

Cornerstone



DELIVERING CARE AND HOPE:

**Nurses make
miracles happen**
every day



On Our Cover

*Get to know six remarkable nursery nurses whose dedication brings hope and healing to our tiniest patients and their families every day. They share the joys and challenges of caring at the bedside, showing how compassion makes all the difference. **Read more on pages 8-9.***

WELCOME NEW BOARD MEMBERS



Maggie Brumley serves as a Realtor and Principal at Bishop Realtor Group. She is driven by a deep commitment to supporting her community. Reflecting on her involvement with the United Regional Foundation Board, Maggie shared, "My passion for

serving on the Board began after my daughter was born two months early in 2021. The dedicated staff at United Regional cared for her for five weeks, and I saw firsthand the exceptional quality of healthcare they provide. Our community is incredibly fortunate to have United Regional, as it ensures accessible, high-quality care for many not only in our immediate area but also in surrounding counties. I am very excited about what lies ahead!"

Maggie added, "Seeing the difference the Foundation's work makes in people's lives is extraordinary. You don't realize how impactful it is until you are the one who needs it. I cannot wait to give back."

Outside of her professional and volunteer work, Maggie enjoys gardening, hand-embroidering children's clothing, traveling, and spending time outdoors chasing her energetic toddlers. We are thankful to have Maggie on our team, sharing her talents and passion to help strengthen our community!

On Our Pages



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Paula Parks is a Nurse Practitioner at United Regional's Transition Clinic, where she leads the High Needs Medical Program. This unique program helps many of the most vulnerable in our community find a path to improved health.

Paula is excited to serve on the Foundation board, commenting, "I truly believe I am making a big difference in the lives of those who cross our threshold at the Transition Clinic. I also want to make a difference on a bigger scale in Wichita Falls."

She continued, "I am eager to connect with my fellow board members and collaborate as we work to enhance the lives of everyone served by United Regional and tackle the many health and socioeconomic challenges in our community."

In addition to her professional responsibilities, Paula finds great joy in her family. Her gentle, caring, and patient nature allows her to connect with others easily — a skill that serves her in every aspect of her life. Paula's hobbies include crocheting, reading, and playing games with her family. We are grateful to have Paula working alongside us!

Blessings in Faithfulness

One of the most impactful life lessons my parents taught me was that persistence and faithfulness lead to a life full of blessings — sometimes the ones we hoped for, and often those we never expected.

This formula transcends all aspects of my life, from family and career to volunteer work. I learned the value of family connections by my mom's persistence in cooking family meals, preparing personalized birthday cakes, and purposely celebrating every occasion of life. She made sure that every member of the family felt valued.

I learned the lesson of faithfulness through consistent examples from my parents. After my beloved mom passed in 2017, dad started visiting church members who are no longer able to attend on Sunday mornings. Though he

is almost deaf without his hearing aids, he faithfully makes his Sunday rounds with a deacon, Bill, who is legally blind. Dad jokes that together they make one whole person. Dad and Bill have been extraordinarily faithful in making their Sunday visits, bringing Holy Communion, prayers, and hope to those who might otherwise feel forgotten. Their faithfulness has resulted in immeasurable spiritual impact, not only for those they visit, but for themselves as well.

For years I've volunteered as a lector during Sunday mass, reading scripture to the congregation on a rotating schedule with others. It is something that has taken practice to do well. Earlier this year, my husband and I took a pilgrimage to Italy with a group. Included was Bishop Mark Eckman, who had pre-arranged to lead a mass in Saint Peter's Basilica during our visit to the Vatican. He invited me to lector. Upon arrival we discovered we'd been

given not a small side altar, but the grand altar behind the main one — already filled with several hundred worshipers from around the world! As I savored the magnitude and splendor of the Basilica, I thought there's no way I would actually get to read there. I was wrong. By the grace of God, I had the honor of reading scripture in the largest Christian church in the world, a blessing that will stay with me all my days.

