

A movable feat

Visitors going to the Aquarium might not notice the unassuming building down the street, one that houses a vision as much as anything; one that foresaw that the gaps in the healthcare system would only widen for the working poor.

William C. Warren IV, MD, president and founder of the Good Samaritan Health Center, though, had visualized it since beginning medical school: the goal of creating a full-service health center. Mixing practical experience with the education, he volunteered at Grady Hospital and with various non-profits such as Techwood Baptist Center. After succeeding with a Sandy Springs-based pediatric practice, Warren, a Coca-Cola heir, used his own funds and donations to open "Good Sam" in 1999 with the mission to provide quality health care to that working poor.

The initial operating budget was modest, and the staff was small. To let patients know they were open for business, his team placed calls to various organizations including Social Services and the Salvation Army. Patients soon followed, and they have kept returning. There are now two affiliate centers located in Cobb and Gwinnett counties, as well as a satellite office in Doraville. In 2006, there were 17,526 patient visits.

Volunteers are an integral part of the organization, with more than 400 volunteers and interns at the downtown location that see patients, assist in the office, and work in the yard. Compassion is a trait that both the staff and volunteers impart to the patients. "We hopefully reduce the barrier as to why people don't want to go to the doctor," Warren says. In keeping with that idea, Warren does the little

things like simply not wearing a white coat. He refers to the practice as a "one stop shop for everything." The center provides pediatric and adult care, check ups, dental care, mental health & counseling, lab tests, hearing & vision screening, and vaccinations. An array of specialties such as cardiology, ophthalmology, and gynecology are available. There is even a dispensary where patients can get their prescriptions filled after their appointment.

The center's 2006 annual report highlights the 1.5 million people who are uninsured in Georgia, along with the 500,000 uninsured in metropolitan Atlanta. The center is able to offer sliding scales and take patients with

Medicare, Medicaid and Peachcare for Kids, and takes patients with no means to pay.

Since 1999 the center's neighborhood has changed, leading to the realization it's not as accessible for their patients as they would like because the area has undergone revitalizations. As Director of Development Karen Rose puts it, "We don't stand for what we used to in the present location." And that's not bad news, since Warren will simply go to where the patients are, having decided to move to Oak Grove on a two and a half acre site that will serve the Vine City and Maddox Park areas. That's what good samaritans do.

