Giving Matters

VCU SCHOOL OF NURSING
1893-2018

2018 ANNUAL REPORT
Message from the Dean

Greetings alumni, friends and colleagues:

When I think about our school’s impact on nursing throughout the years, I am in awe and so humbled. This has been especially true in 2018 as our school celebrated an extraordinary milestone – its 125th anniversary.

Since its origins in 1893 as the Virginia Hospital and Training School, the VCU School of Nursing has prepared more than 11,000 nurses to enter or advance in the health care work force and has contributed to the discovery of new knowledge designed to improve health care. Imagine longevity of this magnitude – 125 years of being a trailblazer in nursing education and research. None of that would have been possible without the visionary leaders, faculty, students, alumni and friends – past and present.

Our school hosted a number of exciting activities during the year to commemorate our anniversary, culminating with an amazing gala in October at The Jefferson Hotel. We were so pleased with the turnout for our celebration. Thank you to everyone who was able to join us at this historic occasion.

We have already started building on our remarkable legacy for the next 125 years. The faculty and staff have recently finished our new strategic plan (appropriately named Beyond 125: Connecting our Legacy to the Future) which positions our school for even greater future success. It’s been exciting to watch this process evolve.

A key to our future success lies with our generous friends who continue to support our school in countless ways. Despite two key Development staff leaving for other great career opportunities, we were still able to raise over $1.7 million in FY18 pushing us ever closer to achieving our school goal for the Make it Real Campaign for VCU. With two years left in the campaign, we started this year just over 81% toward our goal of $16.1 million. Future fundraising efforts will help ensure our ability to carry our mission and reach our goals outlined in our strategic plan to be the destination school for those committed to transforming health care.

Thank you for all of your support during this historic year and beyond.

Sincerely,

Jean Giddens, Ph.D., RN, FAAN
Dean and Professor
Doris B. Yingling Endowed Chair
VCU School of Nursing celebrated its legacy as a trailblazer in nursing education and research at its 125th Anniversary Gala on Oct. 25. More than 270 faculty, staff, students, alumni, and friends were on hand at The Jefferson Hotel for the culminating event of the school’s anniversary celebration. The gala raised $85,000 for the School of Nursing 125th Anniversary Scholarship.

“The School of Nursing has been influential from the beginning,” said Jean Giddens, Ph.D., dean of the School of Nursing. “We’ve had a tremendous impact on nursing through the efforts and careers of our alumni and the efforts of our faculty and staff. The often-used metaphor dating back to the 12th century that we stand on the shoulders of giants truly applies here.”

Several VCU nursing students wore uniforms from the past and present as they mingled with guests during the gala. The oldest uniform, a floor-length white dress with a white bib, cuffs and gray chambray shirt, was worn by nursing students from 1895 to 1903.

The newest members of the Cabaniss Society, named for VCU School of Nursing founder Sadie Heath Cabaniss, were recognized during the gala. Membership consists of donors who have contributed $1,000 or more during the past fiscal year.

Another gala highlight was the unveiling of an original commemorative painting in recognition of the school’s 125 anniversary by Baxter Perkinson, D.D.S, a past rector of VCU and avid painter. The original painting, titled “When Nursing Flowered,” has been donated to the School of Nursing and is now on display in the school’s main lobby. A silent auction of a print of this painting along with two other original artworks was held at the gala. Proceeds went toward the VCU School of Nursing 125th Scholarship.

The day prior to the gala featured a lecture, time capsule dedication and the debut of a display in the school’s Heritage Room showcasing stories of six St. Philip School of Nursing alumnae. MCV School of Nursing founded the St. Philip School of Nursing in 1920 to educate African American women during segregation and to provide nursing care for patients in the St. Philip Hospital.

The school is still accepting donations for the 125th Anniversary Scholarship, aiming to raise $125,000 by the end of the year. Anyone who donates $50 or more to the 125th Anniversary Scholarship Fund by Dec. 31 can obtain a print of “When Nursing Flowered.” To coordinate pickup, please contact Amber Yancey at abyancey@vcu.edu or 804-828-2993.
RECOGNIZING LEADERSHIP AND ENTREPRENEURSHIP

Paul A. Gross (M.H.A.’64/HP) is a man on the move. He not only respects and embraces the importance of leadership and higher education, he is constantly looking for ways to advance them.

