



NOVEMBER 17, 2015

THE INS AND OUTS OF BEING A HEALTH FUNDER

Some of GIH's staff members have previously worked at foundations, but many have not. However, it is important for all of us to understand the challenges funders face in their work. To help us in this regard, we recently invited Margaret O'Bryon to talk to us about the ins and outs of being a health funder.

Margaret was particularly suited for this conversation because she is the founding president and former CEO of the Consumer Health Foundation. Currently, she is the executive director of the Policy Innovation Lab at Georgetown University's McCourt School of Public Policy. She is also the former chair of GIH, as well as being a winner of the Terrance Keenan Leadership Award in Health Philanthropy.

Margaret started by walking us through "A Day in the Life of a Program Executive." The day included an early morning breakfast, a politically sensitive community meeting, piles of reading and email messages, and a mandatory evening event—all part of health funders' daily routines. It was a good reminder not only of how busy funders are but, equally important, the complex pressures that go beyond the health content of the work you do.

We also talked at length about the needs of foundation trustees. From one health foundation to another, the range of trustees' backgrounds and familiarity with health issues can be very wide. Sometimes trustees have a health background of some kind, but often they are from business, academia, or other sectors, and have little hands-on experience with health. How can foundation staff best support their learning and benefit from their expertise?

The 2016 annual conference (March 9-11, San Diego) will feature a preconference session designed specifically for trustees, which will explore the challenges and opportunities of creating lasting community change. A second preconference session designed specifically for program officers will focus on how health funders can best support their grantees, and will build on what we have learned from the Terrance Keenan Institute, the *Art & Science of Health Philanthropy*, and other programming. Additional information about both will become available on our website in coming weeks.

Faith Intolel

President and CEO Grantmakers In Health

GIHNEWS

This week registration opens for

REGISTER SOON!

the 2016 annual conference, *Charting a New Course: Roadblocks, Breakthroughs, and Discoveries.*We hope that you will join us in San Diego March 9-11! Complete meeting details, including registration and hotel information, are available at www.gih.org.

DC IN DECEMBER

Join us in Washington, DC,
December 3-4 for How Can Metrics
Inform and Advance Healthy
Communities?, a strategy session
for funders and practitioners in
fields such as health, community
development, and housing who wish
to explore new tools to measure
the health impact of community
investments and network to
support cross-sector collaboration.
Register at www.gih.org.

GOOD NEWS

We are delighted to welcome Beth Harris to GIH as our new Development Advisor.

Visit www.gih.org for the latest Issue Focus and Views from the Field articles.

NEW GRANTS & PROGRAMS

- deBeaumont Foundation (Santa Clara, CA), in partnership with Practical Playbook (Durham, NC) and Health 2.0 (San Francisco, CA) has issued "Close the Data Divide," a twophase challenge to the tech community to use innovative technology to bridge the gap between public health professionals and primary care providers. The challenge is not intended to focus on finding tools for patient education or disease intervention. Instead, teams of programmers, designers, and developers are charged with creating a user-friendly application that can be integrated into existing systems and facilitate the exchange of information and collaboration between the public health and primary care sectors. During Phase I, teams can submit a written description and slide deck that describes the proposed application, its innovative qualities, and the product development plan. Five semifinalists will be selected to advance to Phase II, when teams will build the application and create a business development plan to support its entry into the market. The winning application will receive \$30,000, with the first and second runners-up receiving \$10,000 and \$5,000, respectively. For more information on the challenge, visit www.closingthedatadivide.com. Contact: Kate Reutersward, 202.339.9598, kate@prcollaborative.com.
- Harvard Pilgrim Health Care Foundation (Wellesley, MA) announced it has awarded \$969,276 in Healthy Food Fund grants. Funding supports 20 not-for-profit community food initiatives that grow, distribute, and/or market fresh food in Connecticut, Maine, Massachusetts, and New Hampshire. The initiative seeks to improve access to local food for low-income families; grant awards are renewable for two additional years. Brass City Harvest, Inc. (Waterbury, CT) will receive \$44,697 to increase consumer demand for fresh food through cooking and nutrition courses for 100 clients of the federal Women, Infants and Children program in Greater Waterbury, and to engage local corner stores in a Healthy Corner Initiative. A grant of

- \$50,000 to Healthy Communities of the Capital Area (Gardiner, ME) will support a partnership with The Restorative Community Harvest Program of the Kennebec Sheriff's Office and Kennebec County Correctional Facility to expand gleaning and food-processing efforts aimed at increasing distribution of fresh, local produce to area food pantries and food banks. Lakes Region Partnership for Public Health, Inc. (Laconia, NH) will receive \$50,000 to create a pop-up farmers' market, a mobile food cart for cooking demonstrations and taste testing, construction of community gardens and development of educational resources to help increase access to and consumption of healthy foods for low-income families. Contact: Kim Moore, 603.315.4426, kimberly_moore@hphc.org.
- The New York Community Trust (NY) awarded \$8.7 million to 84 nonprofits in New York City and across the nation. Funding supports a range of areas including health, youth development, aging, workforce development, and civic affairs. Among the grantees are: New York Immigration Coalition (New York) - \$180,000 to improve health care for undocumented immigrants; New York Academy of Medicine (NY) -\$135,000 for a research fellowship focused on preventing, treating, and rehabilitating hip fractures; Planned Parenthood of New York City (NY) -\$125,000 to expand reproductive health services for girls and young women at a new clinic; State University of New York, College of Optometry (New York) - \$120,000 to expand vision services for homebound seniors; Nurse-Family Partnership (New York, NY) – \$100,000 to provide pregnant, lowincome women with prenatal care, home visits by registered nurses, and other services; HIV Center at College of Physicians and Surgeons, Columbia University (New York, NY) - \$60,000 to study and prevent HIV transmission among transgender people; myFace (New York, NY) - \$50,00 to expand clinical speech therapy services for children and youth with craniofacial deformities. Contact: Amy Wolf, 212.686.0010, ext. 234, aw@nyct-cfi.org.
- North Penn Community Health Foundation (Colmar, PA) has reaf-

