

Auxiliary of Inova Fairfax Medical Campus 2018 Annual Report





At its heart, our superb service as IFMC Auxiliary volunteers is a labor of love that is done enthusiastically, with smiles and professionalism, with insight and compassion, and with determination to help a world-class healthcare organization provide the highest quality health services today as it charts a course to be one of the leading health systems in the nation. We're a great team...



Auxiliary Executive Board 2018

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Carol Robinson

Vice President

Howard McAnany

Treasurer

Bill Coakley

Recording Secretary, Historian, Scholarships

Sue Perry

Corresponding Secretary

Sabrina Davis

Nominations

Barbara Whitford

Membership

Sheila Donoghue

Recognition

Barry Wickersham

Publications

Judy Shapleigh

Special Events

Arlyne Meyers

Gift Shops

Carol Slocum

Treasure Trove Annandale

Heather Nakhleh

Treasure Trove Mclean

Lola Keyes

Carol Bonney

Treasure Trove Springfield

Lauren Szymanoski

Immediate Past President

Tom Rupp

VAHAV

Bettie Moores

Legislation/VAHAV

Bill Foster

Associate VP, Support Svcs

Cheryll Battle

Director, Volunteer Svcs

Joan Myers-Reif

Manager, Volunteer Svcs

Carrie Street

President's Message - 2018



Carol Robinson

2018 was exciting, productive, and challenging as Auxilians made a tremendous difference in the lives of the hospital, Treasure Troves, and surrounding communities. More than 1,500 IFMC volunteers clocked in over 140,000 volunteer hours supporting the hospital campus and community in 35 service areas. Volunteers gave 47,500 hours of service to our retail and resale stores.

The Auxiliary Board was enlightened and informed by several exciting guest speakers who supported our continuing education about recent developments and programs on campus. They included Rick Talento, Vice President, Inova Health System, Chief Financial Officer, Inova Fairfax Medical Campus; Dr. Emily Marko, MD, FACOG CHSE, Medical Director, Inova Center for Advanced Medical Simulation; Annette Dubs, Resale Operations Manager; Sarah Ide, Springfield Treasure Trove Manager; Gabrielle Van Massenhove, McLean Treasure Trove Manager; Billy Fillmore, Annandale Treasure Trove Manager and Jodi Shannon, Retail Operations Development Manager.

The Auxiliary Board sponsored a Jewelry and Accessory fundraiser sale that raised \$4,566.

The board approved for 2019 \$435,865 for grants, scholarships and other programs for our campus. The Grants Committee approved \$201,365 in grants for equipment, research, training, and innovative patient-focused programs for the hospital.

The Scholarship Committee approved over \$102,000 in scholarships to rising college students.

Other support approved for 2019 was \$132,500 for the Inova Summit, Life with Cancer® Lobster Extravaganza, and Star Kid 5K Run as well as generous contributions to the Holiday Family Giving Programs and the beautiful holiday decorations throughout the hospital.

In 2018 a gift of \$1.5 million was given to the new Inova Schar Cancer Institute.

Funding for all these programs came from the annual sales generated by our three gift shops (soon to be four) and three Treasure Troves resale shops and their dedicated and hard-working volunteers and staff.

At our annual education meeting, the Auxiliary recognized the 2018 Volunteer of the Year, Dottie Lambert, and the student Volunteer of the Year, Suzanne Cole.

The Auxiliary Board honored Dr. Stephen Keller and Karen Burka as Honorary Members of the Auxiliary.

An Orientation Manual was developed for newly elected Auxiliary Board officers and Appointed Chairs. This document was designed to explain board responsibilities, functions, and hospital protocol.

The Auxiliary Board implemented in 2019 all the approved changes that define the structure and function of the board and its committees. Position descriptions were updated with functions and responsibilities of all members.

On behalf of Inova Fairfax Medical Campus leaders and team members, thank you for a wonderful year of service to our patients. Here's to a great 2019.

Sincerely,

Carol

Financial Report for Inova Fairfax Medical Campus Auxiliary

2018 was another successful year for our retail and resale stores with the Gift Shops and Treasure Troves generating \$3.2 million in revenue. Revenues increased 2.3% to \$3,265,368 from the prior year. Revenues reflect Donation Sales rising by 8.7% to \$1,138,798 and Item Fees increased 50.6% to \$141,728. Net income before support to hospital decreased 10% to \$554,166. Net income benefited from investment income increased 18.3% to \$101,723. This year Support to Hospital increased 28.5% to \$343,841, which encompassed grants to various departments, community outreach scholarships, and donations to help support Life with Cancer, Inova Children's Hospital and the Inova Health System Summit.

