



SECU FAMILY HOUSE AT UNC HOSPITALS

REPORT TO THE COMMUNITY 2010

**“The Family
House is
a warm,
comforting,
healing
environment.”**

Curtis Farrance
surgical patient
CHOCOWINITY, NC, BEAUFORT COUNTY

Full house, full hearts.

In 2010, we bumped up against the limits of our facility. Operating at 95% occupancy, we housed 1,155 patients and/or their families; but, we referred an additional 2,118 to local hotels—our essential partners with whom we negotiate deep discounts for the benefit of families in crisis. Limited office and storage space necessitated our making significant leasehold improvements in just our third year.

As a result, the Board of Directors has established an Expansion Feasibility Committee to explore the possibility of: 1) adding as many as 38 bedrooms; 2) incorporating additional office and storage space; and 3) expanding the kitchen and dining area. If the current site allows for this scope of expansion, we will

then study the feasibility of successfully completing a capital campaign to make it happen.

Our sense of urgency is driven by what we hear from our guests about the value of the services we provide. The feedback we get—on our guest satisfaction survey, in personal notes and anecdotal comments—is, with rare exception, wildly positive. On the

written survey, our guests rate SECU Family House as “great” (4 on a scale of 4) in the following categories, according to the following percentages:

- price/value (88%)
- cleanliness of room/facility (90%)
- buildings and grounds (96%)
- kitchen/dining facilities (91%)
- proximity to the hospital (94%)
- hospitality (100%)
- professionalism of staff (96%)
- check-in/check-out process (89%)

In an attempt to quantify the emotional and psychological benefits of staying at Family House, we added a new section to our guest survey (please see the accompanying bar graph). The House’s creature comforts are readily transparent. However, the nurture and psychological support that our volunteers and staff provide—along with the benefits of having an exquisitely beautiful and welcoming facility—combine to create the ineffable quality that this House holds for so many families who now simply know it as home.

We continue to be immensely grateful for your gifts of time, funds, materials, and moral and emotional encouragement. May the personal health, wholeness, and happiness that you would confer on others continue to animate your days and nights.

Greg Kirkpatrick
EXECUTIVE DIRECTOR

On March 31, 2011, SECU Family House at UNC Hospitals celebrated its third anniversary. In three years, we have housed more than 3,000 patients and/or family members and caregivers from 99 NC counties, 32 other states and 5 foreign countries and provided in excess of 67,000 guest stays.

2010 Circle of Hope

Recognized totals exclude gifts made toward auction items or ticket sales that are not fully tax-deductible.

PILLAR SOCIETY (\$25,000+)

L & N Andreas Foundation
Butch and Tammy Davis
State Employees' Credit Union Branches
UNC Health Care

KEYSTONE SOCIETY (\$10,000+)

Anonymous
Jim and Jean Blaine
Business Insurers of the Carolinas
Frederic and Jane Daldorf
Genentech, A Member of the Roche Group
Uday and Laura Reebye
Andrew and Margaret Silton
State Employees Combined Campaign
Bob and Carmen Woodruff

CAROLINA CIRCLE (\$5,000-\$9,999)

Bertsch Family Charitable Foundation, Inc.
Gray Clark
Chris and Ann Cox
Gilead Sciences, Inc.
Lynda and Richard Goldberg
Mia Hamm Foundation
Dana and Esteban McMahan
MHAworks, PA
RBC Bank
SKANSKA
UNC Men's Basketball Team
The Wachovia Wells Fargo Foundation

STEWARDS (\$2,500-\$4,999)

Anonymous
Astellas Pharma US, Inc.
Atma Hotel Group, Inc.
The Mary Duke Biddle Foundation
The Carolina Club
Clancy & Theys Construction Co.
Munroe and Becky Cobey
Poly and Sissy Cohen
David and Ann Gerber
John Morris
Paul and Ann Muenzner
Oral and Maxillofacial Surgery Associates
Thomas and Katherine Shea
Strowd Roses Foundation
Summit Hospitality Group, Ltd.
Elizabeth and John Sweeney
Wells Fargo Advisors

CAREGIVER (\$1,000-\$2,499)