The most recent example of his commitment is a generous $100,000 endowment to the VCU School of Nursing for the Paul A. and Veronica H. Gross Achievement in Nursing Award. The biennial award will recognize accomplished, professional registered nurses, alumni of the school who have earned graduate degrees (at VCU or other accredited institutions) related to leadership and management in their field of study. The inaugural award will be presented in spring 2020.

A Richmond native now living in Nokomis, Florida, with his wife Veronica Gross, RN, he maintains numerous ties to his graduate alma mater. He is an emeritus professor and former executive-in-residence in the Department of Health Administration as well as a lifetime honorary trustee with the MCV Foundation.

He also is the name behind the thriving Paul A. Gross Conference Center in the MCV Alumni House, and he established the Paul A. Gross Landmarks in Leadership Lecture Series within what is now known as the College of Health Professions.

Part of Gross’s interest in health professions leadership derives from his own life’s work, including a 20-year tenure that culminated in positions as president of the Hospital Division and executive vice president of Humana Inc.

During the course of his career, he said, he was “blessed with the opportunity to see, realize and intellectually grasp the role of a registered nurse. I have seen, time and time again, the adept ability and adaptability of the behavioral aspects of nursing performance.”

That’s why a VCU Alumni article about registered nurse Lisa Feierstein, (B.S.’78/N), caught Gross’s eye. In the mid-’80s, Feierstein added an M.B.A. to her resume and then, along with her husband, Steve, founded North Carolina-based Active Healthcare, a premier medical equipment provider.

Intrigued, Gross contacted School of Nursing Dean Jean Giddens, Ph.D., RN, FAAN, to ask how frequently – or how rarely – nurses go on to study business and become successful entrepreneurs.

From that discussion emerged the concept of motivating academically and entrepreneurially inclined alumni to move beyond clinical nursing into leadership and management…while simultaneously recognizing their careers and professional achievement.

What most drives Gross to give back is his appreciation for the university as a leader in education, patient care and research, and the large part it has played in his own life. “To allow my philanthropy to be inclusive,” he said, “I saw the opening to draw into my inspiration the School of Nursing, its graduates and the profession.”
“I suppose you could call me a grateful graduate!” says Sarah P. Farrell, RN, PMHCNS-BC, CNL (Ph.D. ’95/N).

Farrell, whose VCU doctoral research was supported by an A.D. Williams Fellowship, is paying it forward with a $25,000 pledge she made in August to the School of Nursing for the Sarah P. Farrell Legacy Research Endowment. Since completing her Ph.D., Farrell has been a continual contributor to the school with the goal of establishing an endowment to aid others. The endowment will support dissertation research by Ph.D. students or pilot research projects by faculty. Farrell chose to open it to both faculty and students – and not to restrict the type of research – because she is thankful that her own work was supported without restriction outside the academic rigor of her dissertation committee. Farrell’s research revolved around a simple question: “Why is our discharge process so inadequate?” She wanted to know what determines the sequence of events when patients are discharged from an expensive, complex hospitalization.

“I was interested in outcomes and quality. MCV at the time was well-positioned with big thinkers in this space, and I wanted to work with Drs. Barbara Munjas, JoAnne Henry, Mary Corley (School of Nursing) and Dolores Clement (College of Health Professions.)”

