



COBB HEALTH FUTURES FOUNDATION

Providing financial, fundraising and advocacy
support for Cobb & Douglas Public Health



Executive Director Reflects on 2014 Health Futures Foundation Successes



Lisa Crossman

Twenty years ago, the Cobb Health Futures Foundation was created for the sole purpose of accepting a land and estate fund donation for use by our public health district. Little other activity occurred until 2010, when board members Dan B. Stephens, M.D. (chair), W. Wyman Pilcher III, and Judi Snelson teamed with

then-foundation director John D. Kennedy, M.D., to build the foundation to include a 100% giving board and to invigorate its fundraising efforts. Many thanks to them for their hard work and dedication.

In 2014, our revitalized board focused its fundraising efforts on programs that improve the health and safety of children in Cobb County: Children's Medical Services, Babies Can't Wait, and Perinatal Case Management. All board members provided financial support while also advocating for these programs in other ways. For example, Pam Riley led the way in building matching challenges into her fundraising requests, and Roy Benaroch, M.D., advocated for why private practitioners should support public health. Committee leaders

Caroline Whaley (Chair, Annual Campaign) and Ryan Patrick (Chair, Nominating Committee) kept us focused on our goals. Rhonda Page continued to help us build relationships with Emory and the CDC, and Pete Quinones proved to be one of our most successful solicitors of corporate support. Ron Younker provided guidance to enhance our civic presentation materials and advocated for us to obtain grant funds from Cobb EMC to purchase safety equipment for our nurses to distribute during home visits. Judi Snelson and Dan B. Stephens, M.D., founding members, continued to serve, advise, and provide advocacy for us throughout the county. In 2014, the Board exceeded our goals, and recently, we were able to purchase critical equipment for children with neurological, hearing, and orthopedic complications and to provide needed educational material for pregnant women.

I am looking forward to the ongoing success of the Foundation in 2015! We began the year with vigor, including the election of new officers—Pam Riley (Chair), Ryan Patrick (Vice Chair), and Rhonda Page (Secretary/Treasurer)—and an increased fundraising goal for the year's annual campaign. We need your support if we are to meet this goal and improve the health and safety of the entire Cobb County community!

Lisa P. Crossman, Executive Director

Thank You to the Following Donors for Their 2014 Support

Corporate & Foundation Donors

City Amerigroup Community Care • Atlanta Bonded Warehouse • Brighton Collectibles • Cobb EMC • Coca-Cola • John and Mary Franklin Foundation, Inc. • Healthcare Georgia Foundation • MetroAtlanta Ambulance Service • PointeNorth Insurance Group LLC

Public Health Guardians (Individuals giving \$250 or more)

Roy Benaroch, M.D. • Lisa Crossman • Jose De Urioste • The Maurine and Jack Kennedy Charitable Fund • Harveda and Virgil Moon • Rhonda Page • Ryan Patrick • Pete Quinones • Pam Riley • Judi Snelson • Caroline Whaley • Ronald Younker

Public Health Friends (Individuals giving up to \$250)

Greg Calloway • Valerie Crow • Diane and Jop Durrence • Carol English • John O'Kane • Jan Heidrich-Rice • Brian S. Holle • Chris Hutcheson • Jonathan Kemp • Emily Lembeck • Sharon Monroe • Valerie Prince • Dan B. Stephens, M.D.

Memorial and Honor Tributees

Shayla Appleby, Chelsea Appleby and Christian Appleby • Jackie Blackburn • Britton Carter • Lisa Crossman • Caroline Crow • Reagan Davis • Riley Davis • Licha Guzman • Dan B. Stephens, M.D. • Dolly Velazquez

Foundation Impact Highlights - What a Gift Can Mean to a Client:

\$25: could provide a properly installed car seat to keep an infant safe during travel

\$100: could provide a weighted blanket to soothe an autistic child to sleep

\$1,000: could provide 9 months of prenatal care to help assure a healthy delivery for an uninsured mom

\$3,000: could assure that hearing tests and hearing aids are available to a hearing-impaired baby

MetroAtlanta Ambulance President Advocates for Corporate Responsibility



Pete Quinones

Pete Quinones is a champion of the public-private partnership. As principal and president of MetroAtlanta Ambulance Service, he and his team have served as long-time partners with many community government and not-for-profit organizations, including Cobb & Douglas Public Health. One day Quinones and his team

may be promoting children's injury prevention through work with the Cobb Safe Kids program. On another, they may be involved in community emergency response and recovery exercises, partnering to keep Cobb residents safe from epidemics such as SARS and Ebola. In 2005, MetroAtlanta served a key role working with local partners to move over 2,000 Hurricane Katrina evacuees flown into Dobbins Air Reserve Base to local area hospitals, nursing homes, and shelters established by the Red Cross. In 2009, similar efforts took place on behalf of the victims of the earthquake in Haiti. Quinones considers those just two examples of public-private partnerships at their finest.