AIG Matching Grants Program
Eugene Anderson
Anonymous
Anonymous (in memory of Ed Furniss)
Bill and Lee Blackman
Carlson Family Foundation
The Ruth Harbison Carr Family Foundation
Corley Redfoot Zack Inc.
Dennis and Susan Costello
Josephine Edwards
GlaxoSmithKline

Dick and Barbara Gordon
Jonathan Graham
iContact Corporation
Jon and Myra Jester
M Ross and Charlotte Johnson
Ken and Judith Joy
Eleanor M Kilgour
Juedi S Kleindienst Memorial Fund
Yvonne Knutson
David M. Lambert, D.D.S.
Local Government Federal Credit Union
James and Anne McNamara
The Gregory O Nelson Family Fund of
the Ayco Charitable Foundation
Laura Piver
PPD, Inc.
The Rams Club
Carol and Steve Richards
Lillie Sapp
Babi Smith
Eddie and Jo Allison Smith
Family Foundation
State Employees Credit Union—Carrboro
State Employees Credit Union—Greensboro,
West Market Street Branch
Frank and Shelayne Sutton
Alexander and Courtney Toledo
Beth and Donald Von Hagen
Eddie and Pat Williams
Stacey and Mark Yusko
Mark and Rhonda Zack

SUSTAINER (\$500-\$999)

Anna Family/RESOLUTE Companies
Charitable Fund
Ashley and Chris Barry
Michael and Jennifer Baucom
Karen Bellamy & James Lamont
Gail Belvett, MD, DDS, PLLC
Jim and Christie Biestek
Lori Black and James Green
Robert and Frankie Brock
George and Belvenia Brown
Linda and Cliff Butler
David and Carol Callahan
Mary and Dale Carey
Robyn and Scot Carpenter
Tenesha T Carter
Mary Cefalo
Gilles and Elizabeth Cloutier
Glenn and Emma Corley
Douglas and Deborah Dibbert
Pattie Dunn
Peter Eckman
Alan Fanning & Roberta Weinberg
Kathryn Findlen
Rob and Melrose Fisher
Franklin Street Partners
Gonzalo and Irene Frias
Nicci and Martin Gafinowitz
Gay Rakes Garden Club
Robert Graham & Cheryl Peterson
Greystone Baptist Church
Mark and Sylvia Hackett
Robert and Leonie Harris
Hill, Chesson and Woody

Donald and Brenda Hiscott
Steven Holbrook
Barbara Holmes
Edward and Margaret Holmes
Homewood Suites by Hilton
Robert and Janice James
Turner and June Johnson
Lisa Jones and Keith Smith
K&L Gates LLLP
Richard and Elizabeth Kent
David King
Greg and Lauren Kirkpatrick
Jonathan and Anne Kotch
Judith and Thomas Kraska
Raymond and Kay Lauver
William and Brenda Litton
Carol Manzon
Faith Maxwell
Pat McCarthy
Anthony and Marian Meyer
Fred C Mills, Jr
David Nance

**Volunteers donated more than
3,000 hours preparing and
serving meals to our guests.**

Robert W Niles
Doyle Parrish
Dana and Keith Pearsall
Phil and Ellen Pearsall
Franklin Perez & Marie Rivera
Persian Carpet
Product Identification, Inc.
The Progressive Insurance Foundation
Phil and Sue Rawls
Marsha and Chet Roslanowick
Andrew T Ruvo
Louis and Janet Shaheen
Brian and Laura Stabler
State Employees' Credit Union
State Employees Credit Union—Chapel Hill,
Pittsboro Street
State Employees Credit Union—Greensboro,
Muir's Chapel Road Branch
Dwight and Diane Stone
Gray and Thomas Stoughton
Donna Trohanis
Donna Utley
Brian A Vandersea
Village Building Co., Inc.
Julia and Joseph Vozella, III
Allen and Karol Wenner
Len and Judy White
Ray and Ysabelle Williams
Robert Wilson
Wittenbach Business Systems
Thomas and Lee Wollman
Patricia Wright
Zartarian Foundation

Errata Starr & Daniel Basmajian and Jim & Roberta Copeland were inadvertently left off the listing of Caregivers and Sustainers, respectively. We apologize for this error and thank all of our donors for their support of SECU Family House at UNC Hospitals.