Scholarship Committee

In 2018, the Auxiliary awarded \$92,000 in scholarships.



Rithvik Nalamalapu

The \$6,000 Rose Keene scholarship was awarded to Rithvik Nalamalapu, and the new \$4,000 David Burks college scholarship was awarded to Magaly Cabrera-Ortiz. Twenty \$4,000 healthcare scholarships to four-year institutions were awarded to students representing a cross-section of high schools: Thomas Jefferson (4), Lake Braddock, Annandale (3), JEB Stuart (renamed Justice in summer 2018), Centreville, James Madison (2), South Lakes, George Marshall, Chantilly, Robinson (3), Herndon, and Hayfield. Two \$1,000 healthcare scholarships to two-year institutions were awarded, one to a West Potomac graduate and the other to a Westfield graduate.



Magaly Cabrera-Ortiz

The committee continues to revise and refine criteria and processes for scholarship awards. In 2018, the following volunteers served on the Scholarship Committee: Barry Wickersham, Bill Foster, Bill Coakley, Carol Bonney, Carol Danzeisen, Lennie Goldman, Dave Burks, Connie Donoghue, Myrna Beck, Tom Rupp, and Vinnie Demicco. Carrie Street, staff liaison, provided invaluable assistance and support to the committee.

Grants

- **\$14,000 for a Portable Ankle-Brachial Index (ABI) Machine.** This will allow for ABIs to be completed on patients at the bedside on a daily basis.
- **\$5,670 to purchase a Touch Screen Huddle Monitor for the offsite Emergency Room in Fairfax City.** This equipment will enhance their daily huddles and ensure that staff get consistent messaging and updated information.
- **\$5,670 to purchase a Touch Screen Huddle Monitor for the offsite Emergency Room in Reston/Herndon.** This equipment will enhance their daily huddles and ensure that staff get consistent messaging and updated information.
- **\$1,238 for a Prestan Family Pack for the Inova Center for Advanced Simulation.** This equipment is portable and provides immediate learner feedback about the quality (depth and rate) of CPR efforts.
- **\$5,299 to purchase a specialized treadmill for Cardiac Rehabilitation.** This replacement treadmill will enhance patient safety because it is lower to the ground than older equipment and offers extended parallel medical handrails and a larger walking surface.
- **\$5,528 to purchase a CuddleCot for Labor and Delivery.** This equipment will permit bereaved parents to spend more time with their deceased infant.
- **\$36,354 to purchase an ultrasound machine (Tapping on Time on WSSU) for the GYN/ONC unit of the Inova Women's Hospital.** This will improve patient comfort as procedures can be done promptly at bedside.
- **\$18,676 to purchase three portable birthing mannequins** enhancing training to improve team responsiveness to women's healthcare emergencies.
- **\$50,000 to purchase a Premature Baby Simulator (Preemie Paul) for the NICU** to enhance training to improve the care and responsiveness to our premature patients.
- **\$23,430 for a Video Remote Interpreter System for Peri-anesthesia Departments.** This will support purchase of 19 Language Service Carts to provide live video interpreters to patients and family members.
- **\$35,500 to fund the purchase of 1,280 tourniquets** to be used by participants in the Stop the Bleed lifesaving emergency trainings.

StarKid 5K Run



The StarKid 5K Run is a major fundraiser for the Inova Children's Hospital and last year they had their most successful event with over 1,200 participants, raising \$193,000. The proceeds from this event make a tremendous impact on our patients. In the past, these funds have been used to support research endeavors, simulation and educational programs, and family support programs including support of the child life programs within the children's hospital. The Auxiliary Board reallocated funds from the discontinued golf tournament and became a major sponsor of the StarKid 5K Run.

The Auxiliary volunteers manned registration tables beginning at 6 a.m., signing in the runners and distributing commemorative T-shirts to all participants. The 2018 commemorative shirt was adorned with a stencil of the Auxiliary's patch on the sleeve. All signage at the run also exhibited Auxiliary identification. A few of our members even ran/walked after completing their duties. Our volunteers truly enjoyed participating in this community event.

Retail Activities

Gift Shops

The Gift Shops underwent significant change in 2018. We implemented a major software and hardware upgrade mid-year. Further, two new staff members joined the Gift Shops and quickly contributed to improved operations. A continual change of merchandise mix kept the stock moving, and we expect continued growth in 2019.

