giving Matters

2017 VCU SCHOOL OF NURSING ANNUAL REPORT

*Creating collaboration. Advancing science. Impacting lives.*



Greetings alumni, friends and colleagues:

Grateful! That's the word that comes to my mind when I think about the consistent and genuine support our school has from our alumni, friends and colleagues. Your support has led to many accomplishments this past year. I am pleased we had several defining moments to strengthen our school and align us for continued success.

As you already know, VCU is in the midst of the multi-year *Make It Real* Campaign for VCU with a goal to raise \$750 million by 2020. The School of Nursing has its own goal of \$16 million. We surpassed our \$2 million annual goal by raising more than \$2.3 million in fiscal year 2017, bringing our campaign total to \$11.1 million. Our success is a reflection of your generosity. I'm proud to share that 92.3 percent of our faculty and staff also contributed to this effort — in fact we have had over 90 percent participation four years in a row, which illustrates the significant commitment our faculty and staff have for the school! With continued support, we hope to increase funding in each of our six funding priority areas: student scholarships, endowed professorships, Community Engagement, Nursing Research, the Clinical Scholars Program, and the Langston Center for Quality, Safety and Innovation.

We have had several highlights in this past year that you will read about in this report. One notable highlight is the partnership our Richmond Health and Wellness program established with UnitedHealthcare and FeedMore to provide meals to senior residents of

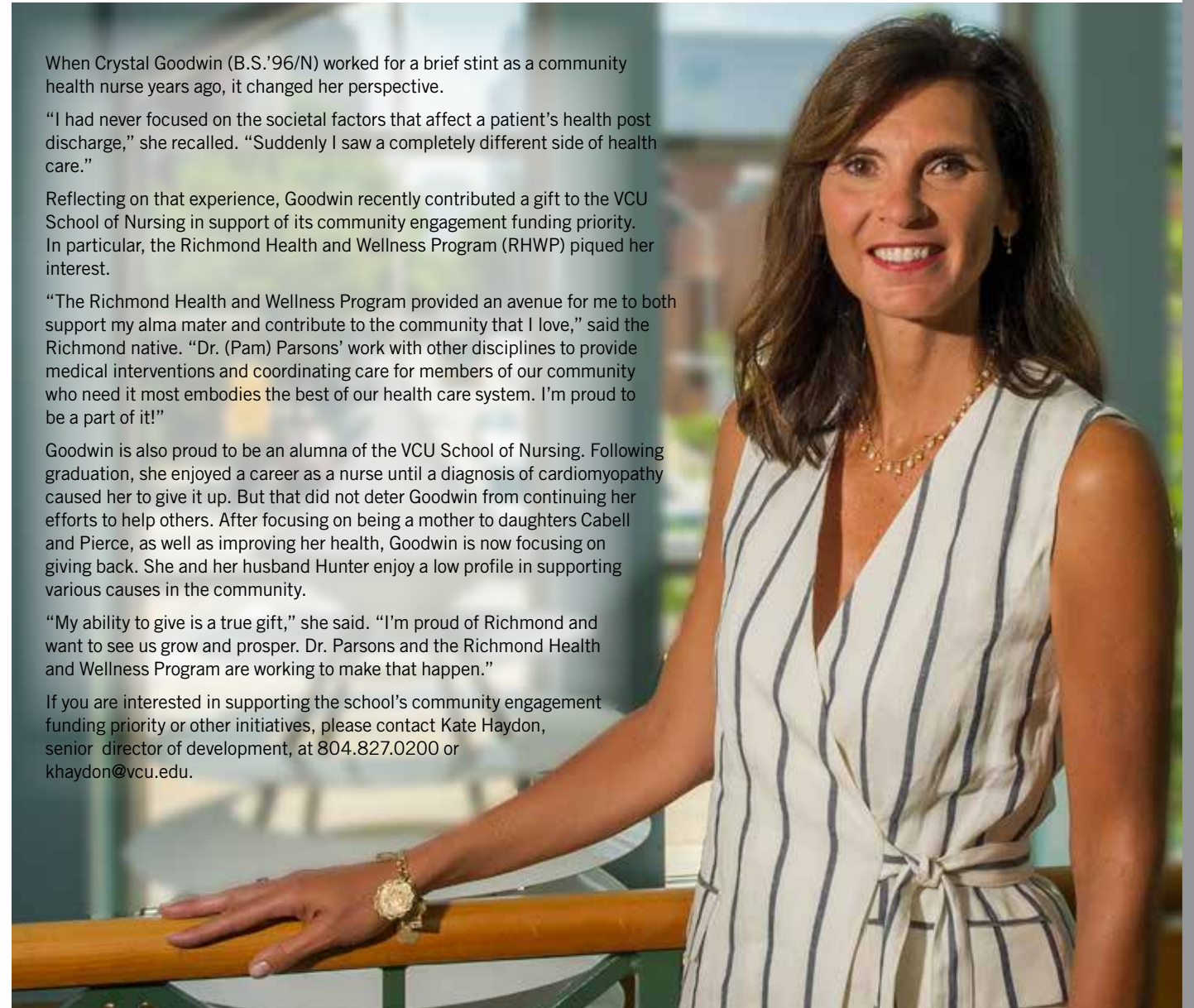
low-income housing in Richmond. This community engagement initiative aligns with the integrated care coordination and wellness services we already provide to the residents. Dr. Pam Parsons, (M.S.'83/N; Ph.D.'04/N), has been working on other collaborative efforts in the city's underserved areas to ensure our most vulnerable residents have access to quality health care.