Before pursuing her doctoral degree, Farrell had left an advance practice role at Yale University to take a position with the Virginia Department of Behavioral Health. That experience broadened her conceptual understanding of population health, inspiring a desire to change how people in the mental health arena are understood and treated. Eventually, these interests intertwined with a growing fascination for technology and machine learning (using computers to build models from data to automate decision-making processes). But the technological advances she was seeing weren’t reflected in education and health care, areas in which Farrell saw the greatest need. Unhappy with the amount of paperwork and duplication for both patients and providers, she believed technology should be easy and enrich people’s lives. That led her to look at design – or poor design – as a major factor in technologically lagging health care systems. Armed with her Ph.D., Farrell went on to serve as University of Virginia School of Nursing’s associate dean of academic programs and first chief technology officer. Now a development executive with Apple, she travels nationwide to meet innovators in health care. She’s excited by the opportunity to help transform health sciences education and health care. Closer to home, Farrell says, she hopes the new endowment at the School of Nursing will increase “the power and visibility of the amazing research conducted by faculty and students.”

“I hope the new endowment at the School of Nursing will increase ‘the power and visibility of the amazing research conducted by faculty and students.’”
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, the 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, 2017 and June 30, 2018.

**Bold Names:** MCV Society - The MCV Society recognizes and thanks those who have made provisions in their estate planning.

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VCU School of Nursing installed a time capsule under the Younger Pavilion as part of its 125th anniversary activities.

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The Traditional B.S. Class of 2018 presented a class gift of $1,741 to the School of Nursing during the Recognition Ceremony in May 2018.
In celebration of VCU School of Nursing’s 125th Anniversary, faculty and staff created tiles to reflect their enthusiasm for this remarkable milestone and their role in the school’s current and future success. The tiles have been placed on display in the Student Lounge.

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The list of donors in this report includes gifts of $100 or more received from July 1, 2017 through June 30, 2018. 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 Pamela Lowe in the Development Office at 804-827-0020.
Message from the Senior Director of Development

Dear alumni, friends and colleagues:

My name is Pamela Lowe and I just started in my role as Senior Director of Development in August 2018. It’s an exciting time to have joined the team here at the School of Nursing as we celebrate our school’s wonderful and rich 125-year history. While I have worked in the non-profit sector for 15 years, I first worked as a music therapist after receiving degrees from Indiana University and Michigan State University. I built my own private practice from the ground up and found that I really enjoyed establishing relationships and making connections with companies, school systems and building a network of clients. I learned that I could use some of these same skills and put them to work in a different way which is what led me to explore working in development.

I got my start at a Habitat for Humanity affiliate in Phoenix, AZ where I led all aspects of fundraising and volunteer management. Next, an opportunity presented itself for me to work at Arizona Opera where I enjoyed getting back to my artistic roots and working with individual donors. And for the past 10 years I have enjoyed working in higher education. Most recently I worked at North Carolina State University as Director of Development with the College of Sciences and prior to that I worked as Director of Development in Colleges of Nursing at The Ohio State University and Arizona State University.

I have seen first-hand the value of public education and am looking forward to getting to know our VCU School of Nursing family of alumni and supporters. I was attracted to my position knowing that VCU and the School of Nursing are on an upward trajectory as we work to attain our goal of raising $16.1 million for the university-wide Make It Real campaign.

As I learn about our school’s history as well as the vision for the future, please know how grateful I am for your dedication and commitment to our wonderful school. I welcome you to reach out to me and grab a cup of coffee if you would like to learn more about getting engaged with our school.

On behalf of the VCU School of Nursing and our students, faculty, and staff, I thank you for your support. Here’s to the next 125 years and beyond of nursing excellence.

Warmly,

Pamela Lowe
Senior Director of Development
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 SON, 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 $12.7 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 visit https://www.support.vcu.edu/give/nursing and call Pamela Lowe, Senior Director of Development, at 804.827.0020.
**Tribute Gifts & Endowed/Current Funds**

### Honor Gifts
Alumni and friends made gifts in honor of the following individuals during the 2018 fiscal year:

- Ms. Emily C. Bennett
- Ms. Sarah M. Berry
- Dr. Katherine C. Bobbitt
- Class of 2017
- Ms. Judith B. Collins and Mr. Joseph M. Teefey
- Mrs. Corinne F. Dorsey
- Dr. Gloria M. Francis
- Mrs. Marian R. Goodloe*
- Ms. Lyons T. Hardy
- Mrs. Katherine A. Haydon
- Dr. Nancy F. Langston
- Dr. Barbara A. Munjas
- Dr. Pamela L. Parsons
- Ms. Laurel E. Stone
- Ms. Alicia M. Wickert

*Deceased

### Memorial Gifts
Alumni and friends chose to remember the following individuals through memorial gifts during the 2018 fiscal year.

