



Start Strong **Stay Strong**

***Be the Strength
Behind Every Start***



Unity HEALTH
FOUNDATION

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501-278-3184



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*Start Strong
Stay Strong*

Message from the Executive Director

At Unity Health Foundation, our work begins with a simple but powerful belief: every person deserves access to exceptional care. Healthcare should be close to home, rooted in compassion, and delivered when it matters most. That belief is the heart of the Start Strong, Stay Strong Campaign, a \$5 million effort dedicated to strengthening the future of healthcare for the families and communities we are honored to serve.

This campaign is about people and moments that change lives. It is built around three transformational pillars that each meet a critical need in our region: the First Security Bank New Life Center, the Adolescent Recovery and Wellness Unit, and the Pyeatt Family Cancer Center. Together, these services represent care that spans a lifetime, from the earliest most fragile beginnings, to the hope and healing offered in addiction recovery, to the courage required in the face of a cancer diagnosis. These pillars stand as promises to our community: that no one has to face life's hardest moments alone or far from home.

We are deeply grateful to the generous donors who have stepped forward as partners in this vision. Their support has made this campaign one of the most meaningful chapters in our Foundation's history. Each gift, large and small, is a reflection of trust, compassion, and a shared commitment to caring for our neighbors. Because of this generosity, lives will be touched, families will be supported, and healing will continue for years to come.

This campaign will support vital technology, training, facilities, and program development across all three initiatives. More importantly, it will allow Unity Health to continue meeting people where they are and delivering the care they need when they need it most.

We invite you to join us in this important work. Together, we can ensure that our friends, families, and neighbors start strong and stay strong right here at home.

Jamie Higgins, APR

Unity Health Foundation
Executive Director



*Because every young person
deserves the chance to recover, to
grow, and to build a life of strength
right here at home.*

**Adolescent Recovery &
Wellness Unit**



*Because access to advanced,
timely cancer care close to home
can make all the difference when
it matters most.*

**Pyeatt Family
Cancer Center**



*Because every baby deserves the
strongest possible start, and every
family deserves to experience it
close to home.*

**First Security Bank
New Life Center**

501-278-3184 * foundation@unity-health.org

Pyeatt Family Cancer Center PET/CT Scanner



“They know what they are doing, and they are excellent at it. They will pray with you, laugh with you, and always greet you with readiness for what is ahead.” – Jennifer Eddington, 2023 patient

Each month, more than 1,000 patients rely on the Pyeatt Family Cancer Center for care, including nearly 100 newly diagnosed cancer patients beginning their journey. For every one of them, timely and accurate diagnosis is critical.

Unity Health currently operates a PET/CT scanner; however, it is aging beyond its useful life. As reliability declines and technology advances, the risk of delays and limited imaging capabilities increases, thus impacting the speed and precision of care our patients depend on.

A new PET/CT scanner will provide early detection, precise staging, and real-time monitoring of treatment effectiveness. This will ensure patients receive the most advanced care possible without having to go too far from home.

For patients like Jennifer Eddington, this level of care close to home is life-changing. A longtime Unity Health associate, Jennifer became a patient in 2023 after a diagnostic mammogram revealed a small cancerous spot. What followed were surgeries, chemotherapy, and radiation all delivered through the Pyeatt Family Cancer Center. Because her care was available locally, Jennifer avoided the burden of traveling to Little Rock or Memphis during one of the most difficult times of her life. Instead, she received treatment surrounded by her support system and a team she trusts.

“They know what they are doing, and they are excellent at it,” Jennifer shares. “They will pray with you, laugh with you, and always greet you with readiness for what is ahead.” Her story is one of strength, faith, and the power of compassionate, close-to-home care.

Replacing the PET/CT scanner ensures that patients like Jennifer, and the thousands who follow, continue to receive timely, advanced cancer care without added distance or delay. It means faster answers, better outcomes, and care delivered with both expertise and heart. Because access to advanced, timely cancer care close to home can make all the difference when it matters most.