Another notable accomplishment for our school was the development of a new mission, vision and values to guide our upcoming strategic planning process. We are proud to present the following guiding statements that will guide the work of our school for the future:

- **Mission:** We shape the future of nursing through the power of education, discovery and collaboration.
- **Vision:** VCU SON will be the destination for those committed to transforming health care.
- **Values:** Integrity | Compassion | Diversity | Innovation | Collaboration

Indeed, this annual report reflects our progress, but it also recognizes the impact of donors' gifts. I appreciate your being our partner each day as we make nursing real here at VCU.

Jean Giddens, Ph.D., RN, FAAN  
Dean and Professor  
Doris B. Yingling Endowed Chair



When Crystal Goodwin (B.S.'96/N) worked for a brief stint as a community health nurse years ago, it changed her perspective.

"I had never focused on the societal factors that affect a patient's health post discharge," she recalled. "Suddenly I saw a completely different side of health care."

Reflecting on that experience, Goodwin recently contributed a gift to the VCU School of Nursing in support of its community engagement funding priority. In particular, the Richmond Health and Wellness Program (RHWP) piqued her interest.

"The Richmond Health and Wellness Program provided an avenue for me to both support my alma mater and contribute to the community that I love," said the Richmond native. "Dr. (Pam) Parsons' work with other disciplines to provide medical interventions and coordinating care for members of our community who need it most embodies the best of our health care system. I'm proud to be a part of it!"

Goodwin is also proud to be an alumna of the VCU School of Nursing. Following graduation, she enjoyed a career as a nurse until a diagnosis of cardiomyopathy caused her to give it up. But that did not deter Goodwin from continuing her efforts to help others. After focusing on being a mother to daughters Cabell and Pierce, as well as improving her health, Goodwin is now focusing on giving back. She and her husband Hunter enjoy a low profile in supporting various causes in the community.

"My ability to give is a true gift," she said. "I'm proud of Richmond and want to see us grow and prosper. Dr. Parsons and the Richmond Health and Wellness Program are working to make that happen."

If you are interested in supporting the school's community engagement funding priority or other initiatives, please contact Kate Haydon, senior director of development, at 804.827.0200 or [khaydon@vcu.edu](mailto:khaydon@vcu.edu).

## Honor Roll of Donors

Gifts from alumni, friends, corporations and foundations provide the margin of excellence that makes our school outstanding. In addition to the annual fund, these gifts support student scholarships, community engagement, clinical scholars program, nursing research, faculty support funds, and the Langston Center for Quality, Safety and Innovation. The individuals listed reflect new gifts and pledges of \$100 and above made between July 1, 2016 and June 30, 2017.

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*"I gave because there's a financial need for students in a society where state and federal funding is decreasing. You give back to those things you love, and I love the School of Nursing."*

– **Delores D. Armstrong**  
Director of Finance and Human Resources



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*"I want my work to continue even when I am not able to do the work. Establishing an endowment to support faculty is an ideal way to see that my work endures."*

— Beth Rodgers, Ph.D., RN, FAAN  
Professor and Chair, Department of Adult Health and Nursing Systems  
Nursing Alumni Endowed Professor

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*"I was a U.S. Air Force Medic during the Vietnam War and had the opportunity to work with many nurses. I received scholarship assistance in high school and understand how important it is to students."*

– Thomas N.P. Johnson III



## STUDENT DONOR



*"As a recent graduate, I understand the financial struggles of students. I chose to give to make attending nursing school easier for another student."*

– Fatmata Jimmy, RN (B.S.'17/N)  
 Registered Nurse at Virginia Hospital Center  
 Co-Director, Traditional B.S. Class of 2017

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*The list of donors in this report includes gifts of \$100 or more received from July 1, 2016 through June 30, 2017. We have made every effort to ensure accuracy of this information. If your name was omitted or listed incorrectly, please accept our apologies and contact Kate Haydon in our development office at 804.827.0020.*

## DID YOU KNOW?

The VCU School of Nursing will celebrate its **125th** anniversary in fall 2018.