- Mrs. Jane Vanture Adair
- Dr. Lorna Mill Barrell
- Dr. Robert Barrell
- Dr. Martha Borlick
- Ms. Elizabeth Ann Boyer
- Augusta Busby
- Mrs. Phyllis Hash Cordle
- Ms. Anna Hill Davis
- Mrs. Patricia Eure Garey
- Dr. Lauren R. Goodloe
- Mrs. Ann K. Leake
- Mrs. Bonnie Lee Livingstone
- Mrs. Ellen M. Lucas
- Ms. Mildred Mason
- Mrs. Ann J. Montney
- Ms. Lauren H. Newman
- Mrs. Mary S. Ridley
- Mrs. Mary W. Sorum
- Ms. Agnes Swain
- Mrs. Ruth Louise Sweet
- Mrs. Mencie B. Trotter
- Dr. Ellis Quinn Youngkin

### Current Funds
We are grateful to our donors who continue to support the following funds annually. Your support of these funds means that our school can respond to emerging needs within our school.

- Center for Quality Healthcare and Patient Safety Support Fund
- Clinical Nursing Scholars Fund
- Crystal Goodwin Community Engagement Fund
- Feierstein Leadership and Innovation Fund
- Flanagan-Taylor Scholarship Fund
- Jenkins Foundation School of Nursing Healthy Meal Program Grant Fund*
- Lettie Pate Whitehead Scholarships
- Nursing Health Disparities Initiative
- Nursing Post Master’s Certificate Faculty Preparation Program/ RMF Grant
- Nursing Scholarship Current Fund
- Peggy Winall Johnson N’68 Merit Annual Scholarship
- Rappley Family Scholarship at the VCU School of Nursing
- Richmond Memorial Health Foundation East End Planning Coalition for Older Adults Grant*
- School of Nursing Research Annual Fund
- School of Nursing Campaign Fund
- VCU Nursing-Dental Clinic
- War Heroes’ Initiative Scholarship Fund

*Funds that were newly established between July 1, 2017 and June 30, 2018

### Endowed Funds
We are grateful to our donors who have decided to support the School of Nursing with an endowment which provides permanent and sustainable support. These gifts ensure the future of the VCU School of Nursing.

- Agnes D. Randolph and Nora Spencer Hamner Endowment Fund
- Alice Garrenton Steele Scholarship Fund
- Anna Hughes Endowment Fund
- Anne B. Ergenbright Scholarship Fund
- Anne Berry Hamilton Moore Scholarship Fund
- Anne Parsons Holcombe Student Assistance Fund
- Becky Godwin Fund
- Bersoff Nursing Scholarship Fund
- Betsy Bampton RN to BS Scholarship
- Bobbie Jo Brown Memorial Scholarship Fund
- Browning Walker Buss Bowlin Scholarship Fund
- Cabaniss-Langston Professorship Fund
- Carol Crosby Excellence in Nursing Administration Scholarship Fund
- Carole A. Lainof Scholarship Fund
- Cathy Ann James Scholarship in Graduate Studies in Women’s Health
- Christine J. Woodson Scholarship Fund
- Clinical Scholars Program Quasi Fund
- Collins-Teeffy Distinguished Professorship in Nursing
- David P. Small Foundation Scholarship Endowment
- Debbie Lewis Memorial Scholarship
- Donald J. and Rebecca McGlohon Boyle Scholarship Fund
- Donald J. Romano Endowed Distinguished Professorship
- Doris B. Yingling Chair in the School of Nursing
- Doris B. Yingling Student Research Support Endowment Fund
- Doris B. Yingling Visiting Scholar Fund
- Dorsye Russell Nursing Leadership Fund
- Dr. Anne Hufschmidt Boyle Scholarship Fund
- Dr. Janet B. Younger Scholarship Fund
- Dr. Margaret R. Spaulding Scholarship Fund
- Dr. Mary C. Corley Scholarship Fund
- Dr. Waverly M. Cole Scholarship Fund
- Edna Nesbit and Raymond Cottrell Hooker, Sr. Endowment Fund
- Ellen Fontaine Winston Distinguished Professorship

