

Henrico County: Government and Public Schools Supports Children’s Hospital of Richmond at VCU  
Through the Benefits That Benefit Children Program



From left to right: Doug Kreszl, Managing Partner, National Benefit Partners; Vaughan Clark, Special Events Coordinator, Children’s Hospital Foundation; Velma Greenlee-Shelley, Key Account Manager, Pierce Insurance; Wayne Cosby, HR Director, Henrico County Public Schools; Tina Brooks, Benefits Manager, Henrico County Public Schools; Lonnie Pierce, President, Pierce Insurance; Yvette George, HR Director, Henrico County Government; Cari Tretina, Chief of Staff, Henrico County; John Vithoulkas, County Manager, Henrico County; Daniel Allette, Key Account Manager, Pierce Insurance.

**FOR IMMEDIATE RELEASE**

Richmond, VA - April 1, 2023 – The County of Henrico and their employees are making an impact on the children of the greater Richmond area while simultaneously setting an example for other government entities. **County of Henrico and its employees have become Benefit That Benefit Children’s Champions.** In March of this year, representatives of the County of Henrico presented a donation to the Children’s Hospital of Richmond at VCU in the amount of **\$25,144.**

These donations over the last 3 years have helped fund the construction of CHoR’s new Children’s Tower, Richmond’s new home for emergency, trauma and inpatient care, including the area’s only Level

1 pediatric trauma center. Taking up an entire city block, the space has been designed to provide a special kind of care in a space crafted specifically for children and their loved ones. Located alongside the existing Children's Pavilion, the Children's Tower brings world-class pediatric facilities to Central Virginia.

The Benefits That Benefit Children campaign is a cause marketing program through Pierce Insurance that provides donations to Children's Charities throughout the country. The funds were generated through the Benefits that Benefit Children program in conjunction with voluntary employee benefits provided by Chubb, Legalease, Norton Lifelock, National Benefit Partners and Pierce Insurance.

"When you give back within your community, it is a great way to show that you care and encourage others to follow suit," said Lonnie Pierce, President, Pierce Insurance.

#### **About Pierce Insurance**

Pierce Insurance is an employee benefits firm specializing in the customization and enrollment of supplemental insurance benefits and value-added services, such as Benefits That Benefit Children. Benefits are designed to enhance an employer's benefit package while also giving back to the community. Learn more at [www.pierceins.com](http://www.pierceins.com).

#### **About Benefits That Benefit Children**

Benefits That Benefit Children is a unique cause marketing program that creates a winning combination for employers, employees and the Children in the community. Benefits That Benefit Children creates donations for Children's Charities when employers choose to offer certain best-in-class supplemental benefits to their employees. Visit [www.BenefitsThatBenefitChildren.com](http://www.BenefitsThatBenefitChildren.com) for more information.