

# Announcement from Richmond Memorial Health Foundation

*Jeffrey S. Cribbs, Sr., President & CEO,  
Richmond Memorial Health Foundation*

# RMHF's Initial Support To Date

1.

\$100,000 grant for initial ODP residents' study research and ODP organization

2.

Considerable intellectual capital

*Why The  
RMHF Invested  
In The ODP.*

1.

*We are focused on  
Aging and Alzheimer's*

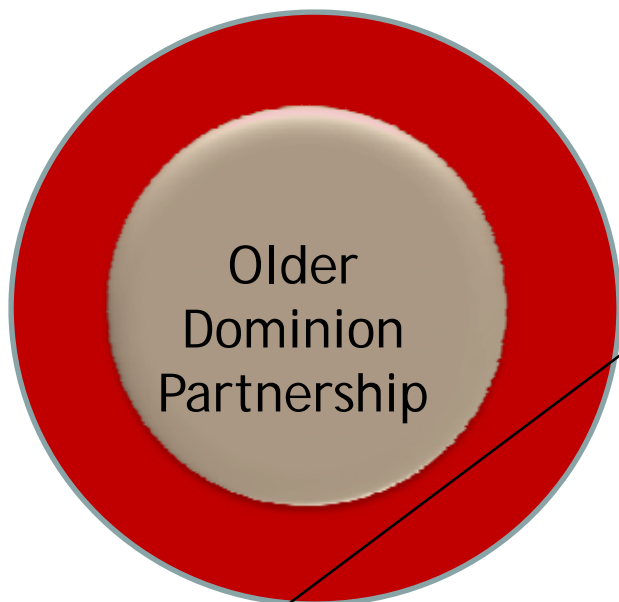
# Our Mission

*Richmond Memorial Health Foundation  
is the steward of the legacy of caring  
embodied in the creation of  
Richmond Memorial Hospital.*

*We invest fiscal and intellectual capital  
to improve health care and wellness in  
Richmond and Central Virginia.*

# RMHF's Areas of Emphasis & Foundation Initiatives

Aging  
&  
Alzheimer's



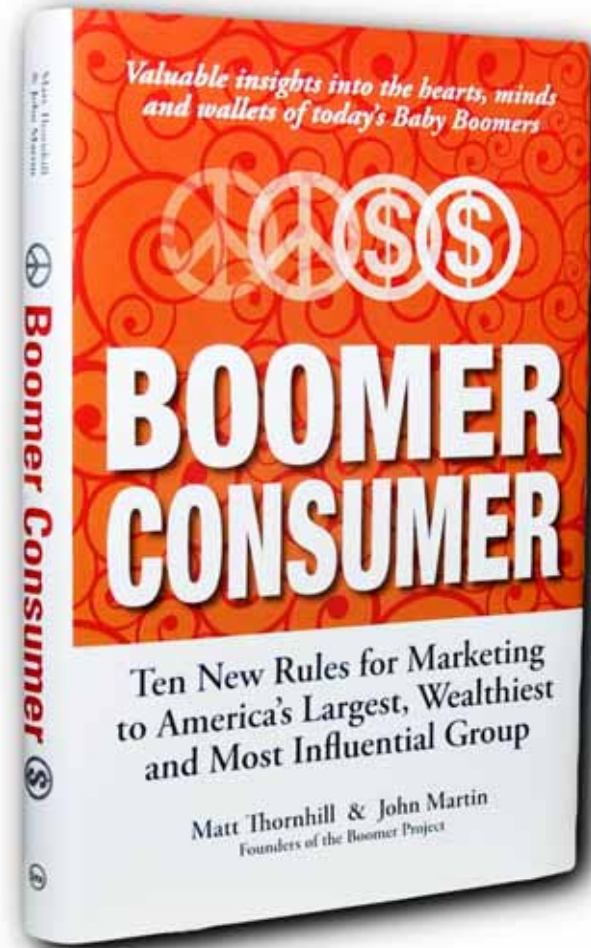
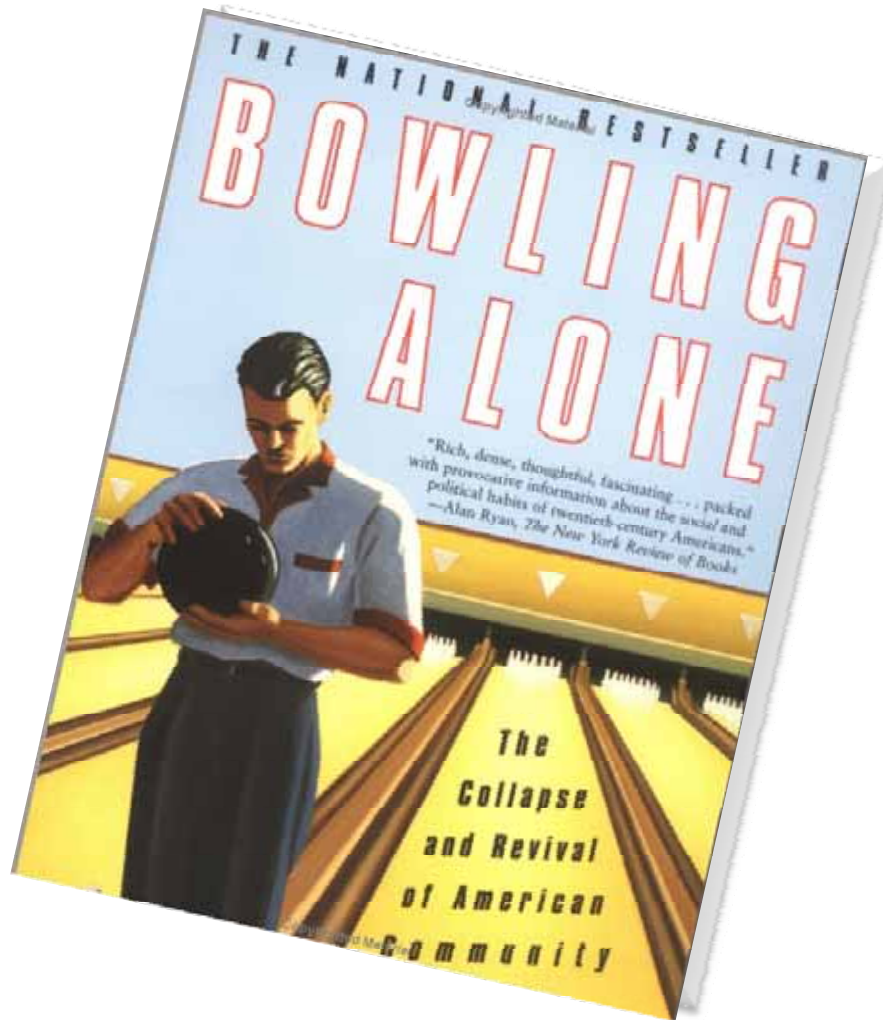
Bon Secours  
Richmond  
MRMC