New Funds

During the 2017 fiscal year, the school added four new endowed funds and three new current funds to its portfolio. At this current time, these funds range in purpose to support student scholarships, community engagement, leadership and innovation, faculty support, and unrestricted needs. The donors who established these funds through outright gifts and bequests are:

- Mrs. Martha Booker (B.S.'67/N; Cert.'74/N)
- Dr. Barbara Brown (B.S.'70/N; Ph.D.'87/N)
- Mr. Robert Bullock and Mrs. Nancy Repass Bullock (B.S.'67/N)
- Ms. Ginger Edwards (B.S.'72/N; Cert.'75/N; M.S.'77/N)
- Mr. Steven Feierstein and Mrs. Lisa Feierstein (B.S.'78/N)
- Mrs. Crystal Goodwin (B.S.'93/N)
- Ms. Sherri Gretes (B.S.'75/N; Cert.'77/N)
- Dr. Beth Rodgers
- David P. Smalls Foundation
- Mr. Matthew Stover and Mrs. Lauren Stover



Memorial Gifts

Alumni and friends chose to remember the following individuals through memorial gifts during the 2017 fiscal year.

- |   |  |
|---|--|
| <p>The deceased members of the class of 1959</p> <ul style="list-style-type: none"> <li>Mrs. Dorothy Jackson Allen</li> <li>Dr. Lorna Mill Barrell</li> <li>Mr. John L. Booze</li> <li>Dr. Martha Borlick</li> <li>Ms. Meredith Deciusis</li> <li>Mrs. Emma Sanford Eaves</li> <li>Dr. Jeff Ericksen</li> <li>Ms. Helen Johnson Forman</li> <li>Ms. Anna Mae Fowler</li> <li>Dr. Lauren Goodloe</li> <li>Mrs. Gayle T. Gwaltney</li> <li>Ms. Katherine Hare</li> <li>Mr. Robert Hill</li> </ul> | <ul style="list-style-type: none"> <li>Mrs. Kenna B. Holt</li> <li>Mr. Edward McDermott</li> <li>Mrs. Evelyn Bernice Turner Moore</li> <li>Mrs. Mary Bernice Sawyer Ridley</li> <li>Mrs. Marian D. Shanahan</li> <li>Ms. JoAnne Spauls Smith</li> <li>Mrs. Mary Harell Spencer</li> <li>Mrs. Helen Cook Stiebel</li> <li>Mrs. Frances Warren Tack</li> <li>Mrs. Peggy Puryear Tanner</li> <li>Mrs. Lillian Patterson Thompson</li> <li>Mrs. Edith Brooks Wamsley</li> <li>Mrs. Joyce G. Watkins</li> <li>Mrs. Louise Lomax Winters</li> <li>Ms. Betty Anne West</li> </ul> |
|---|--|

Honor Gifts

Alumni and friends made gifts in honor of the following individuals during the 2017 fiscal year.

- |  |  |
|--|--|
| <p>Class of 2016</p> <ul style="list-style-type: none"> <li>Dr. Betsy A. Bampton</li> <li>Mrs. Emily Bennett</li> <li>Critical Care Nurses of VCU</li> <li>Ms. Judy B. Collins</li> <li>Mrs. Corinne F. Dorsey</li> <li>Dr. Gloria M. Francis</li> </ul> | <ul style="list-style-type: none"> <li>Ms. Lynn Hashemi</li> <li>Ms. Heather Jaros</li> <li>Dr. Jeanette Kissinger</li> <li>Mrs. Alicia McAllister</li> <li>Dr. Barbara Munjas,</li> <li>Dr. Jeanne Salyer</li> <li>Mr. Daniel M. Stone</li> </ul> |
|--|--|



Dr. Jean Giddens with Lisa and Steve Feierstein

The VCU School of Nursing launched a new lectureship this spring, the Feierstein Lecture, made possible by a fund established by alumna Lisa Feierstein, M.B.A., RN, (B.S.'78/N), and her husband Steve.

The Feierstein Leadership and Innovation Fund was created to support a lectureship series or other activities that propel nurses to influence health care through innovation, leadership and entrepreneurship by helping them to gain confidence and a broader vision of themselves as innovative change agents.

A registered nurse who went on to become a pioneer in her field, Feierstein is president and co-founder, along with her husband, of Active Healthcare, a premier

provider of medical equipment located in Raleigh, North Carolina.

The inaugural lecture, hosted by the school's Langston Center for Quality, Safety and Innovation, drew more than 150 students, faculty, alumni and other health care practitioners to hear the keynote speaker, Michael Bleich, Ph.D., RN, NEA-BC, FAAN, president and CEO of NursDynamics, LLC. Bleich presented on the topic "Galvanizing the Advancement of Nursing Image and Practice." A nationally recognized scholar and thought leader, he has held clinical, consultative, service, academic, and association leadership positions.

