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## Robertson Behavioral Health Wing Breaks Ground in August

It began with a phone call in the Fall of 2019. The family of Robertson family contacted Bradley about the possibility of a legacy donation to the Clinic. Willie Robertson loved and supported the Clinic for many years before his

death in early 2019. But, did the Clinic have a significant unmet need? At that call, at the same time, the demand for Bradley's behavioral health services was growing exponentially. We needed more space! Space to effectively and efficiently deliver these services to the underserved members of the Roanoke Valley community.

Between that call and a sunny Wednesday morning in August, a lot of work had taken place: planning, design work, fundraising, contractor selection, to name a few. On August 25, 2021, Bradley Free Clinic hosted the groundbreaking ceremony for the Robertson Behavioral Health Wing. Bradley Free Clinic's staff and board members were joined by representatives from the major funders who helped us make this dream a reality. Randall R. Rhea, M.D., the President of Bradley's Board of Directors, hosted the ceremony. Representatives from The Roanoke Women's Foundation, the Virginia Healthcare Foundation, the City of Roanoke, and the Robertson Family, our significant supporters, shared with those in attendance why they were willing to support our project and share in our dream. Bradley board members Dr. Deirdre Rea and John Gardner, III spoke about what this project will bring to the community Bradley serves and why it is vital to support Bradley's ongoing efforts to fill the funding gap created by the current construction environment.

Also joining us were local and regional government officials; project architect Richard Rife of Interactive Design Group; Sam Lionberger and the team from Lionberger Construction Company, the project contractor. In addition, representatives from the Community Foundation Serving Western Virginia and Tudor House, who have provided substantial funding, were in attendance.

With this groundbreaking ceremony, work begins on this much-needed 1,900 square foot addition, including six counseling rooms, a flex room, and a group therapy room.

We look forward to seeing you at our ribbon-cutting ceremony in Spring 2022!



## MISSION STATEMENT

*The Mission of the Bradley Free Clinic is to provide compassionate and comprehensive health care services in partnership with high quality professional volunteers for underserved residents of the Roanoke Valley and surrounding areas.*

# The Bradley Free Clinic is often described as agile, nimble, and adaptable.

Those words capture the essence of the Clinic and have enabled the Clinic to survive and thrive and prosper through changing times. Now we add a new term—resilient. In retrospect, resilience has been a key player all along. Throughout our 47-year history, we have faced many changes, but none as daunting as those during the past two years. COVID-19 has brought a new challenge of dealing with extreme circumstances, a whole new challenge of fulfilling our mission, as always, of serving the underserved.



Dr. Elizabeth Martin gives Walter Andrews his first dose of COVID-19 vaccine.

But somehow, we have survived, expanded, and thrived. Last year, our Clinic developed innovative ways of serving our patients and providing for their needs, including our highly successful and efficient vaccination clinics. We expanded our outreach programs this past year, including a renewed focus on our Spanish-speaking population, adding bilingual staff, and community outreach. And most recently, we found ways to reach out and serve Afghan refugees who are new to the area and need medical care. Underlying all of this has been the explosion of behavioral health care. Recognizing that need and our now sizable patient population, we began a major building expansion, the largest since moving into our current building. An ambitious endeavor became more of a challenge due to supply chain issues and rising costs, forcing us to reach out to our loyal and dedicated donor base yet again. But, as always, we have grown to the task. The ground has broken, dirt has moved, and we are now well on our way.

Our partnership with the Allegheny Department of health has grown stronger over the last year and a half. We work closely on COVID-19 testing and vaccinations, Hep C diagnosis and treatment, and Peer Recovery Support collaborations. We appreciate our new partnerships with Queen Pin Acupuncture this year, adding acupuncture to our overall wellness initiatives. Look for Katie Clifton's Wellness Wagon to be in the Roanoke Valley soon. Tudor House is adding to our behavioral health services with group therapy. We also have partnered with The Michael Bierle colon cancer awareness fund, helping with the early diagnosis and treatment of colon cancer, and Roanoke City Public schools for back-to-school physicals and vaccinations, specifically serving refugee and immigrant families.