— Jennifer Taylor AB¹⁸

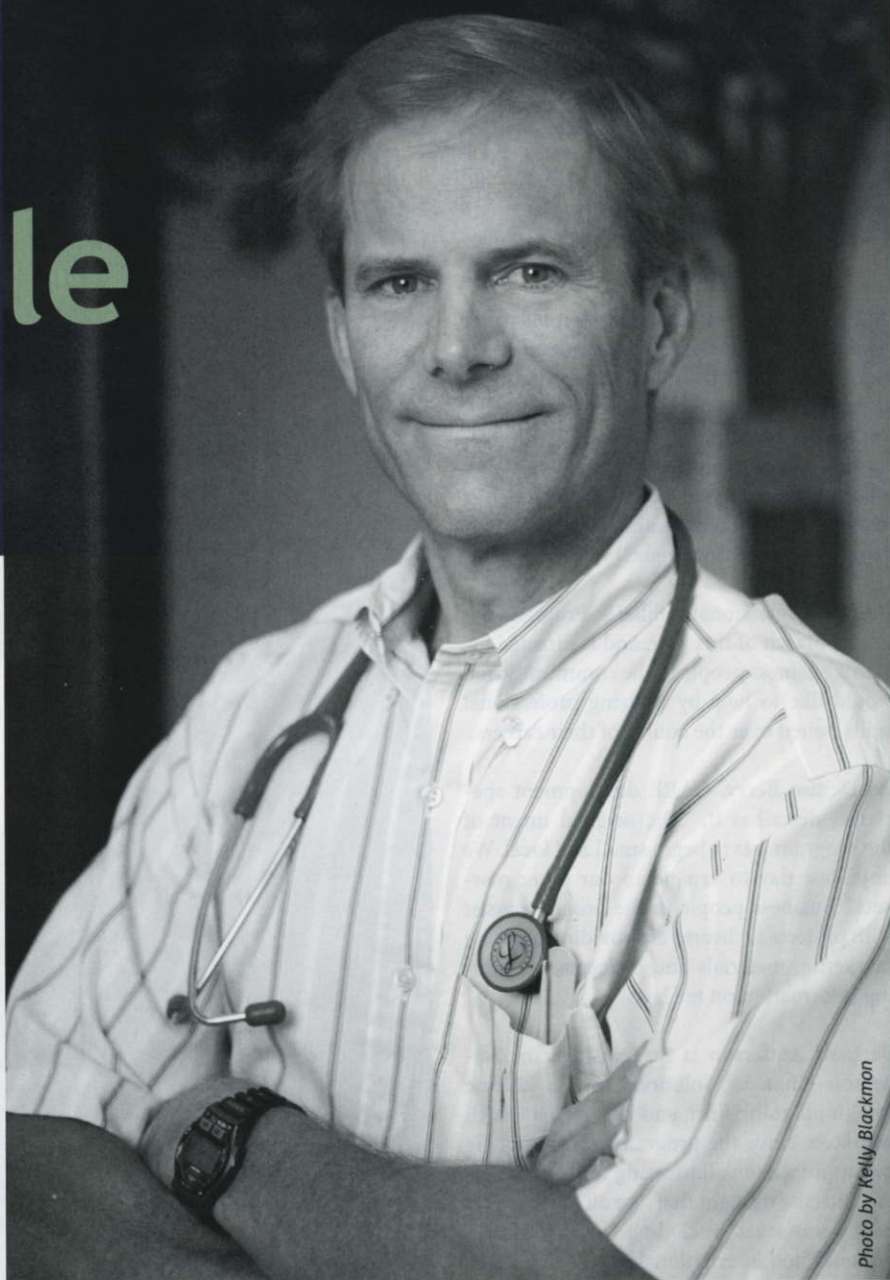


Photo by Kelly Blackmon

Time given is money raised

If you've ever wondered how you could parlay the knowledge from your business experience to make a difference, there are organizations interested in your expertise. Just one example is the Atlanta-based global nonprofit CARE (Cooperative for Assistance and Relief Everywhere), whose mission is to aid individuals and families in the poorest communities in the world. (You've heard of a care package, right?)