## Message from Senior Director of Development



Dear alumni, friends and colleagues:

As you read this 2017 School of Nursing annual report, you will see a celebration of our donors. We are honored to recognize those who bolster the school's vision of offering a transformative learning experience to extraordinary students with world-class professors, clinicians and researchers. Our benefactors embody the very definition of altruism, as they ensure that all of our students have the opportunity to develop themselves to their highest potential. Our benefactors are the very foundation of the exceptional work our faculty and students do in our community, for the benefit of the most vulnerable and underserved populations.

Because of your partnership and your support, the school remains a leader in nursing education. Your philanthropy endows scholarships, programs, lectureships and professorships. It strengthens our mission and enhances our learning spaces for our students.

I continue to be amazed and grateful for the exceptional work you make possible, for the collaborations you strengthen, and for your tremendous dedication to your School of Nursing. On behalf of our students, faculty and staff, thank you for all that you do.

Warmly,

A handwritten signature in black ink that reads "Kate".

Kate Haydon  
Senior Director of Development

## School of Nursing Funding Priorities



In 2016, VCU publicly launched the largest fundraising campaign in its history, the *Make It Real* Campaign. This campaign will fund six critical initiatives at the School of Nursing, and will touch every aspect of the school: students, alumni, faculty and staff, patients, caregivers, researchers, centers, and the community here in Richmond and beyond.

The School of Nursing's six funding priorities are:

- Clinical Scholars Program
- Community Engagement
- Endowed Professorships
- Langston Center for Quality, Safety and Innovation
- Nursing Research
- Student Scholarships

The School of Nursing has a \$16 million goal, of which over \$11 million has already been raised. The *Make It Real* campaign will run through June 30, 2020.

Every gift, no matter the size, is an important investment in your School of Nursing. Your investments provide the margin of excellence that makes our school outstanding.

To learn more about the *Make It Real* campaign and how you can make an impact, please contact Kate Haydon, senior director of development, at 804.827.0020 or visit [www.support.vcu.edu/give/nursing](http://www.support.vcu.edu/give/nursing).

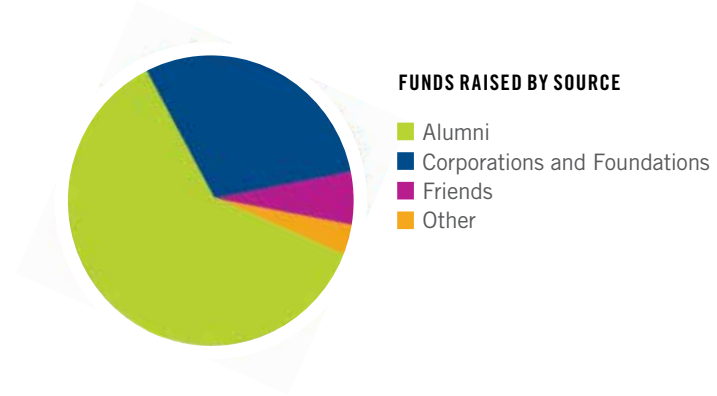




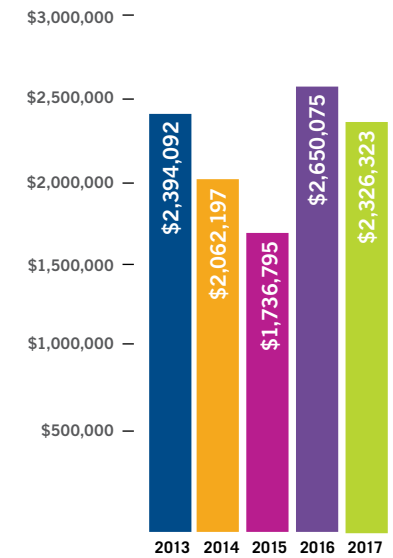
The School of Nursing and the MCV Foundation held a stewardship luncheon in Fall 2016 to recognize the Lettie Pate Whitehead Foundation for awarding scholarships to thousands of VCU nursing students over the past 30 years. Pictured are (front row) Harry R. Thalhimer, Dr. Hobie Claiborne and Herbert Claiborne, III; (back row) Margaret Ann Bollmeier, Dr. Marsha Rappley and Dr. Jean Giddens.

Through the support of VCU School of Nursing donors, the school raised more than \$2.3 million during fiscal year 2017. By making a financial gift you have demonstrated your commitment to our students, faculty, staff, community partnerships and collaborative research endeavors.

Thank you for your partnership. Your involvement makes an impact every day at the school.



5-YEAR GIVING SUMMARY



FAST FACTS

**76** # of named scholarships

**276** # of scholarship recipients

**11,020** # of VCU School of Nursing living alumni





# VCU

School of Nursing

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