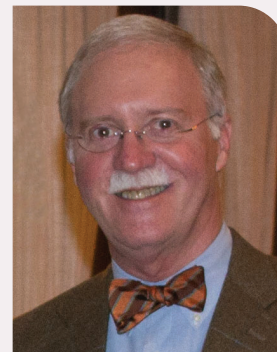
Resilient. There is no other word to describe this past year better, as Bradley has navigated so many challenges and emerged the better for it. Adaptable, agile, nimble, and, yes, resilient. This is what we are and hopefully will ever be. And it is all thanks to you—our incredible staff, our board, our volunteers, and our wonderful donors.

Thanks to you, our resilience has never shown more brightly.

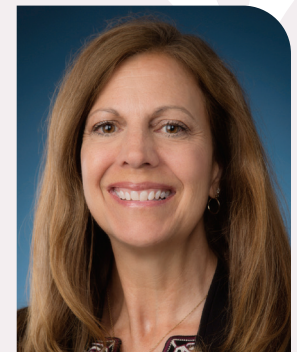
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## COMMUNITY OUTREACH

**The Roanoke area continues to grow as a diverse community, and Bradley is committed to fostering, cultivating, and preserving a culture of diversity, equity, and inclusion to reflect the community we serve.**

We continue to make every effort to connect with our increasingly diverse neighbors who need the quality healthcare we can provide. We have established better communication with our patients, better community outreach, and addressed becoming more accessible to our patients.

This past year we have also made an extra effort to do community outreach. You may have seen our TV, billboard, and bus ads reaching out to everyone in our community, including our ads in Spanish, to reach our Spanish-speaking neighbors. To ensure that we could communicate effectively with any Limited English speakers who sought care at the Clinic, we established an interpreter service on our main phone lines and access on-site through Volatia Language Network. In addition, a new member of our front office staff Daisy Cooper is fluent in Spanish and has been invaluable to assisting in communications with our Spanish-speaking patients. Bradley is also very fortunate that several of our dedicated medical providers and medical students are fluent Spanish speakers.

In the last six months, Bradley has made significant inroads in connecting with the Spanish-speaking community through our newest staff member and Health Navigator, Yomaly Henríquez. Thank You to Raleigh Court Presbyterian Church's Endowment fund that provided a grant to support the pilot program to hire Yomaly and the Louise Lester Foundation for their continued support of this position. Yomaly's role is to connect with the Spanish-speaking community, providing them information about Bradley's services and those of our partner agencies, to address social determinants of health including access to healthcare, housing security, food security, and more. In addition, Yomaly facilitated Bradley's co-sponsorship with the City of Roanoke's Neighborhood Services and the Roanoke City and Alleghany Health District of October's *Gracias A Nuestros Socios*, a festival to connect Roanoke's Spanish-speaking community with the many local community partners



Kerri Baker, Yomaly Henríquez, and Janine Underwood staff Bradley's table at *Gracias A Nuestros Socios*

who provide services they may need. Our goal is to make it easier for Spanish speakers to find a medical home at Bradley Free Clinic.

Though Bradley does not provide ongoing care to children, we do partner with Roanoke City Schools when they ask us to facilitate "School Readiness" clinics for the children of newly arrived families. Regularly BFC's gathers staff, professional volunteers, and the needed resources to get these refugee children ready to enroll in school. These children are provided with overall physical, vision, hearing, and basic lab tests, including their lead level and all vaccines, needed to enter school. Our Clinic is a buzz of activity these nights; there is a lot of energy in the room! We are pleased that we can provide services to these newly arrived members of the Roanoke community.

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*We have taken great care to ensure the accuracy of this list and deeply regret any errors or omissions. Should corrections be necessary, please contact Joanne Paris Jones at (540) 344-5156.*



# IMPACT

**Eilene was 40 years old when she arrived in Roanoke in March of 2009. She came to Roanoke to enter the recovery program at Bethany Hall. Because of the long-standing relationship between Bethany Hall and Bradley Free Clinic, Eilene became a patient of the Clinic.**

Eilene's addiction began when she was 32 years old as she was recovering from major abdominal surgery. She states, "I traded an addiction to food to an addiction to drugs." Before the disruption to her life caused by her addiction, Eilene was an elementary school teacher.

Bradley Free Clinic has been with Eilene through every step of her recovery, taking care of her medical, dental, and behavioral health needs from March 2009 to 2021. As a result, she has received the resources to handle her diabetes, the support to manage her depression, vision care, and needed dental services. In addition, through Bradley's relationships with community providers, Eilene had carpal tunnel surgery and other specialty care necessary to address her health concerns.