The annual Christmas jewelry sale brought in additional sales, and free gift wrapping during the month of December was once again well received among staff, patients and their families.

Some interesting 2018 facts:

- The shops sold 88,703 items that were food, candy and drinks. That is an average of 7,391 per month and 246 per day
- The shops sold 5,013 items that were in the plush category. That equates to 418 per month and an average of 14 each day

2018 revenues totaled \$986,187, a slight increase over the 2017 budget plan.

Gross profit of \$414,325 also showed a slight increase over the previous year, slightly over the budgeted plan.

Significantly, net income from operations rose 8 percent, to \$145,875, against budgeted net income of \$102,648. Reduced operating costs contributed significantly to the improved bottom line.

Treasure Trove Resale Stores

Treasure Trove Annandale

Year-End Sales/Store Renovations

The Treasure Trove in Annandale had a very successful year for 2018, with a 10 percent increase in sales from 2017. In review, the year was successful because of the improvements that were made throughout 2017 that increased efficiency and removed road blocks that prevented the store from reaching its true potential. The team implemented new strategies for merchandising and product layout and consistently changed the sales floor to keep our look fresh and inviting.

Our Dedicated Volunteers

We are very fortunate to have such a great team of volunteers who are really engaged. The Annandale store has a very diverse and skilled volunteer group with a number of people exceeding 30-plus years of service. Our team of volunteers exceed all expectations and have helped the store reach new heights.



Our New Volunteers

The Annandale store welcomed 10 adults and two high school student volunteers to our ranks. The store also worked with Volunteer Fairfax throughout 2018 and added 18 temporary volunteers.

Special Events/Sales Promotions

In May 2018 we implemented a more structured sales strategy and created a weekly sales special. We added Customer Appreciation Wednesday and Military Thursday, and Senior Day was moved from Sunday to Tuesday. This gave the store a boost to sales during the beginning of the week and allowed us to work in other incentives for the weekend.

What's more, Annandale Treasure Trove now carries vintage designer handbags from Louis Vuitton that have been carefully selected and certified to add to our new

lineup of quality merchandise. We also added a Resale Rewards program that allows our customers to earn a \$10 coupon for every \$200 they spend in our store. The results thus far have been amazing with 500-plus customers signed up and receiving the benefit.

McLean Treasure Trove

Year-End Sales/Store Renovations

The last year has been a good one at the Treasure Trove in McLean. Sales saw a strong 9 percent rise overall, and the store continues its transformation toward being a competitive but higher-end resale boutique with a good reputation for quality merchandise and fair pricing. The store has started a lucrative partnership with one of the area's finest auction houses, which has resulted in the consignment of some wonderful estates that has helped the store to grow its brand locally. Many areas of the store have seen a redesign to help us better display and protect the valuable items we now carry.

Our Dedicated Volunteers



We still have one of the best crews of volunteers around – though we maintain a smaller overall staff than the other stores.

The dedication and strong sense of store ownership our volunteers feel have helped us to stay staffed and productive, even as our sales increase and the store gets busier.

Our New Volunteers

We were fortunate to add nine adult and teen volunteers to our ranks this past year. They are a great addition to our team and instrumental in increasing sales throughout the year.

Special Events/Sales Promotions

Each season brings new ideas for promoting the wonderful items in our stores. Some of our most popular and successful sales this year were our Countdown to Mardi Gras Sale, which helped bring us closer to Spring and bid a fond farewell to a particularly COLD winter, and our “Black Friday” sale, where we saw our biggest one day sales numbers EVER – \$18,000!

Treasure Trove Springfield

Our Year-End Sales/Store Renovations

Springfield Treasure Trove continues to introduce quality merchandise to our clientele at reasonable prices. In order to remain competitive in the ever popular resale environment, we constantly monitored our prices and selection of a variety of merchandise. In October, we renovated two areas of the store: housewares and clearance clothing. The improvements made both areas easier to shop, and customer response was positive with increased sales in November and December.

Our Dedicated Volunteers



Our devoted volunteers worked extremely hard this past year, and many of them worked extra hours to process the incredible amount of donations we receive on a daily basis.

Others pitched in by creating beautiful storewide presentations of merchandise and inviting window displays.

Our New Volunteers

In 2018, we welcomed 12 new adult and teen volunteers. Our experienced folks were most welcoming and worked closely with these new volunteers. As a result, the Springfield team was able to keep the sales floor well stocked and visually attractive.