In 2013, Quinones became part of the Cobb Health Futures Foundation board. One of his goals is to make public health issues a priority within our community. He credits his father with instilling a sense of corporate responsibility to affect those in the community who need it the most. When Quinones was three, his father moved the family from Santiago, Cuba, where he worked as a physician. The family sought refuge in Decatur, Georgia and the senior Quinones went on to become a board certified general practitioner. "My father's desire to help folks at the bottom of the economic scale left a lasting impression," Quinones says. "As a GP, he did volunteer work and he never charged. He saw it as an honor and duty to take care of the poorest of the poor."

A Cobb County resident for almost 30 years, Quinones at one time thought he'd go into anything but healthcare. He recalls his father's challenges to work in healthcare due to the American Medical Association's poor treatment of immigrants. He determined that he personally would take the business route, earning his undergraduate degree from Georgia State and his MBA from Georgia Tech. Yet he got into the healthcare business despite this when he joined the then-Metro Ambulance with a position in Government Relations and Sales in 1985. Today he leads one of Cobb County's most corporately-responsible organizations—one that provides each employee one annual day of paid time off to volunteer with a nonprofit organization of their choosing, such as Habitat for Humanity or the American Heart Association. Quinones is a firm believer in the following: "Get involved. Give back."

When time allows, Quinones enjoys fly fishing. With a work schedule of 60 to 70 hours a week, down time is rare. Instead, he continues his father's legacy of community service in healthcare. He is humble about his numerous personal awards for leadership in the community, including past honors such as the WellStar Distinguished Service Award, the Turknett Leadership Character Award, and the Georgia Hispanic Chamber of Commerce Hispanic Businessman of the Year. He is more comfortable discussing organizational honors he contributes to his great team, including the 2014 Sam Olens Business Community Service Award, which recognizes deserving member businesses for service to the community through support of not-for-profit organizations.

Lucky for us, Quinones does not see retirement in his near future. "I think it is very important for all companies to get involved," he says, "...to give back to the community." Lucky for us, Quinones sets the bar high for corporate responsibility.

2014 Cobb Futures Foundation Board Provides Service Leadership

Pam Riley, CPA, Board Chair – PointeNorth Insurance Group LLC

Ryan K. Patrick, Esq., Board Vice Chair – Smith, Tumlin, McCurley & Patrick, P.C.

Rhonda Page, Board Secretary/Treasurer – SciMetrika

Dan B. Stephens, M.D., Immediate Past Chair – Civic Volunteer & Leader

Roy Benaroch, M.D. – Pediatric Physicians PC

Pete Quinones – President, MetroAtlanta Ambulance Service

Judi Snelson – Civic Volunteer & Leader

Caroline Whaley – Civic Volunteer & Leader

What is the Purpose of the Cobb Health Futures Foundation?

To provide financial, fundraising and advocacy support for the mission of Cobb & Douglas Public Health, which operates over 25 different programs. Some of these programs are well-funded, but many are not. Private support helps fund our most at-risk programs and clients.

Family Health Management

Services consist of Universal Newborn Hearing Screening, Children 1st, Children's Medical Services, WIC, and Perinatal Case Management.

Preventative and Clinical Services

Services include Immunizations, Child Health, Family Planning, HIV, Dental, TB, and Breast & Cervical Cancer Prevention.

Healthy Behaviors

Services include Diabetes, Asthma, Adolescent Health & Youth Development and Safe Kids.

Protection, Safety and Response

Services include training for and responding to natural disasters, epidemics and other public health threats.



The Foundation Board concentrates its fundraising efforts on four programs that directly affect the health and well-being of children in Cobb County: Babies Can't Wait, Children's Medical Services, and Perinatal Case Management.

To Give, Contact Us:

Cobb Health Futures Foundation, Inc.
1650 County Services Parkway
Marietta, Georgia 30008

email:
cobbhealthfutures@dph.ga.gov

Phone:
(770) 514-2325

Website:
www.cobbhealthfutures.org

Ask about the many ways to give,
including through a donation "In Honor/
Memory Of" a loved one.

Cynthia Appleby

supports the 2014 Health Futures Holiday Campaign
in honor of her children

Shayla, Chelsea & Christian Appleby



Many donors enjoyed making a contribution "In Honor/ Memory Of" a loved one during 2014. Watch for similar opportunities coming your way in 2015!