During the twelve years that Eilene has been a Bradley patient, she has seen many changes at the Clinic. She appreciates the addition of a paid provider during the weekday hours, allowing her more options to receive care. In addition, the Wellness Advocate program gave her a way to invest in improving her overall health actively. The monitoring and support of her diabetes

diagnosis was a factor in keeping her compliant. One of her proudest moments was the Bradley team cheering her lab results when her A1C dropped from 10.1 to 6 in three months. Eilene says with much assurance that she received "as good, if not better," care from the Bradley team than a regular provider.

**"Everyone at Bradley is truly invested in providing quality care in a non-judgmental fashion."**

When Eilene came to Bradley, she had no job, no health insurance, and limited resources. She continued to address her health and recovery issues with Bradley's help, worked part-time jobs and worked on her Master's degree. She completed her Master's degree and was hired as a teacher with Roanoke City Schools for the 2021-22 school year. Now that she is employed with Roanoke City Schools, Eilene has health insurance through her employer.

Eilene has "graduated" from Bradley. We were happy to be there for her when she needed us. We wish Eilene continued good health and happiness.

**With the support of Bradley's talented and caring staff and volunteers, Eilene began dealing with health issues that she had ignored for more than five years.**



## Your Dedicated Bradley Free Clinic Team

Pictured (l to r): Brooklyn Watson, Carolyn Williams, Matt Aaron, Ruth Cassell, Janella Moore, Rohan Kaushal, Julie Fowler, Daisy Cooper, James Black, Yomaly Henriquez, Leslie Craighead, Keisha Fuller, Tamy Zaragoza, Sarah Yeargan, Penny Wheeler, Jimmy McMahan, Karen Swanson, Christine Wright, Susan Stauffer, Mary Tate, Marianne Davis, Joanne Jones, Janine Underwood  
NOT PICTURED: Donna Miller, Mary Mowbray, Christy Willis

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**The Bradley Free Clinic Staff**

Cindy Vernon

**Bradley Free Clinic Staff & Volunteers**

Todd Marcum  
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**PRESCRIPTION**  
**MEDICATIONS**  
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1,823

COVID  
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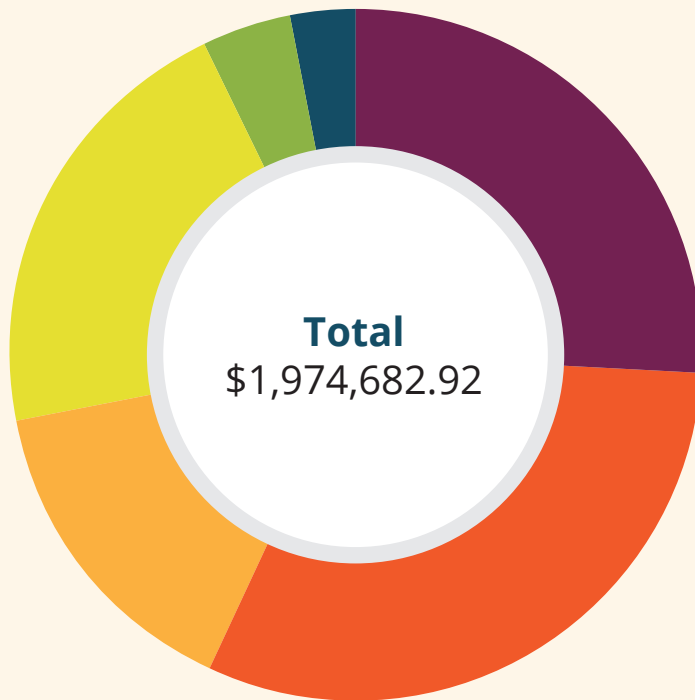
Paul A. Powell, Jr.

230%

INCREASE IN  
BEHAVIORAL  
HEALTH  
PATIENTS



# SOURCES OF FUNDING | July 1, 2020 - June 30, 2021



**Individuals | 26%**  
\$504,512.80

**State & Local Governments | 31%**  
\$619,809.01

**Foundations & Trusts | 15%**  
\$294,796.40

**Grants | 21%**  
\$405,234.34

**Corporations | 4%**  
\$81,917.93

**Churches & Civic | 3%**  
\$68,412.44

**Not Included:**

Other income (medical records, EWL, other) \$ 16,304.98  
Medicaid \$ 40,602.92

*BFC also receives support from generous donors who provide in-kind goods and services. We could not continue to provide our high quality care without the ongoing support of those volunteers and donors.*

## Thank You to our Generous Bradley Bubbles & Brunch Sponsors

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**Brunch Photos (top to bottom):**  
Cynthia Lawrence, Dr. Randy Rhea and Mark Lawrence;  
Dr. Jim McClung, Dr. Will Moore, and Dr. Kathy Ford;  
Dr. Jake Neathawk, Virginia Summerell, and Will Robertson;  
Bradly Bubbles and Brunch attendees enjoy food and fellowship at Sundara in Franklin County.



