

Media Kit



Organization Overview

The SECU Family House on the Richard J. Reynolds, III & Marie M. Reynolds Campus (Family House) provides affordable lodging and support services in a caring environment for referred adult patients and/or their caregivers who travel to Winston-Salem for medical treatment.

Opening in 2011, the 45-bedroom facility offers a fully-equipped kitchen, laundry facilities, opportunities for prepared meals, and scheduled transportation to and from the hospital for only \$40 a night. It is a place where families who are already facing the heartache and distress of a serious illness can receive support from caring staff and volunteers and share their experiences with other families.

To date, the Family House has served over 36,000 guests, from 95 North Carolina counties and 43 states.

Executive Director, Kathy Carr

Kathy Kookan Carr was named executive director of the SECU Family House on the Richard J. Reynolds III & Marie M. Reynolds Campus in March 2010.

In 2003 Kathy served on the steering committee of the Hospital Hospitality House as a liaison to the Medical Alliance of the Piedmont. In July 2009, Kathy was hired by SECU Family House as the campaign coordinator. A native of Winston-Salem and with medical professionals in her family, Kathy has felt particularly called to the Family House's vision of caring for caregivers, and was honored to transition to Executive Director.

Kathy and David live in Winston-Salem, and have two sons, a daughter, and a daughter-in-law. A member of Augsburg Lutheran Church, she has also held leadership positions with the NC Lutheran Synod of the ELCA. She is a 2013 graduate of Leadership Winston-Salem, and active in Town and Country Garden Club.



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More than just a place to stay...



SECU Family House Fact Sheet

- House provides affordable lodging and support services for referred adult patients and their caregivers who travel to Winston-Salem, NC for medical treatment. Referrals come from Wake Forest Baptist Medical Center, Novant Health Forsyth Medical Center, and Hospice & Palliative CareCenter.
- Located on 8.8 acres at 1970 Baldwin Lane, Winston-Salem, N.C. (at end of Hospice Lane). Building is just under 34,000 square feet consisting of 45 overnight guest rooms with private baths.
- Staff is on site at all times and the service of 85 volunteers assist over 4,500 families who stay at the house each year.
- To date, the SECU Family House has served over 36,000 patients and their families. These guests have traveled from 95 North Carolina counties and 43 states. Our average occupancy is 86% (39 rooms / night).
- Amenities include common living, dining and kitchen areas, laundry facilities, outdoor patio, outdoor water feature, chapel for meditation. Services may include a caregiver support group, chaplain intern, and evening activities such as bingo, knitting, crafts, and therapy dogs.
- \$40 nightly fee is requested, with a Family Assistance Fund available to help qualified individuals stay at a reduced rate.
- Ongoing operation relies on continuing support – money, supplies and volunteer time from individuals, civic organizations, and businesses.
- Forsyth Medical Center and Wake Forest Baptist Medical Center/North Carolina Baptist Hospital Foundation each donated \$250,000 and a \$500,000 endowment was established for sustainability.
- Opened in September 2011. Capital cost was \$5.4 million. Construction by Landmark Builders, managed by Carolina Investment Properties.
- Donation total included a \$1 million lead gift from The Richard J. Reynolds, III and Marie M. Reynolds Foundation and a \$2 million challenge grant from the State Employees' Credit Union Foundation earned them naming rights.
- Currently has seven administrative staff members: Kathy Carr, Executive Director; Melissa Thompson, Director of House Operations; Tracy Geiger, Development Director; Lisa Northrop, Director of Donor Relations; Lori Flinchum, Finance & HR Manager; Lindley Curtis, Volunteer and Community Services Coordinator; Emily Kaartunen, Administrative Coordinator, and additional support staff.
- Find the Family House on social media here:
 - Website: www.familyhousews.org
 - Facebook: facebook.com/secufamilyhouse
 - Instagram: instagram.com/familyhousews
 - Youtube: youtube.com/secufamilyhousews
 - Twitter: twitter.com/familyhousews



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More than just a place to stay...



Men Who Cook

The SECU Family House's annual Men Who Cook event is the organization's signature fundraiser. Amateur male celebrity chefs whip up their favorite dishes and battle it out for the top prizes, judged by Triad Community Kitchen students.

The 2019 event net over **\$140,000** to help the Family House care for over 4,000 patients and their caregivers who stay at the Family House each year. The event was hosted at Bridger Field House and attended by about 350 party goers.

This year's event was presented by Wake Forest Baptist Health.

Please visit familyhousews.org/men-who-cook for event photos, sponsor listing, and chefs.



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Sample Guest Impact Stories

Elvie, Lincoln County

A brain bleed brought Elvie's husband and her family from Lincolnton, NC to Winston-Salem. After sleeping the first evening in a hospital waiting room chair, Elvie checked in to the Family House.

It wasn't long before Elvie felt comfortable at the Family House, putting her concerned family and friends at ease. "It relieved them of a lot of worry," she said, knowing that she was well cared for.

As volunteer groups made batches of Family House Ginger Cookies and nightly dinners, the Family House came to feel like home to Elvie. Visits from therapy dog Lennix and timely hugs from staff always brightened her day. "There is a lot of caring here."

Ann, Charleston County, SC

"There are no words to describe the emotional roller coaster of having not one child but two diagnosed with cancer at the same time, one in Charleston and one here in Winston-Salem. My daughter Tracey was recovering well enough for me to spend every day by my son Gil's side while he was being treated here for a rare form of cancer with Dr. Ron Davis and Dr. Levine. That allowed his wife to continue to care for their business and their home.

I was truly overcome by the goodness of the people around me. One guest I met at the House cooked daily for others while she was in treatment! Another silent angel paid \$100.00 toward my bill. The staff at the SECU Family House was unbelievably kind and so dedicated to helping families through their medical nightmares. They were truly my lifeline with this experience and they became my family"

Steve, Florida

"In October 2011, my son Steven was involved in a terrible auto accident and was airlifted to Winston. His spinal cord was severed and he was paralyzed from his upper chest down. We almost lost him several times and he is still in Winston for rehabilitation."

Steve was one of the Family House's first guests. He flew in every week for the six months that Steven spent in the intensive care unit. Every time Steve arrived from the airport he found a home. "I felt as much at home here as back in Florida."

Today, more than two years after Steve first checked-in, the Family House continues to serve him and his son, and other families caring for loved ones with traumatic injuries. Today, they feel just as comforted by their experience at the Family House."