Most of life unfolds in the routine of our daily lives. While I'm always up for a grand adventure, I also believe we are called to bloom where we are planted. Are you blooming where you're planted? I couldn't be more grateful to be "planted" at United Regional and work alongside our Foundation team — Tina, Melissa, Cindy, and myself. They're a joyful, hardworking group always giving their best so that programs, initiatives, and campaigns achieve maximum results. We know we're not working for ourselves, but rather to elevate the health of our beloved community.

As we celebrate the holidays and move into 2026, please know of our profound gratitude for your continued support of United Regional. The faithfulness of our generous donors, community partners, board members, employees, and so many others working together brings countless blessings to our community.

Wishing you peace, love, and joy,

Noel

Noel Filer, Director



Service with a Smile!

Valet tips support Children's Miracle Network

Outside United Regional's Bridwell Tower, a friendly team in bright, reflective vests is always ready to lend a hand to anyone arriving. Leading the valet team is Paul McNamara, originally from Australia. His warm smile and outstanding service leave a lasting impression on everyone he meets. Paul's unmistakable accent often sparks friendly conversations, prompting guests to guess where he's from.

Paul leads a team of eight valet members. He takes great pride in the service the team delivers, knowing they do much more than park and retrieve cars. Often, team members are the first interaction patients and visitors have with United Regional, and sometimes their last, as patients prepare to return home. Customer service is of paramount importance, as the valet team is the "Welcome to United Regional" team.

Paul started working when he was 16 years old, and in January, he will celebrate 50 years in the workforce. He has served in many roles over the years, including service in the Australian Air Force, work as a salesman, service writer at auto dealerships, and correctional officer at Allred Prison.

Paul's journey to the United States involved his wife, Lisa, who was born in Wichita Falls. He has now worked at United Regional for 16 years, with the last 10 as Coordinator of Valet. Paul reports to Chris Hill, Director of Guest Services, Laundry, and Security, who describes Paul as an expert in his field.

Chris is proud of the valet team, saying, "What can you say about a team that works through any weather condition and is still able to keep a welcoming smile on their faces? I am amazed at the personal interactions the valet team has with many of our patients and visitors. Several are here for outpatient services and return frequently for their care. The team gets to know these individuals over time, and patients look forward to seeing them."

The outstanding service delivered by the valet team generates tips from grateful patrons. One hundred percent of the tips go to Children's Miracle Network at United Regional. Astoundingly, over the last five years, more than \$52,500 has been donated! Every dollar helps support pediatric services.

As guests arrive at the Bridwell Tower, they might be greeted with a cheerful, "Good day, mate!" in an Australian accent or a warm, "Good morning, ma'am!" spoken slowly with a Texas drawl. No matter what the greeting, you can count on receiving exceptional service from a team that is happy to welcome you — rain or shine — and help make your visit as pleasant as possible.



Pictured left to right:
Paul McNamara, Gerald Thatcher, David Gonzales, Daniel Holmes, Gerard Honore, Dennis Fenter, Jerry Cluley, Harvey Miller

heart *of the* community



KEYNOTE SPEAKER:

Don't miss your chance to hear from a truly remarkable surprise speaker! With over 2,500 presentations delivered across three decades, this captivating presenter has inspired elite leadership teams from Fortune 100 companies and delighted audiences worldwide — including associations, non-profits, and global leaders.

As an acclaimed author on professional development, healthy mindset, and thriving under pressure, our speaker brings stories and strategies that empower you to unlock your potential. Learn how conscious storytelling, self-reflection, and stepping outside your comfort zone can be the keys to mental and physical well-being, as well as lifelong growth.

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Saturday, February 7, 2026
Doors and breakfast buffet open at 8:30 a.m.
Delta Hotel by Marriott, 306 Travis St

Emcee: Janice Sons

Reserve your tables and tickets by January 29, 2026

A FREE Wellness Panel Blood Screening is included with each ticket, along with breakfast, the presentation, and a gift.