cumulative donations based on gifts/pledges received through December 31, 2010

\$1,000,000+

SECU Foundation
State of North Carolina

\$500,000+

William G. III and Gray Clark
UNC Health Care

\$250,000–\$499,999

Blue Cross and Blue Shield of
North Carolina Foundation

\$100,000–\$249,999

Amgen Foundation
Anonymous (in honor of Eric Munson)
The Duke Endowment
U.S. Department of Housing and
Urban Development
RBC Bank
Kate B. Reynolds Charitable Trust
Volunteer Association of UNC Hospitals
Wachovia Bank

\$50,000–\$99,999

Anna Family/RESOLUTE Companies
Charitable Fund
Anonymous
BB&T Charitable Foundation
Big Rock Blue Marlin Tournament
The Cannon Foundation
Cisco Systems
Fred Dalldorf and Jane Bultman-Dalldorf
Butch and Tammy Davis
The Dickson Foundation
Thomas and Mary Alice Eckman
Genentech, A Member of the Roche Group
Lee Iron and Metal
Leith Automotive Family
Lineberger Comprehensive Cancer Center
Dana and Esteban McMahan
NC Jaycee Burn Center
Richard J. III & Marie M. Reynolds
Foundation
State Employees' Credit Union Branches
Frank and Shelayne Sutton
Wittenbach Business Systems

\$25,000–\$49,999

L & N Andreas Foundation
Atma Hotel Group, Inc.
Mary Beth Boening
David and Carol Callahan
Capital Bank Charitable Foundation
Mary and Dale Carey
Carolinas Credit Union Foundation
Corporate Express, Inc., South Atlantic
Cathy and Mike Fields
Franklin Street Partners
Mia Hamm Foundation
James and Pam Heavner
Francis Adams Hendricks and
Edith T. Hendricks Foundation
Hillsdale Fund, Inc.

The Janirve Foundation
The Kenan Family Foundation
Mark Knelson, MD
Local Government Federal Credit Union
McDonald-York, Inc.
Steve and Kay Mills
John Morris
Oral and Maxillofacial Surgery Associates
PPD, Inc.
Quintiles Transnational
Sealy, Inc.
Andrew and Margaret Silton
Sports Endeavors
State Employees Combined Campaign
SunTrust
Tar Heel Homes, LLC
Donna Trohanis

\$10,000–\$24,999

Anonymous
Bertsch Family Charitable Foundation, Inc.
Timothy and Kelly Biltz
Bill and Lee Blackman
Jim and Jean Blaine
Broyhill Family Foundation
Business Insurers of the Carolinas
Robyn and Scot Carpenter
Gilles and Elizabeth Cloutier
Poly and Sissy Cohen
The Contractor Yard
Philip N Daly and Francis K Daly
Charitable Lead Unitrust
Duke Energy Foundation
Durham Coca-Cola Bottling Company
East Chapel Hill Rotary Club
Laura Edwards
Sharon and Richard Fownes
Fujisawa Healthcare, Inc
GlaxoSmithKline
Lynda and Richard Goldberg

Thomas and Margie Haber
Tom and Eva Higgins
Mark Johnson, MD
Kenan Advantage Group
Laurin and Dolores Knutson
Yvonne Knutson
Kristen Fund of Triangle Community
Foundation
MEY Corporation
Sylvia Mills

Volunteers contributed approximately 6,500 hours at the front desk, cleaning the kitchen, and folding laundry.

Morgan Creek Capital Management
Sally-Sanford Ney
Novo Nordisk Inc.
Roger and Linda Perry
Ann Petersen
Laura Piver
Uday and Laura Reebye
Sarah Jo and Leonard Safrit
Cecil and Linda Sewell
Tom and Kathy Shea
SKANSKA
Steve and Susan Skolsky
Richard and Nancy Stack
William and Julie Transou
UNC Men's Basketball Team
University Inn Associates
Bob and Carmen Woodruff
Mark and Rhonda Zack

- In 2010, we operated at 95% occupancy and served 1,155 patients or patients' family members.
- We provided 27,082 stays to patients/patient families from 88 of NC's 100 counties, 21 other states and 3 foreign countries.
- Eighty-nine% of our guests came from North Carolina.
- The average stay for guests was 6.7 nights.
- Excluding depreciation, our operating cost per room per night was \$58.61.
- The average contribution from our guests per room per night was \$23.00.
- We arranged for deeply discounted hotel stays for another 2,118 patients/patient families, providing an additional 5,048 nights of lodging for families in medical crisis.

