

## OBICI Healthcare Foundation Helps the Suffolk Farmer's Market Grow



Charles and Jennifer Savage, who operate Acorn Hills Farms in Sunbury, NC, are among 18 vendors who have locally grown fruit vegetables and handcrafts for sale at the Suffolk Farmers Market.

With assistance from the OBICI Healthcare Foundation, the new season at the Suffolk Farmers Market has more vendors selling more fresh produce than ever. A Foundation grant to the City of Suffolk made it possible to purchase additional brightly colored, striped tents located at "Market Park" (the mini-park adjacent to the Seaboard Station Railroad Museum at 326 N. Main Street). The Western Tidewater Health District provided health information and conducted blood pressure screenings onsite during the opening weekend.

Availability of fresh fruits and vegetables is a key indicator of a healthy community. By supporting local farmers, it helps the local community.

The market participates in the Senior Farmers Market Nutrition Program (SFMNP). SFMNP gives low-income seniors coupons to exchange for eligible foods at farmers markets, roadside stands and community supported agriculture programs. Lynette White, Suffolk Tourism Development manager,

sampled crowd size on a couple occasions and reported more than 300 in attendance each day.

The Market operates rain or shine on Saturdays from 9-3 p.m. and Wednesdays from 3-6 p.m. through September.

## Foundation Builds a New Community Resource

The OBICI Healthcare Foundation now has a new home, and it's not just for the Foundation.

Located at 106 W. Finney Ave., this Victorian-style structure fits nicely into Suffolk's Historic Downtown District and is easily accessible to the community at large. "The OBICI Healthcare Foundation's new headquarters further expands Amedeo Obici's legacy and the Foundation's capacity to better serve this community," said Foundation Chairman George Birdsong. "We are anxious to share this new resource and the exciting things that we are doing with our partners in Western Tidewater."

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**-George Birdsong**

Non-profit organizations now have free use of the board room, meeting rooms and will soon have access to office space. The public is invited to stop by for a tour where a portion of Mr. and Mrs. Obici's art collection is on display.

The property was formerly the site of the Birdsong Recreation Center. The City of Suffolk donated the land, and The Birdsong family built the center in the early 1950s. "After many years of the center offering healthy lifestyles for Suffolk residents," noted Mr. Birdsong, "it seemed only fitting to have this historical site serve as home to the OBICI Healthcare Foundation."

## WELCOME TO OUR NEW HOME!



**A ribbon cutting ceremony officially ushered in a new era for the OBICI Healthcare Foundation.** About 100 attendees were greeted by presenters (from left) Dr. Mark A. Croston, Sr., East End Baptist Church pastor; J. Samuel Glasscock, Foundation vice chairman; the Honorable Linda T. Johnson, mayor of Suffolk; and George Y. Birdsong, Foundation chairman.

## Agencies Consider New Foundation Priorities and Grant Process



Nurses Janice White and Marli Laudun participated in a group exercise where case studies were critiqued at the Strategic Priority Breakfast hosted by Obici Healthcare Foundation on May 4.

After careful and thoughtful deliberation, the OBICI Healthcare Foundation Board of Directors and staff have identified four Strategic Priorities (see box to the right) that will influence the organization's grantmaking decisions.

The announcement was made at the Strategic Priorities Breakfast meeting attended by nearly 100 representatives from healthcare non-profit organizations interested in addressing the unmet medical needs of underprivileged residents in Western Tidewater and Gates County, NC.

Also, a new grant application process was announced at this gathering. The Request for Proposal procedure occurs in two steps:

- Applicants submit Concept Papers and Preliminary Budgets. (The Foundation received 43 Concept Papers by May 27).
- Applicants, whose concepts best fit the Foundation's Strategic Priorities, are offered the opportunity to submit full proposals.

For more information, visit the Foundation's website at [obicihcf.org](http://obicihcf.org) or call a program officer at 757-539-8810.

### Four Strategic Priorities:

- Improve Access to Basic Healthcare
- Obesity Prevention
- Chronic Disease Management
- Insure More People

## Nonprofit Training Opportunities

### TCC Offers New Online Courses for Nonprofits

Tidewater Community College now offers self-paced, online classes through its Academy of Nonprofit Excellence. The curriculum has seven, web-based courses that include nonprofit budgeting, fundraising, strategic planning and board development. Continuing education units (CEUs) earned for successfully completing the online classes may be applied towards the Certificate in Nonprofit Management. Online courses must be completed within 30 days of registration. For more information, contact Lillian Bailey, Program Coordinator, Workforce Development Main Office, 300 Granby Street, 5th Floor, Norfolk, VA 23510, or call 757- 822-1234.



### Funds Available for Tuition Assistance

The Obici Healthcare Foundation supports and encourages training and education for nonprofit community groups interested in building capacity. Toward that end, the Foundation offers financial support to grantees that want to improve skills and experience through approved training. Grantee Training Assistance Award Guidelines and Application can be found at [www.obicihcf.org](http://www.obicihcf.org) under the Newsroom tab.

Nonprofit organizations in the service area that have never received funding from the OBICI Healthcare Foundation also are eligible for financial support. The Foundation has provided VOLUNTEER Hampton Roads with funds to use as tuition assistance for nonprofits. This assistance is only for courses offered through VOLUNTEER Hampton Roads' Nonprofit Resource Training Series. Inquiries and applications should be directed to VOLUNTEER Hampton Roads. The VOLUNTEER Hampton Roads Training Assistance Application is available at [www.obicihcf.org](http://www.obicihcf.org) under the Newsroom tab.

## Foundation Offers Training That Improves Productivity

Committed to capacity building in Western Tidewater, the OBICI Healthcare Foundation offered training opportunities to representatives from healthcare non-profits this spring. "Getting Your Board to Fundraise" and "Building Corporate Partnerships" were among the topics presented. Vanessa Evans, Director of Training & Technology, (standing) coordinated sessions conducted by VOLUNTEER Hampton Roads. The Obici Healthcare Foundation provided tuition assistance. In addition, the Virginia Network of Nonprofit Organizations conducted a webinar that was broadcast in the Foundation Board Room. The topic was "Creating Partnerships that Deliver Results." See Nonprofit Training Opportunities in this issue of *In a Nutshell* for a listing of upcoming training sessions.



Vanessa Evans, Director of Training & Technology, presented at one of the Spring capacity building sessions conducted by VOLUNTEER Hampton Roads.