For more information, contact Tina Roe at troe@unitedregional.org or 940-764-8200.



The McCoy Foundation Helps Keep Families Together



The Tiny Treasures Campaign to build a new Level III Neonatal Intensive Care Unit (NICU) at United Regional received a remarkable boost thanks to a generous \$1 million donation from the James N. McCoy Foundation.

This exciting news was announced during a special ceremony on September 15, celebrating the start of construction on the new NICU. Vicki McCoy, along with Foundation trustees Ken Hines, Nancy Marks, and John Luig, attended the event to commemorate the occasion. Ken Hines shared, “We like to give our money to organizations who spend it well and provide good service. We are very proud to partner with United Regional on this important project.”

Vicki McCoy was deeply touched when she first learned about the NICU and felt compelled to get involved. Nancy Marks explained, “We couldn’t begin to imagine how painful it must be for a young mother to have her premature baby sent away to another city for specialized care immediately after birth. We are so thankful that with the new NICU at United Regional, families can stay together with their newborns right here at home.”

Nancy continued, “Vicki McCoy is a true treasure to our community, and it’s so rewarding as a trustee to witness firsthand how projects like this truly make a meaningful difference in our community.” Vicki herself feels blessed to be able to give back, believing that the impact of this gift is part of God’s bigger plan.

With the McCoy Foundation’s donation and an earlier \$1 million contribution from the Johnson Family, the \$5 million campaign is making notable progress. Noel Filer, Director of the United Regional Foundation, expressed deep gratitude, “Saying ‘thank you’ hardly seems enough for these incredibly meaningful gifts. There are a million ways the individuals behind the gifts are impacting all in their midst for good. I know this NICU will change the course of history for many families, and I hope each donor has deep satisfaction in knowing how they made a difference.”

From Steakhouse to NICU: Ford Swanson's Recipe for Giving Back



If you've enjoyed delicious Texas beef at McBride's Steakhouse on Maplewood, you've probably met the owner, Ford Swanson. Ford is not only hands-on at his restaurant, but he's also deeply committed to giving back to the community—especially when it comes to kids' health at United Regional.

Ford's motivation comes from a deeply personal place.

Twelve years ago, his wife, Ashley, went into preterm labor nine weeks early. Thanks to the dedicated women's and children's team at United Regional, the Swansons welcomed their daughter, Caroline, who weighed just over four pounds and spent a month in the Special Care Nursery. Ashley shared, "Everyone was wonderful and truly cared. It's very scary seeing your tiny newborn with wires and tubes, but the staff were patient, knowledgeable, and always explained what was happening."

Ford was grateful to have Ashley and Caroline at United Regional for the advanced care they needed. "I can't imagine trying to balance work and driving two hours away to visit my wife and newborn. It meant everything to have them close by to support them," he shared.

Ford knows firsthand how valuable the expansion of United Regional's nursery to a Level III Neonatal Intensive Care Unit (NICU) will be, as it will allow even more families to stay close to home when tiny newborns arrive. "Being able to have family support nearby will relieve additional stress during an already stressful and scary time. Not having to worry about the cost of hotel stays, food, and gas will lift a huge financial burden from these families."

Today, Caroline is thriving — she's in seventh grade, on a competitive dance team, and maintains straight A's in advanced classes. When she's not dancing or studying, she loves spending time with her friends.

While Ford is grateful for how well Caroline is doing, he will never forget the challenges in her early days. Putting his gratitude into action, Ford, through McBride's Steakhouse, sponsors many community events, including those benefiting United Regional. He explains, "I enjoy giving back to the community that has given so much to me and my family. I grew up in Wichita Falls, and I want to see our city flourish and grow."



