



FAMILY HOUSE

at UNC Hospitals

P.O. Box 16606
Chapel Hill, NC 27516-6606
919.968.9113

www.familyhouseunc.org

March 15, 2006

Mr. Kevin Foy, Mayor
Town of Chapel Hill
405 Martin Luther King Blvd
Chapel Hill, NC 27514

Dear Mayor Foy:

Thanks for meeting with me several weeks ago and allowing me to brief you on the campaign for Family House *at UNC Hospitals*. After speaking with you and Town Manager Cal Horton, Family House has decided that the best way to proceed with asking the Town for support was to appeal directly to you and the other town council members for a special, one-time capital allocation.

By way of this letter, Family House's board of directors and steering committee would like to ask the Town of Chapel Hill for a one-time, special capital allocation of \$25,000 to help build our 40-bedroom hospitality house for critically ill adult patients, their family members and caregivers who travel a considerable distance for extended treatment. Such a grant could be payable over a four-year period, if the Town so desires.

As you well know, lodging in the area's hotels and motels is very expensive, running \$70 per night on average. UNC's typical critical care patient will spend eight weeks in the hospital, and many need to remain in the area for daily check-ups well past that time. A visiting family member will spend upwards of \$3,500 in eight weeks, just in an effort to offer love and support from the bedside. That is out of the reach for not only the indigent and uninsured who come to North Carolina's public hospital for treatment, but also beyond the means of most middle class families in our state. Since these costs are rarely covered by insurance—not even under the state's own health plan—families end up sleeping in their cars or in hospital waiting rooms and hallways.

Years ago, after the tragic fire at West Pharmaceuticals in Kinston drove hundreds of people here for treatment at the NC Jaycee Bum Center, families in the Chapel Hill-Carrboro area opened their doors to accommodate the families involved. Some of the bum victims stayed for months, and family members were greeted with warmth, hospitality and open arms by area residents.

Mr. Kevin Foy, Mayor
Town of Chapel Hill, North Carolina

Family House represents a chance to institutionalize that kind of compassion, which otherwise occurs only haphazardly or through the disparate efforts of concerned individuals and religious organizations moved by shifting circumstance or particularly compelling news stories. We *must* build Family House for the benefit of the hundreds of families who come to the Chapel Hill-Carrboro area needing affordable, suitable lodging, so that they can be an integral part of the healing of their critically ill loved ones. Each of the local municipalities, hopefully, would respond and help meet some small share of the burden of its construction. Rest assured that we are asking both Carrboro and Orange County to share a small portion of the capital costs associated with birthing this facility.

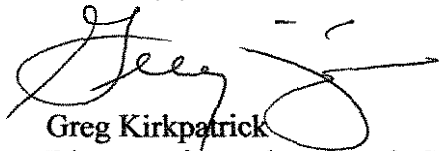
Since Family House will not serve residents of Chapel Hill, we do not foresee returning to you for annual operating gifts. However, in the spirit of hospitality and on the basis of helping to provide long-term infrastructure to meet the needs of vulnerable visitors from the other 99 counties in North Carolina, we would ask for your consideration of a one-time gift to our capital campaign.

To the extent that we have an ongoing need, Family House will consider it part of our duty as a corporate member of this community to purchase locally grown produce, vegetables and other foodstuffs from farmers' markets. We have engaged a local builder, Resolute, as our general contractor. We will do our best to see that North Carolina products go into the House, and that the construction and maintenance of Family House benefits local merchants, manufacturers, suppliers, and retailers of all kinds.

Thank you very much for your consideration. I trust you will share this letter and these packets with your colleagues on the town council. The Family House board and I will try and follow up very soon with the council members with whom we have not yet spoken.

If it would be helpful in our case, I would appreciate the opportunity to present information before the relevant committee or council forum in order to answer any questions you or your colleagues may have about the status of our project, our ongoing mission and objectives, and any questions related to this request.

Sincerely yours,



Greg Kirkpatrick
Director of Development & Capital Campaign Manager

cc: Matt Hapgood, President, Family House at UNCHospitals

enclosures



Executive Summary

Campaign Purpose

Family House *at UNC Hospitals*—an independent, 501(c)(3) nonprofit organization—is in the midst of a \$6.3M capital campaign for the construction and initial operation of a 40-bedroom hospitality house in Chapel Hill. Family House will provide lodging and nurture for critically ill patients, their families, and caregivers who travel some distance to UNC Hospitals from all over North Carolina for evaluation and treatment.

Need

Family House addresses the pressing, unmet need for affordable lodging for patients undergoing extended treatment at UNC Hospitals. The majority of transplant, burn, oncology, and trauma patients live more than one hour from UNC Hospitals and stay for an average of eight weeks. Existing lodging in Chapel Hill is financially out of reach for many patients and their families, so loved ones often face scary medical procedures and recuperation on their own. Even at subsidized rates currently arranged through UNC Hospitals, a family can expect to spend more than \$3,500 on lodging in an 8-week period. Many family members and caregivers are forced to sleep in their cars or in hospital lounges. Family House will provide affordability, proximity to UNC Hospitals, and a comforting, nurturing quiet environment for patients and their caregivers.

A Brief History of Family House at UNC Hospitals

The vision for Family House *at UNC Hospitals* was kindled in 2001 by a small group of volunteers who recognized the need for extending hospitality, hope, and support to families of critical care patients. The leading light was Dr. Mark Johnson who, as director of UNC Hospital's Liver Transplant Program, witnessed daily the critical need for such a facility. Mark's parents, Paula and Bob Johnson, together with a few other key organizers, visited similar facilities in Pittsburgh and Atlanta, sought support from hospital and university administrators, and recruited prominent citizens to help advance the cause.

