



The Jim Bernstein Health Leadership Fund

A fund administered by The North Carolina Foundation for Advanced Health Programs on behalf of the Bernstein family

P.O. Box 10245
Raleigh, N.C. 27605
(919) 821-0485

Dear Dr. Schoenbach:

During a July 17 memorial service held to honor Jim Bernstein's life and work, his family and hundreds of friends, state and community leaders, and health professionals reflected on the many accomplishments of a man who, for all practical purposes, invented rural health care as we know it today. It was his vision, his commitment and his passion that led North Carolina to become a model of innovation for the community-driven care of poor, isolated and underserved populations.

In an effort to help sustain his vision and as a tribute to his work, The Jim Bernstein Health Leadership Fund has been established. It is an initiative designed to expand, strengthen and build upon the corps of community health leaders statewide that Jim nurtured. The Fund will be administered by the N.C. Foundation for Advanced Health Programs, and, per Jim's personal request, will seek to:

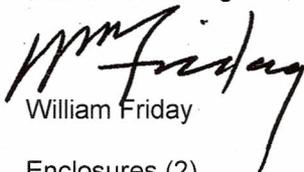
- Develop future leaders by supporting up-and-coming professionals (clinicians, administrators and others) in the latter stages of their education or training and those already at work in rural and underserved communities throughout the state;
- Build and strengthen relationships among rural healthcare leaders by bringing them together through educational and networking conferences and helping them learn from one another; and
- Provide college financial aid for children of rural health center employees, both to recognize and thank those professionals for their contributions and to invest in their children's — and North Carolina's — future.

Our goal in this first year is to raise sufficient resources to establish the Fund, devote resources to its inaugural programs and set aside funding to help seed additional initiatives in the future. Many of you and your organizations touched by Jim's compassionate spirit or his works have already contributed to the Fund, and we appreciate that leadership. If you have not yet had an opportunity to contribute, we ask that you review the enclosed pledge card and consider how you might help us develop future rural health leaders to carry on a noble legacy of work.

North Carolina is a beacon for those seeking to improve rural health care, and we have Jim Bernstein to thank for that. It's now our charge to keep that light burning, to illuminate the way for others who will provide high-quality health care for our neighbors most at risk throughout North Carolina.

On behalf of Jim's family and the N.C. Foundation for Advanced Health Programs, thank you for supporting this important effort.

With warmest regards,



William Friday

Enclosures (2)



Sec. Carmen Hooker Odom

FUND CHAMPIONS

Thomas J. Bacon, DrPH
NC AHEC Program

Moses Carey, Jr.
Orange County Board of Commissioners

Gordon H. DeFries, PhD
NC Medical Journal

L. Allen Dobson, MD
NC Department of Health & Human Services

Allen D. Feezor
University Health Systems of Eastern Carolina

Robert J. Greczyn, Jr.
Blue Cross Blue Shield of NC

Sandra Greene, DrPH
Cecil G. Sheps Center for Health Services Research

Paul Harrison
Wake County Medical Society

Gov. James E. Holshouser
Sanford Holshouser Law Firm

Phillip J. Kirk, Jr.
NC Citizens for Business and Industry

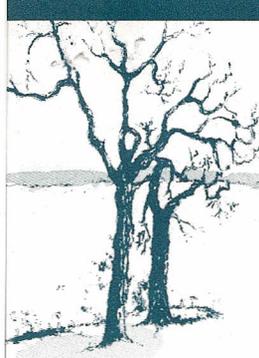
Joseph W. Ponzi, MD
Goldboro Pediatrics

William L. Roper, MD
UNC School of Medicine

Torlen L. Wade
NC Department of Health & Human Services

J. Luckey Welsh, Jr.
Southeastern Regional Medical Center

Glenn Wilson
Cecil G. Sheps Center for Health Services Research



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October 17, 2005

Victor & Marion Schoenbach
601 Emory Drive
Chapel Hill, NC 27517

Dear Mr. & Mrs. Schoenbach:

On behalf of Jim Bernstein's family and the staff and board of the N.C. Foundation for Advanced Health Programs, thank you for your generous contribution to the Jim Bernstein Health Leadership Fund. Though our formal fundraising efforts are still in their infancy, individual contributors such as you are already playing a crucial role in helping us reach our ambitious goals

The resources you've graciously invested with us will be used in a fashion that's consistent with the spirit of integrity, efficiency and ingenuity that Jim brought to his own work. Thanks to your help, we'll be able to train future healthcare innovators, build stronger statewide networks of mentors and protégés, and provide financial aid for deserving students with ties to North Carolina's nationally recognized rural health system.

We greatly appreciate your help in seeding the Fund and making its initial programs possible. We can't imagine a more appropriate testament to Jim than ensuring his legacy will continue to enrich communities across our great state for generations to come. And we can't imagine doing any of it without you.

With warmest regards,


William Friday


Secretary Carmen Hooker Odom

PS For your information, enclosed is a list of the recently appointed Advisory Committee Members for the Jim Bernstein Health Leadership Fund

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NC AHEC Program

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