Nursery Superstars Deliver Hope Through Compassionate Care

Welcoming a new baby into the world is typically a time of joy and celebration for families, a moment when hearts swell with hope and anticipation. Yet, for some, this journey brings unexpected challenges — whether it's the early arrival of a fragile infant weighing just a few pounds or a full-term newborn who suddenly needs specialized care. At United Regional, the presence of a dedicated team of neonatologists, pediatricians, and highly skilled bedside nurses ensures that every newborn and new mother receives expert, compassionate care. These remarkable nurses spend countless hours, sometimes extending into weeks or even months, alongside families, forming bonds of trust, encouragement, and love as they support the tiny patients on their journeys toward health and home. This path is filled with poignant moments — fear, vulnerability, hope, and the triumph of milestones as the littlest ones grow stronger each day.

While United Regional is blessed with an entire team of loving bedside caregivers, Avis Harris, Director of Women's and Children's Services, and Amanda Quezada, Nursery Manager, invite you behind the doors of our Special Care Nursery to meet nurses pictured below (L-R) Abigail Carr, Denise Hobbs, Carol Bell, Ashley Avara, Jocelyn Hernandez and Jordan Love.

For Denise, taking care of babies isn't just a career, but a calling that began in the most personal way — as a NICU mother herself. The compassion and skilled care her family received during a time of both heartbreak and hope inspired her to give back and offer the same comfort to others. Having experienced firsthand the difference consistent, loving care can make, Denise strives to be a source of peace to families facing uncertainty.

For Joycelyn, the journey is equally heartfelt. Her son, Juan, was born with a critical heart defect, requiring three months of NICU care. The nurses who cared for her family gave more than medical expertise — they provided compassion, hope, and understanding during a terrifying chapter. Their example became her inspiration, fueling her desire to offer the same support to others.

Every day, these nurses bear witness to the raw, sacred moments of parenthood. **Abby** expresses how honored she feels to minister to families in their most vulnerable times, while **Carol** finds deep purpose in not just treating her tiny patients, but also lending a reassuring voice to parents overwhelmed by the complexities of their baby's care. The emotional highs are profound; **Ashley** treasures the instant a mother holds her newborn for the first time, no matter how



Would you help us?

When considering your year-end-giving, we would be humbled and grateful for your gift.



To donate, scan the QR code or visit unitedregional.org/donate-form/.



The Tiny Treasures Campaign is raising funds for the \$5M Level III NICU.

With a gift of \$50 or more, we'll send a cute giraffe ornament and a personalized card to your chosen recipient. Please include recipient's name and address with your gift. Anyone who gives \$1000 or more will have their name included on a donor wall when the NICU is complete.



Community Care Fund helps discharged hospital patients who have ongoing medical needs but limited resources.



Area of Greatest Need



During this holiday season and in 2026, all of us at United Regional thank you for your generosity and wish you abundant blessings.

small or how many children have come before. **Jordan** shares that placing a baby, skin-to-skin, in a mother's arms for that first embrace, never fails to move her to tears alongside the grateful parents. For Joycelyn, being a part of those moments — when stress becomes peace, sadness becomes happiness, and an overwhelming experience becomes gratitude — is something she will always cherish: proof that even the most difficult beginnings can lead to beautiful outcomes.

Jordan, Joycelyn, Denise, Abby, Carol, and Ashley all recognize how expanding the nursery into a Level III NICU will make a significant impact on families and the broader community. Abby points out that it's often too risky for new mothers to travel with their babies to another city for specialized care. With this expansion, mothers and babies no longer must endure the pain and difficulty of being separated or the challenge of traveling long distances for advanced treatment. Families can now concentrate on recovery and bonding at home, surrounded by a team that knows how important every moment is. Jordan appreciates that this change will spare families the financial and emotional stress that comes with having to transfer their newborns out of town.

The addition of neonatologists has brought an incredible level of expertise to the nursery team, allowing more babies to remain at United Regional and bringing a new level of knowledge and teamwork to the staff. As Carol notes, this expansion has truly strengthened United Regional's ability to serve a wide array of needs, giving every newborn the best possible start.