“If it wasn’t for SECU Family House, I would not have been able to have a bone marrow transplant because we live so far away, and the cost of a motel was out of our reach.”

Kathy Kuhns

bone marrow transplant recipient

BEDFORD, VA

2010

Top 10 NC counties served by number of patients/patient families housed

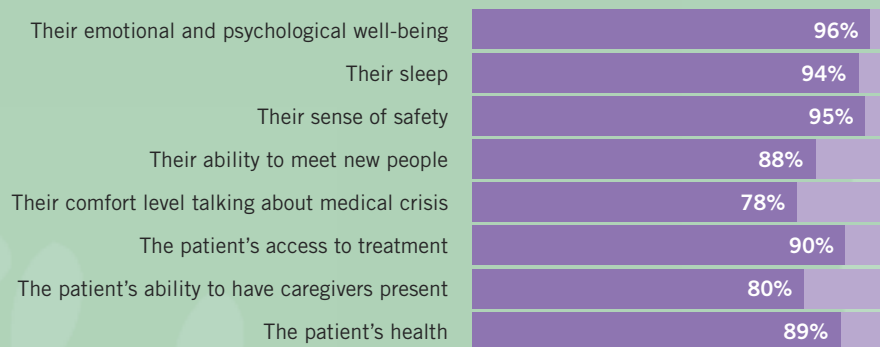
1. Cumberland
2. Brunswick
3. New Hanover
4. Craven
5. Robeson
6. Mecklenburg
7. Onslow
8. Guilford
9. Johnston
10. Buncombe

Top 10 NC counties served per capita

1. Jones
2. Dare
3. Craven
4. Brunswick
5. Halifax
6. Robeson
7. Richmond
8. Chowan
9. Edgecombe
10. Bladen

MEDICAL NEED	# OF GUESTS	% OF TOTAL
Abdominal Transplant	73	6%
Bone Marrow Transplant	116	10%
Burn	50	4%
Cancer/Radiation	268	23%
Eating Disorder	32	3%
Heart/Lung Transplant	43	4%
Surgery	232	20%
Trauma	45	4%
Other	310	26%

GUEST SURVEY: Percentage of guests reporting that Family House had a “positive impact” on:





123 Old Mason Farm Rd.
Chapel Hill, NC 27517
919.932.8004
www.secufamilyhouse.org

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CHAPEL HILL, NC

**“Just a wonderful, wonderful place!
Words cannot express my appreciation
for the comfort and emotional
support I have received here.”**

SECU Family House

Anne Allen

mother of Frederick Lawton Allen, burn patient
MARION, NC, MCDOWELL COUNTY

STAFF

Greg Kirkpatrick
Executive Director

Kathy Yasui-Der
Executive Assistant

Luis Morales
Director of Operations

Janice Ross
House Manager

Yvonne Knutson
*Director of Marketing and
Community Relations*

LisaCaitlin Hess
Development Assistant

Janet Hudgens
Volunteer Coordinator

Sandra DeLeon
Lead Housekeeper

BOARD OF DIRECTORS

OFFICERS

Jim Copeland, *President*

Mary Beck, *Vice President*

Bob Woodruff, *Treasurer*

Barbara Gordon, *Secretary*

Gracia Barry

Linda Butler

Lisa Carey, MD

Debbie Dibbert

Nancy Farmer

Don Hiscott

Sissy Holloman

Dana McMahan

Tony Meyer, MD

Gordon Peterson

Dianne Pledger

Wes Pope

Laura Reebye

Randall Welborn

OUR MISSION

SECU Family House at UNC Hospitals provides an affordable, safe, nurturing home away from home for seriously ill patients, their family members, and caregivers from throughout North Carolina and beyond.

If you would like a copy of the audited financial statements for 2010, please contact Kathy Yasui-Der by phone at 919.932.8004 or by email at kathy@secufamilyhouse.org.