Special Events/Sales Promotions

Springfield Treasure Trove worked with West Springfield High School as part of a work-based learning initiative through Fairfax County Public Schools. We sponsored a student who helped us by straightening shelves and tidying up clothing and shoes on the sales floor. Our participation in Fairfax County's Summer Reading Program was a major success and brought in over 600 students. Springfield Plaza's Hometown Magazine was mailed to 15,000 households in Springfield and featured an attractive Treasure Trove ad on the inside cover offering two coupons for our customers who purchased \$15 or more. Customer response was extremely favorable.

Service Areas

During 2018, 1,526 volunteers gave 140,000 hours of service. Student volunteers increased to 41% of the total volunteer population, up from 38% in 2017. The new high school session model increased the number of volunteer hours for the high school students by 26%. Volunteers continue to assist in the three Gift Shops and the three Treasure Troves, Interventional Cardiac Admit and Recovery Support (ICAR), Cardiovascular Pre-Op, Medical Library, clerical posts, Mended Hearts, Surgical Waiting Desk in the ASC and Professional Services Building (PSB), Emergency Department, Hospital Elder Life Program, High Risk Perinatal Unit, Physical Therapy Rehab, Stroke Survivor Peer Visitor, Trauma Survivors Network, Total Joint Replacement Orthopedics, Family Centered Care, Pediatric/Child Life, Transplant Center, Life With Cancer, Medical Interpreter, Neonatal Intensive Care Unit, High Risk Pregnancy Crafts, Lactation Boutique, GE Lab Woodburn Surgery Center, Ronald McDonald Family Room (RMFR) and No One Dies Alone (NODA).

The RMFR and NODA programs have grown considerably. A second RMFR expanded to the 10th floor, and NODA continues to grow with 64 current volunteers. There is also growth in Unit Support, including Adult Observation, Medicine Unit, Women's Surgery, and Orthopedics. Volunteers in blue jackets continue in all these service sectors, and there is also a growing number of furry volunteers—those in Animal Assisted Care. Twenty-eight teams conducted over 2,300 patient interactions in 2018. Training continued monthly for both new volunteers and those getting their five-year retraining attending sessions.

Total Auxiliary Membership – 1,722

Active Adults	904
College Students	319
High School Students	303
Active Life Members	41
Life Retired	125
Supporting Members.	4
Honorary Members.	15
Legacy Members	11
Deceased Life and Honorary Members	42

New Life Members: Leonard Goldman, Theda Foster

Expired Life Members: Jeri Boisseau, Eleanor Bonner, Genevieve (Gene) Ciotti, Catherine (Kitty) Howard, Amira Sala

Expired Auxiliary Members: Frieda Southern, Mary Taylor, Donna Walker, Ursula Walls, Peggy Ward

IFMC Auxiliary Recognition Committee

Dottie Lambert and Stephanie Cole were the Volunteers of the Year honorees. Their families were introduced at the October Auxiliary business meeting and Dottie and Stephanie were presented with a certificate, a letter of appreciation, a \$50 Gift Shop card and a patch. Their names have been added to the Volunteer of the Year plaque in the South Tower volunteer office. There were seven volunteers nominated for the adult award and two for the student award. Two changes will be implemented in 2019: The position/title of the nominator will be added and the names of all who were nominated will be announced. There were no Legacy members added in 2018. Dr. Stephen Keller and Karen Burka were added as Honorary Members of the Auxiliary.

Virginia Association of Healthcare Auxiliaries and Volunteers (VAHAV)

The VAHAV Board of Directors met four times during 2018. The meetings were held at the Virginia Hospital and Healthcare Association (VHHA) headquarters in Richmond in January, May and August, and in October during the Fall VAHAV Annual Education Conference. The Inova Fairfax Medical Campus members for 2018 were Theda Foster, Webmaster and Contacts Database Administrator; Bill Foster, Legislative Chair; Judy Shapleigh, Newsletter Chair; and Bettie Moores and Anne Lewis, Leadership/Development Fund Co-Chairs. Bill Foster, Judy Shapleigh, Auxiliary President Carol Robinson, new VAHAV Board members Jim Dunlop (and wife Karen) and Hannah Olu-Nylander joined 110 other attendees at the annual conference.

The VAHAV website, vahav.org, is being maintained by VHHA in coordination with the recommendations and input by the VAHAV Board. Three members of the IFMC Auxiliary were named as members of the 2019 VAHAV Board of Directors, including holdover Judy Shapleigh as Newsletter Chair, Jim Dunlop as Legislative Chair, and Hannah Olu-Nylander as Emblems Chair.