## BRADLEY BUBBLES & BRUNCH



**We were finally able to have our BBB fundraising event, previously scheduled for March of 2020, and with plenty of time to prepare, it was a fantastic day for everyone!**

Bradley, Bubbles & Brunch was held on a sunny Sunday afternoon at Sundara in Boones Mill. Quite a different venue and event from our previous Docs Rock Fashion, with a Sunday Brunch fare, Mimosa's, and beautiful hydrangea centerpieces from George's Flowers and Kerry McCarty.

We were fortunate to have beautiful weather and a great turnout of our Bradley Clinic Family. When we all had not seen each other in person for a while, it was great to be together to support and celebrate the Free Clinic. The fantastic news is that it was our best event yet, raising over \$75,000.

We also gathered together to celebrate our award recipients. All of our awardees represent our mission by selflessly serving the underserved through their talents and treasures.

### **Dr. Randy Rhea**

Lifetime Achievement Award

### **Drs. Kathy Ford & Jim McClung**

Dedication of the Dental Department

### **The Robertson Family**

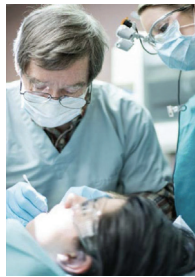
Philanthropy Award for the Robertson Behavioral Health Wing

**Congratulations to everyone!**



A special thank you to our MC and Auctioneer, Naomi Lewis, who worked her magic and enabled us to bring in \$26,000 during our Live Auction and Fund-A-Need appeal. Also, a huge thank you to our Bradley Society, an incredible team of volunteers consisting of Owen Weaver, Preeti Kaushal, Ingrid Strelka, Kristin Garland, Libby Blankenship, Kathy Baylor, Estelle Avner, Todd Marcum, and our Director of Development, Joanne Jones. They worked tirelessly and did a fantastic job.

All had a great time!



Our sincerest gratitude in memory of

**Dr. Richard "Rich" Joachim**

For his dedication and commitment to the Bradley Free Clinic and our patients.

Rich literally brought smiles to the faces of the patients he served and the people around him.

He will be remembered fondly and memorialized with a plaque in his honor in our Dental Department.

*"Give whatever you can, but give it completely, and nobody else can ask more than that."*

September 2021



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Brooke Barnard

Friendship Class at Cave

Spring Baptist Church

Sue Day

Toni Frahm

Gene Godwin M.D.

Alex Iskenderian

Al Kinel

B.R. & Deborah Lineberry

Marylan J. Mays

John D. Morgan

Jacquelyn B. McDaniel

Barbara & Michael Moore

& Network for Good

Cathie Polverino

Darrell Printz

Philip T. Shiner M.D.

Simpson Funeral Home &

Crematory

Edward R. Verdelotti

Kathryn C. Wilson

**Dr. Frank England**

JB Aird III

Donna Kay Bolling

Rayner England

Kevin Kochersberger

Jackie Westmoreland

**Dr. Bill Erwin**

Winn Ballenger

James B. Franko, M.D.

**Katherine Freis**

Katherine Freis Gross

**Joey Gilbert**

Danny A. Gilbert

**O. Watts Gills**

Evelyn F. James Foundation

Pegram J. Johnson

**Lucille Grigg**

J. Peter Andrews

Ralph L. Denning

Betty Fitzgerald

Mary Beth & Jim Harper

Homer V. & Etta J. Horrell

W. Ray Johnson

Mr. & Mrs. Jimmy Owens

Sarah & Verne Seaton

Jean E. Stevens

Anne H. Ward

Lee & Barbara Williams

**Gale Hancock**

Robert F. Bolling Jr.

**Franklin Edward Harris**

Robert F. Bolling III

**Paul Higginbotham**

Paul A. Powell Jr.