The nurses' stories are filled with unforgettable moments that speak to the resilience of their smallest patients and the dedication of their team. Joycelyn recalls the countless tiny fighters she's helped stabilize — some weighing barely more than a bag of sugar — where every heartbeat felt like a precious, fragile victory. Yet, *through the unwavering care of their families and the nursery team, these babies grow, meet milestones, and eventually thrive.* Ashley and Abby find joy and affirmation in seeing former patients and their families out in the world, no longer defined by their rocky beginnings, but full of laughter and life. It's in these smiles and giggles that the true reward of nursing shines through — reminding all who serve that their work is not only skilled and compassionate, but also profoundly meaningful and life-changing.



United Regional Breaks Ground on New Imaging Center to Enhance Patient Care in Wichita Falls

To better serve our patients, United Regional has started construction on a new Imaging Center located just south of Bridwell Tower at the corner of 12th and Alma Streets in Wichita Falls. Mark Wright, Director of Radiology and Outpatient Diagnostics, shared, “We are incredibly excited to bring this new outpatient Imaging Center to our community — a milestone that represents much more than just a new building. At United Regional, our mission has always been to deliver high-quality, compassionate care, and this new center is a testament to that commitment.”

Expected to be completed in December 2026, the two-story, 53,000-square-foot facility will feature the latest in imaging innovation in a setting thoughtfully designed for both comfort and convenience. Patients will benefit from expert technologists, high-quality imaging delivered with accuracy and compassion, and the ability to self-schedule appointments. Streamlined access to services and results will respect patients’ time and health priorities.

Mark added, “With state-of-the-art imaging technology — including MRIs, CTs, X-rays, mammograms, and ultrasounds — and emphasis on patient comfort and convenience, we’re not just offering diagnostic services, we’re elevating the entire healthcare experience for everyone we serve. This is a huge step forward, and we are so grateful for the support and trust of our community as we continue to build a healthier tomorrow, together.”

The Imaging Center will also include a retail pharmacy, which will make it easier for patients to obtain their discharge medications, thereby reducing hospital readmissions.

Staff will also have convenient access to personal medication through the retail pharmacy. This new facility is part of United Regional’s Master Facilities Plan, designed to address the growing healthcare needs of our community.





Thank You

We extend our gratitude to Walmart/Sam's Club, Robbins Family ACE Hardware, Richeson Dairy Queen, and Love's for their commitment and generous contributions to the Children's Miracle Network at United Regional. Thanks to creative fundraising events — such as ACE Hardware's Block Party, Sam's Club's car show, Walmart's various initiatives, Dairy Queen's Miracle Treat Day, and Love's donate at the register program — these partners have provided invaluable gifts that help support over 30,000 pediatric patient visits to United Regional each year. We deeply appreciate these strong community partnerships and the difference they make for our children.





Party ON THE Green



united regional foundation  Children's Miracle Network Hospitals 

Our 4th Party on the Green was a celebration of community, compassion, and hope for the future! Thursday's dinner and concert was filled with great food and amazing music at The Warehouse. The Mavericks generously provided their signature rib dinner, and Eagle Eyes, the phenomenal Eagles tribute band from Canada, rocked the stage! Friday's golf scramble was a fun-filled day at Champion's Golf Course at Weeks Park.

Thanks to our amazing community, over \$124,000 was raised for our Level III Neonatal Intensive Care Unit (NICU) — funds that will help us care for babies born as early as 26 weeks gestation.

"The love for the kids in our community shines brighter



every year. Our friends and neighbors continue to rally for advancements in children's health, so we can keep our families here at home for care. The support and generosity of our donors are truly gifts from the heart, and they're making a real difference in the lives of our tiniest patients," said Melissa Walker, Children's Miracle Network Specialist at United Regional.





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SPECIAL THANKS to the Mavericks for providing DINNER!