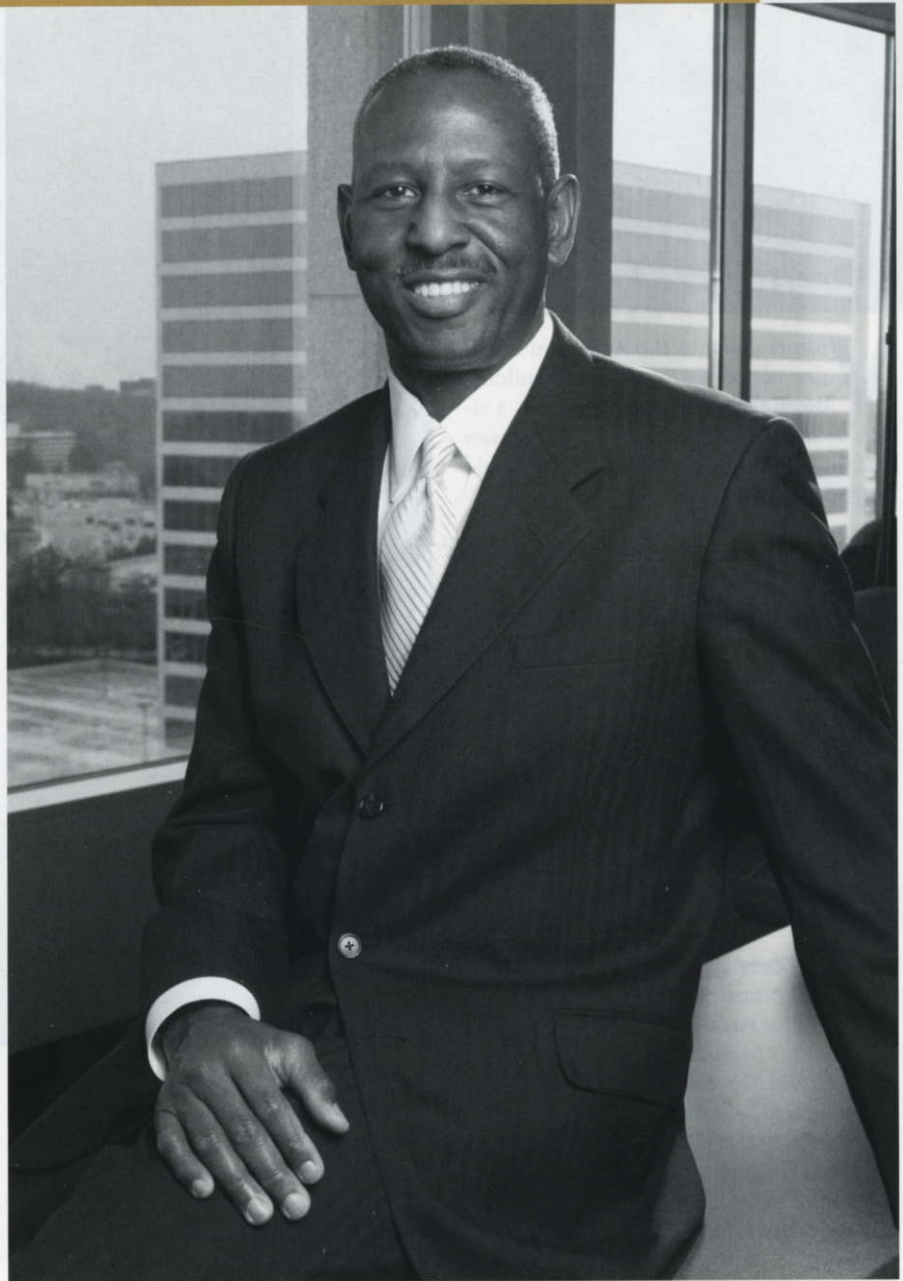
CARE's Professional Affiliates Program began in March of this year, and is directed towards business people in the community that would like to help by utilizing professional skills honed over the course of their careers.

As Denise Berry, CARE development specialist, describes it, "The original intent of the program was to begin small and local. We hope one day to expand to our other markets." Business people in the program assist with projects as diverse as providing input on marketing materials and concepts, or offering information on tax laws.

Bernard Anderson is the president of Anderson Financial Solutions Inc., a holistic wealth planning firm, and has been a CARE volunteer since the program's inception. He has approached volunteering throughout his life with the thought that "we all need to give back some level," including "local, regional, national, and international."

Bernard's motivation for giving back took root as a child. "Part of growing up in the South was that families in the neighborhood supported each other." Volunteering has always been a facet of his life from being in the student council, to being a member of the volunteer army, which gave him "a frame of reference for third world countries and how good we have it in the United States."

Part of his work with CARE is producing an estate planning newsletter. "We felt that the audience would be receptive to the newsletter in lay person's terms," says Berry. The information provides charitable ideas detailing how people can assist the organization.



In addition to CARE, Bernard holds workshops on "ways to generate gifts and financial support for additional non-profits." Planned giving and fundraising is a large component of his business as he strives to help clients leave meaningful legacies. Bernard points out the "largest transfer of wealth known to mankind has begun with

the boomers, and there are so many people who could give to charities." Through his company's focus, Bernard is aware that "most people have something that's special to them. Advisors can help them achieve that cause by asking if they have a philanthropic interest."

— Jennifer Taylor **ABM**