**Bobby Howell**

Robert F. Bolling III

**Dr. Richard J. Joachim**

Estelle N. Avner

Claire Roberts

Matt Gross

Helene B. Shumate

Robert R. Canida

Samer G. Shamoon

James Kennedy, DDS

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Yolanda Hoelzer

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**Dr. & Mrs. RLA Keeley**

Pamela M. Cassell

**Dr. Leo Lampros**

Windfall Dames

**Jack Lester**

Paul A. Powell Jr.

**Mary Virginia Lester**

Paul A. Powell Jr.

**Ernie Littlefield**

George L. Gross

**Dr. Charlie J. Lovelace, III**

Charlie & Carolee  
Lovelace Jr.

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Jan Lynch**

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Martin**

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Phillip D. Miller  
April Seay

**Mickey Nelson**

Robert F. Bolling, III

**Mary Nuckols**

H. Chris Nuckols Jr.

**Aaron Graham Odum**

Susan Dewberry

**Lucy Partin**

Loren H. Walker

**Dr. Charles H.  
Peterson, Jr.**

Estelle Avner  
Robert E. Garrett  
Sara Catherine Kibler  
Men's Prayer Breakfast  
Group  
Alvin E. Pattery  
Woodmen of the World -  
Chapter 66

**Elizabeth Pettrey**

Alvin E. Pettrey

**Mr. R. Coleman "Sam"  
Reid**

Paul D. Garst

**Percy & Ramona Rhea**

Randall R. Rhea, M.D.

**Percy McDill Rhea, Sr.**

George L. & Kathy Gross

**Willie Robertson**

Estelle Avner  
Richard Garbeee  
J. Burks Logan, Jr.  
Stephanie Pratola

**Dr. William H. Robison**

Richard Garbee

**Martha Rose**

Mason Cove's Retired  
Teachers

**Jeff Sabel**

Maureen O. Murphy-Ryan

**John Sadler**

Robert F. Bolling III

**Dr. Patton B. Saul**

Joe F. Clark  
Susan Saul

**James H. Saul, Jr.**

Betty Burrows

**Norma Sission**

George L. & Kathy Gross

**Jackie Slusher**

Mark Slusher

**Bud Stockton**

Robert F. Bolling, III

**Kenny Stump**

Danny A. Gilbert

**Burchill T. Sweeney, Jr.**

Michael E. Levan

**Col. H. C. Sykes**

Franklin Sykes

**Taher K.**

Jeffrey Kamal

**J.M. Waldron**

Ethel H. Waldron

**Mickey Waldron**

Ethel H. Waldron

**John Walke, M.D.**

Albert W. Gard, III

**Barbara & Wilson  
Watts**

Dr. & Mrs. E. Mark Watts

**Shanna Grace Weekly**

Ashley Curtis

**Nancy Wilson**

William S. Elias  
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Donald B. Nolan  
Jessica Murphy  
Virginia A. Powel  
Charlsie & Robert Pafford  
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of the Jewish Communal  
Fund  
Stanley Schwartz  
Steve Strosnider

**Samuel C. Wilson**

Salle Wilson

## BRADLEY FREE CLINIC ADVISORY COMMITTEES

**Many of our volunteers provide much-needed support to ensure that great things happen every day at Bradley Free Clinic.**

The Medical Advisory Committee, the Dental Advisory Committee, and the Behavioral Health Advisory Committee consist of professional volunteers of each field. These committees give guidance, advice, and support to Clinic management and a liaison between the professional volunteers of each discipline, Clinic management, and the Board of Directors.

These volunteers who serve on an advisory committee also provide care to our patients or are community partner agencies, and we wish to thank them for the gift of their time and talents to support the Clinic.

**Thank you Advisory Committee members!**

**Medical Advisory Committee**

Karen Perkins – *Co-chair*  
Tom Kerkering – *Co-chair*  
Randy Rhea  
Mark Watts  
James Black

**Dental Advisory Committee**

Will Moore – *Chair*  
Scott Miller  
Sandra Andrew  
Laura Garden

**Behavioral Health  
Advisory Committee**

Deirdre Rea – *Chair*  
Tina Genaro  
Tom Milam  
Letitia Hawkins-Beatty





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Look for an invitation to the  
Open House of the new  
Robertson Behavioral Health  
Wing this spring!

In the meantime, we wish you,  
your friends, and your  
family a happy, healthy,  
and joyous holiday season!