2018 Annual Report
Fay T. Vaden Scholarship  
Florence E. Elliot Professorship  
Flossie Mills Duke Scholarship in Nursing  
Frances Helen Ziegler Tunnell Scholarship Fund  
Gamma Omega Research Award of Sigma Theta Tau  
Gayle Gwaltney Memorial Scholarship Fund  
Giddens-Corraza Endowment  
Gilbert Greentree - Kitty G. Hirsh Nursing Scholarship  
Grant/Besson Faculty and Staff Development Fund  
H. Vaughan and Margaret D. Belcher Scholarship Fund in Nursing  
Hayes Endowment  
Hazel W. Harris Nursing Scholarship Fund  
Helen S. and William J. Birch Scholarship Fund  
Henry Nursing Faculty Support Endowment  
Honoring Nurses Scholarship Fund  
HOPE Scholarship Fund/SON  
Jackie Denise Jackson Memorial Diversity Lectureship Endowment  
James L. Jenkins and William A. Waldman Scholarship  
James L. Thomson, M.D. and Dorothy Knowles Thomson, R.N. Fund for Alternative and Complementary Therapies  
Jean D. Browning Scholarship Fund  
Jean Moye Shepard ('58) Endowed Fund  
Jeannette H. Alexander Scholarship Fund  
Jennings Reid Hartsell and Marilyn Mueller Kostofski Scholarship Fund  
Judith E. Marsella-Gonzales Memorial Scholarship  
Judy Jones Memorial Scholarship  
Karen E. Simpson Memorial Scholarship Fund  
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Lauren Goodloe RN to BS Scholarship  
Legacy Professorship in Psychiatric-Mental Health Nursing  
Louise Lomax Winters Scholarship Fund  
Lynn Bell Scholarship of Sigma Theta Tau  
Marcus and Edria Kaufman Memorial Fund  
Margaret B. Stokes Nursing Scholarship Fund  
Margaret Elizabeth Vaden RN to B.S. Scholarship  
Marshall Family Scholarship  
Mary Elizabeth Anderson Memorial Scholarship Fund  
McCain Grap Research Endowment  
Nursing Alumni Lectureship  
Patricia Ann Yow, PhD, RN Scholarship Fund in the School of Nursing  
Patricia B. Bernal RN-BS Award Fund  
Paul A. and Veronica H. Gross Achievement in Nursing Award*  
Peggy Winall Johnson '68 Merit Endowed Scholarship  
Per Aspera ad Astra: Emerging Nurse Leaders Scholarship  
Phyllis Hash Cordle Scholarship Fund  
Sabra S. Russell Fund  
Sadie Heath Cabaniss Scholarship Fund  
Service Work Support Fund for the School of Nursing  
Shirley Downs Scholarship Fund  
St. Philip School of Nursing Alumnae Scholarship Endowment Fund  
Steigleder Chair for Research in the School of Nursing  
Sybil MacLean School of Nursing Scholarship Fund  
The Gail W. Johnson Professorship for Innovation Leadership  
Theresa A. Thomas Memorial Foundation Community Nursing Professorship  
Tribute Gifts & Endowed/Current Funds Continued  
Laura Reitmeier, M.S., RN, ACNS-BC, (DNP’18/N), nurse clinician, instructs undergraduate students during clinicals at the VCU Medical Center Critical Care Hospital.  
VCU School of Nursing  
Celebrating 125 Years  
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VCU School of Nursing  
Celebrating 125 Years

These gifts touched every aspect of our school from students, faculty and staff to community partnerships, research endeavors, and nursing achievement.

Your partnership with our school makes an impact every day. Thank you for your support.
In honor of its 125th anniversary, the VCU School of Nursing held a candle lighting during its Recognition Ceremony in May 2018.