Women's  
&  
Children's  
Health



Nurse  
Leadership  
Institute

Nursing & Other Health Education



# 2.

*We are a crisis-driven culture.  
Organizations Will Come To The ODP  
In A Predictable Order....we need to  
fund critical start-up period.*

# Natural Order

*Foundations (seed money)*

Entrepreneurs

Health systems

Businesses

Government

# *The Challenge of Modern American Philanthropy*

By MARTIN LEHFELDT

*“Foundations are at the top of their game when they have the guts to take on tough challenges -- when they are prepared to break ranks with their own traditional guidelines, with their peers, and sometimes even with public opinion to tackle issues and problems from which it would have been much easier to turn their eyes. Risk-aversion, to my way of thinking, is not an especially noble calling. ...*

*...For that reason I was very impressed by the farsightedness of the Richmond Memorial Health Foundation when it helped to underwrite the Older Dominion Project. More foundations, which all too often are characterized by their cautiousness, need to demonstrate this kind of vision and courage.”*

*RMHF Future  
Investment  
In The ODP*

# RMHF's Level II Investment

## Ongoing ODP Support

On September 16, 2008, the Board of Trustees of the Richmond Memorial Health Foundation extended its commitment to the Older Dominion Project in four important ways:

# RMHF's Ongoing Support

On September 16, 2008, the Board of Trustees of the Richmond Memorial Health Foundation extended its commitment to the Older Dominion Project in four important ways:

1. **Approved an allocation of up to \$200,000 to the Older Dominion Partnership.**

# RMHF's Ongoing Support

On September 16, 2008, the Board of Trustees of the Richmond Memorial Health Foundation extended its commitment to the Older Dominion Project in four important ways:

1. Approved an allocation of up to \$200,000 to the Older Dominion Partnership.
2. Affirmed the decision to fund as a part of the \$200,000 the creation of a new public charity called the Older Dominion Partnership – a 501(3)c

# RMHF's Ongoing Support

On September 16, 2008, the Board of Trustees of the Richmond Memorial Health Foundation extended its commitment to the Older Dominion Project in four important ways:

1. Approved an allocation of up to \$200,000 to the Older Dominion Partnership.
2. Affirmed the decision to fund as a part of the \$200,000 grant the creation of a new public charity called the Older Dominion Partnership – a 501(3)c
3. **Approved the transfer of intellectual property rights from the Foundation to the new public charity with its creation as an independent public charity.**

# RMHF's Ongoing Support

On September 16, 2008, the Board of Trustees of the Richmond Memorial Health Foundation extended its commitment to the Older Dominion Project in four important ways:

1. Approved an allocation of up to \$200,000 to the Older Dominion Partnership.
2. Affirmed the decision to fund as a part of the \$200,000 grant the creation of a new public charity called the Older Dominion Partnership – a 501(3)c
3. Approved the transfer of intellectual property rights from the Foundation to the new public charity with its creation as an independent public charity.
4. The Richmond Memorial Health Foundation staff was directed to negotiate a letter of agreement with the new ODP public charity outlining:
  - Costs to be supported by the RMHF's \$200,000 grant.
  - Milestones and evidence of advancing health and healthcare in Richmond and Central Virginia.
  - Evidence of funding from sources beyond RMHF.

*Your Quid Pro Quo:  
What We Must  
See From The ODP*

# What We Need From You

1. Bring others to the table to roll out the ODP across the state.

*“Think state-wide, but act locally”*

Listen to Dr. Lindsay’s Shared Database Information Resource Center Work Group roll-out plans as an example of how this can work.

# What We Need From You

2. The Richmond region's healthcare and aging services' consumers must benefit directly from ODP work.

# What We Need From You

3. Health care and aging service providers must become actively engaged in the ODP.

Aging service providers have much to offer in helping communities to be better prepared for tomorrow's challenges.

# What We Need From You

## 4. Additional funding needs to come from other parties.

- Must show real partnership – Others must invest time and funds.
- 501(c)(3) Public Charity: On a rolling 4 year average, no more than 1/3 of resources can come from RMHF or any other single source.

*Questions?*