The State of North Carolina, through UNC-Chapel Hill, joined the effort with a lease at \$1 a year on 5.85 acres immediately adjoining the Chapel Hill Ronald McDonald House. In May 2005, the members of the State Employees' Credit Union (SECU) Foundation made a \$2M challenge grant to Family House. We have now met that challenge and are busily raising the final \$2M that will make Family House a reality for families in crisis.

In addition to the SECU Foundation, major gifts have come from UNC Hospitals, UNC Hospitals' Volunteer Association, the Lineberger Cancer Center, Amgen, Wachovia, RBC Centura, the Anna Family/Resolute Companies Charitable Fund, BB&T, The Dickson Foundation, The Cannon Foundation, Tom & Mary Alice Eckman, Dana & Esteban McMahan, The Richard J. Reynolds III & Marie M. Reynolds Foundation, Lee Iron and Metal, Roche, Capital Bank, the Hillsdale Fund, McDonald-York, the Local Government Federal Credit Union, SunTrust, Frank and Shelayne Sutton, and Wittenbach Business Systems. Members of the Board of Directors, the Campaign Steering Committee and other individuals have pledged or given more

Family House at UNC Hospitals
Executive Summary

than \$300,000 to build Family House. To date, Family House has raised \$4.3M of its \$6.3M goal for construction and the initial years' operating expenses. Barring unforeseen obstacles, construction will begin in the summer of 2006, and Family House will open to guests in early 2007.

Specific Context

UNC Hospitals has a tradition of leadership in medicine and is widely known for the excellent care it provides to all patients, regardless of their ability to pay. Families travel to UNC Hospitals from all 100 counties in North Carolina. The table below shows the high percentage of critical care patients residing more than one hour away from the hospital.

Service	% Living more than 1 hour from UNC	Average Length of Stay
Kidney/liver transplant	73%	1-3 weeks
Heart/lung	55%	14 weeks
Bone marrow	75%	10 weeks
Radiation/oncology	35%	4 weeks

In addition to the burden of distance, these families face serious financial constraints. Twenty-three percent rely on Medicaid; 6% have no medical insurance at all. Long absences from work often translate into reduced paychecks or even unemployment for both patients and caregivers.

The Family House Solution

The proposed Family House at UNC Hospitals will be a two-story, 40-bedroom facility with common areas in front and two wings of private bedrooms with baths. Adjacent to the lobby will be two gathering rooms, the hearth room and the parlor, with a fireplace, comfortable furnishings and a large screen television. A light-filled, inviting solarium sits adjacent to the parlor.

The kitchen and dining area will be near these common sitting rooms. The large dining room will be a gathering place for families to share meals, stories and support. The kitchen will include cabinets and a large refrigerator for families who want to store their own provisions. Families will be encouraged to eat together, if they choose, and enjoy time outdoors, relaxing in the landscaped courtyard or taking peaceful strolls through the expansive grounds and gardens.

The ample 5.85-acre site on Old Mason Farm Road adjoins the Ronald McDonald House of Chapel Hill (RMH-CH). The proximity to RMH-CH provides many benefits, including combined free shuttle services to and from the hospitals. Further specifications and operating considerations include:

- A room charge of \$30, with many guests' fees being subsidized, some entirely.
- 24-hour security: A resident manager will be on duty at all times.
- Recreation room laundry facilities, and library with Internet access.
- Gardens and a meadow, walking paths, a family room, a solarium and more.

Family House at UNC Hospitals will be a very special home away from home for patients' families. Knowing that families *who stay together heal together*, we plan to be very intentional in extending our hospitality, training volunteers in the art of hospitality and care-giving. We also, however, believe in discretion. Families who need privacy, quiet, and isolation will find it at Family House.



FAMILY HOUSE

at UNC Hospitals

CAPITAL CAMPAIGN BUDGET

Construction of Family House

- Building Materials & Labor \$3,750,000
- Site Work & Infrastructure \$795,000
- Design & Engineering \$365,000
- Interior Detail and Furnishings \$300,000

Fund-raising & Marketing \$600,000

Sustaining Fund for Needy Families \$500,000

Total Campaign:

\$6,310,000

MAJOR GIFTS TO DATE

SECU Foundation	\$2,000,000	to be paid in May '06
UNC Hospitals	\$500,000	to be paid in '06
Amgen	\$100,000	received
Anonymous	\$100,000	received
RBC Centura	\$100,000	received
Volunteer Association, UNCH	\$100,000	rec'd half; rem.in '06
Wachovia Foundation	\$100,000	received in part
Anna Family/Resolute Companies Fund	\$75,000	pledged
BB&T Charitable Foundation	\$50,000	pledged
The Cannon Foundation	\$50,000	received
The Dickson Foundation	\$50,000	received in part
Tom & Mary Alice Eckman	\$50,000	received in part
Lineberger Cancer Center	\$50,000	pledged
Esteban & Dana McMahan	\$50,000	pledged
NC Jaycee Burn Center	\$50,000	pledged
Richard & Marie Reynolds Foundation	\$50,000	received
Lee Iron & Metal	\$35,000	received
Roche	\$35,000	received
Capital Bank/ Foundation	\$25,000	received
Hillsdale Fund	\$25,000	received
Local Government Federal Credit Union	\$25,000	received
McDonald-York	\$25,000	pledged
SunTrust	\$25,000	received
Frank & Shelayne Sutton	\$25,000	received in part
Wittenbach Business Systems	\$25,000	received
Other businesses, associations	\$201,254	received
Other individuals	<u>\$325,423</u>	received in part
Total Funds Received/Pledged:	\$4,246,677	