First Security Bank New Life Center



*"You feel at home, and it
wasn't as scary."*

*Jacqueline Black NICU
Mom*

On July 1, 2024, Unity Health opened the Unity Health Auxiliary Neonatal Intensive Care Unit (NICU) bringing a new level of specialized care to mothers and newborns across our region.

The NICU, part of the First Security Bank New Life Center, provides expert care for families facing an unexpected preterm birth, respiratory challenges, or other critical conditions. This ensures that even the most fragile newborns can receive life-saving treatment without leaving the community they call home.

Since opening, the NICU has already served more than 200 tiny warriors, allowing families to stay close, connected, and supported during life's most critical moments.

For Unity Health associate Jacqueline Black and her husband, Dylan, that impact is deeply personal. Expecting their first child, Jacqueline's pregnancy took an unexpected turn when she was diagnosed with placenta previa. One day at work, complications escalated quickly, and within two hours, their son Kadence was born at just 33 weeks. Kadence was immediately placed in the NICU.

Surrounded by coworkers and familiar faces, including her former nursing instructor, Jacqueline found comfort in a moment filled with fear and uncertainty. "You feel at home, and it wasn't as scary," she shared.

Kadence spent three weeks in the NICU. While the hardest part was leaving the hospital without him, Jacqueline and Dylan were grateful to remain close to home, avoiding long drives which allowed them to stay near their son every day. They found reassurance not only in the advanced care, but in the compassion of the team. Neonatologists Kevin Barnett, M.D. and Preston Pugh, M.D. took time to explain every step of Kadence's care, bringing clarity and peace of mind.

Building on this early success, Unity Health is now working to elevate the NICU from a Level II to a Level III designation. Your support will help make this next phase possible by providing the advanced technology, specialized training, and resources needed to achieve Level III certification and continue delivering the highest standard of neonatal care.

This is more than an investment in healthcare. It is an investment in families, in hope, and in the future of our communities. Because every baby deserves the strongest possible start, and every family deserves to experience it close to home.

Adolescent Recovery & Wellness



*Arkansas' only
residential substance
use program accessible
to low income families
on Medicaid.*

Across Arkansas, too many young people are struggling in silence with substance use and too often, the help they need is out of reach. For adolescents, substance use disorders can interrupt education, strain families, and create lasting health challenges that extend far into adulthood. Yet access to specialized, age-appropriate residential treatment remains limited, particularly for families in rural communities.

In Summer 2026, Unity Health will open the Adolescent Recovery and Wellness unit, a residential program designed to meet this urgent and growing need. This 45–90 day program will provide adolescents with a structured, supportive environment where they can stabilize, begin healing, and build the skills necessary for long-term recovery.

The need for this program is clear. In Arkansas, nearly 8 percent of youth ages 12 to 17 report illicit drug use and rates of alcohol and marijuana use among teens exceed national averages. Despite these realities, many adolescents who need treatment never receive it due to barriers such as cost, distance, and the limited availability of specialized programs.

Without early intervention, these young people face increased risks of long-term addiction, mental health challenges, and diminished opportunities for a healthy future.

Unity Health's Adolescent Recovery and Wellness center will be the only program of its kind in Arkansas that will accept Medicaid. Unity Health is intentionally designing this program to be different to provide access and affordability.

Just as important, this program will keep families connected. Adolescents will receive comprehensive, evidence-based care that addresses both substance use and underlying mental health needs, while also engaging families as an essential part of the healing process. When care happens close to home, families can remain involved, relationships can be strengthened, and the path to recovery becomes more sustainable.

Philanthropic support will play a vital role in bringing this vision to life. Investments will help establish and equip the residential facility, provide therapeutic and educational programming, support family engagement, and ensure that every adolescent who needs care has access to it regardless of their financial circumstances.

Because every young person deserves the chance to recover, to grow, and to build a life of strength right here at home.

Start Strong **Stay Strong**

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