For almost **25 years**, United Regional has conducted an employee fundraising campaign called Spirit of Giving. Incredibly, employees have donated \$5.6 million since the inception of the campaign. The illustrious, detail-oriented Tina Roe, Donor Services/Annual Fund Specialist at the United Regional Foundation, has led the campaign for many years. *"It's incredible to see our employees making a real difference in so many lives — both within United Regional and throughout the community," Tina shared.*



SPIRIT OF GIVING

Spirit of Giving gives employees the opportunity to make charitable gifts through payroll deduction, donation of PTO, and outright gifts. The campaign requires collaboration between the Foundation and departments throughout United Regional. Approximately 75 staff members volunteer to be department champions and are key to the success of the campaign.

The most recent campaign netted \$269,000 and will benefit the following entities in 2026. Leaders explain the impact:

IN THE COMMUNITY



Hands to Hands Community Fund

Nancy Brown, Executive Director

Hands to Hands joined the Spirit of Giving in 2009. It is still one of the most important pieces of our campaign and is strongly supported by United Regional employees. The money raised goes directly to support the programs and services provided by our eight agencies. Many of the employees specifically indicate where they want their money to go, and 100% of what they give goes directly to those agencies. The support is very meaningful.



United Way

Brandy Gauthier, Director of Resource Development

United Regional's Spirit of Giving campaign makes a lasting impact. Because of employee generosity, children have access to safe and nurturing environments, seniors receive nutrition and care, and families gain tools to become more financially stable. These donations help 21 local agencies dedicated to health, education, and financial stability. Nearly 10% of our total fundraising comes from Spirit of Giving, demonstrating how United Regional's team truly embodies the spirit of caring for others.



Rathgeber Hospitality House

Scott Reed, Executive Director

Being part of United Regional's Spirit of Giving campaign is a true honor for us. Our partnership, rooted in compassion, reflects the values of both organizations. The fact that United Regional employees choose to support our House is deeply meaningful — they care not only for patients inside the hospital but also for the families waiting and worrying nearby.

The Spirit of Giving campaign provides crucial financial support, allowing us to serve families in their greatest time of need. I would venture to say that without these employee donations, we couldn't meet families' needs as well as we do. Every dollar helps us offer safe, comfortable lodging to families, just steps from their loved ones, and keeps families together when it matters most. We're deeply grateful for that.

AT UNITED REGIONAL



Community Care Fund

Emily Payne, Director of Community Health

Illness often arrives without warning, and many of our patients are unprepared for the financial burden that follows. I remember discharging patients as a bedside nurse, wondering how they would manage once they left our care.

That's why the Community Care Fund means so much. It allows us to extend care beyond hospital walls — helping patients afford medications, follow-up appointments, and necessities that impact their recovery. Because of generous donors, including our incredible employees, we can continue caring for patients not just clinically, but compassionately.



Friendship Fund (Employee Assistance Fund)

Shaun Campbell, Director of Pastoral Care

Participating in the Spirit of Giving campaign is a true honor, showcasing compassion at the heart of our organization. It demonstrates how deeply we care for each other, not just through patient care, but by supporting colleagues when they need it most. Each contribution strengthens our ability to respond when employees face unexpected financial hardship — whether due to illness, family emergencies, or other crises. Through these gifts, we're able to provide real relief and hope, helping our team members focus on healing and stability rather than financial worry. Ultimately, the Friendship Fund reminds us that generosity and empathy are part of United Regional's culture. Spirit of Giving turns care into action.



Children's Miracle Network (CMN)

Melissa Walker, Children's Miracle Network Specialist

I love how the employees at United Regional have the biggest hearts for kids in our community. Their generosity and support of Children's Miracle Network create miracles for our kids every day. It's a gift to see our organization's value of compassion come to life within the very walls where we work, through the hands and hearts of our own employees.





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The Foundation team wishes you a holiday season full of love and joy and a new year full of hope!

LEADERSHIP

The work of United Regional Foundation is overseen by a board of volunteer professionals committed to community leadership and the betterment of United Regional health care endeavors.

United Regional Foundation 2025-2026 Board of Directors

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