firmed its commitment to support Your Way Home Montgomery County, a public-private partnership seeking to alleviate incidence of homelessness on the local level. The foundation pledged up to \$200,000 through June 2016 to support learning, evaluation, capacity building, resource development, and related activities to scale impact. Within 18 months of the program's initial launch in January 2014, Your Way Home has located housing for nearly 700 people. During the first six months of 2015, the program averted shelter stays for an additional 271 adults and children who were at risk of homelessness. Some of the additional partners include The Montgomery County Foundation, Inc. (Blue Bell, PA); North Penn United Way; Montgomery County Department of Housing & Community Development; Montgomery County Department of Behavioral Health/Developmental Disabilities; and Pottstown Cluster of Religious Communities. Contact: Russell Johnson, 215.716.5400, rjohnson@npchf.org.

■ The REACH Healthcare

Foundation (Merriam, KS) awarded a set of short-term grants to support activities aimed at educating people about health insurance options and assisting them with enrollment through the federally facilitated health insurance marketplace, healthcare.gov. Eleven nonprofit organizations, located predominately in Kansas and Missouri, received a total of \$190,000 to assist with the open enrollment period that commenced November 1, 2015. The grants will support the hiring and training of health navigators and Certified Application Counselors; access to online scheduling tools; placement of promotoras and other culturally prepared navigators and assisters in communities with a high proportion of underserved populations; and targeted communications and outreach activities to connect with African-American, Hispanic, and other racial and ethnic groups that experience high rates of being uninsured. This year marks the third year that the foundation has awarded grants to support health insurance information and enrollment efforts. Among the grantees are Enroll America (Washington, DC) - \$42,500; Kansas Association for the Medically





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Rasmuson Foundation

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Jenny Rasmuson established Rasmuson Foundation in 1955 to honor her late husband, E.A. Today the organization remains a family foundation with eight family members serving on its 14-member Board of Directors. Rasmuson Foundation is a catalyst to promote a better life for Alaskans. The foundation pursues its mission through responsive grantmaking, proactive initiatives, and public policy engagement. Because there are few private philanthropies in Alaska, the foundation deploys a nimble grantmaking strategy for broad geographic and programmatic reach and impact.

Program Information: Alaska is at the forefront of health care innovation due to the need for services in very remote, high-cost communities with limited access to direct care. The foundation builds strong partnerships with nonprofits and local leaders, and is responsive to evolving needs and innovation. Health grants are made throughout Alaska, and, as a result, the foundation is one of the leading grantmakers to Alaska Native/Native American projects in the country.

> Financial Information:

Total Assets: \$650 million (FY 2014)

Amount Dedicated to Health-Related Grants: \$6.5 million (FY 2014)

➤ Special Initiatives and/or Representative Health and Human Services Grants:

- Addressing Alaska's Drinking Problem With private
 and public partners, the foundation has founded Recover Alaska
 to move the needle on one of the state's top health issues—
 excessive consumption of alcohol. The initiative has deployed
 four early strategies: polling and advocacy, social norms
 campaigns, working with media organizations to raise issue
 awareness, and improving access to information on prevention
 and treatment.
- Increasing Rural Oral Health Access Remote areas of
 the state have historically had little access to regular dental care
 and, as a result, suffered some of the country's highest rates of
 decay and disease. The Alaska Dental Health Aide
 Therapist program pioneered the dental therapist workforce
 model in the United States. Evaluation of the program has found
 that therapists are providing effective, highest-quality oral health
 care to 89 Alaska communities.
- Transforming Health Care Delivery By taking ownership of its own health system, the Alaska Native-owned

Southcentral Foundation (Anchorage, AK) has transformed a troubled IHS-run system into a high-performing, patient-led medical home model. With investment from Rasmuson Foundation, this organization is developing a teaching institute in response to international demand for replication and dissemination of its Nuka Primary Care model.

- Incenting public investment in emergency shelter maintenance Alaska's network of 22 domestic violence shelters constantly operates at or above capacity. Deferred maintenance or capital improvements often go unaddressed because of cost or lack of private fundraising opportunity in remote communities, or because communities lack specialized skills to undertake the work, such as repairing electronic security systems. A \$2 million investment of state funds incentivized by a Rasmuson Foundation dollar-for-dollar match will provide repairs and renovations, project management, and oversight.
- Health Clinic Construction Since 2002 the foundation has invested more than \$15 million to jointly fund the construction of more than 30 health clinics that provide direct access to primary care and behavioral health services to rural residents. Additional support from the foundation-supported Pre-Development program provides technical assistance to ensure that facilities are right-sized and sustainable.

Most Pressing Health and Human Services Issues in the Community:

"Leading social change means trying new strategies, investing in innovators, and expecting better outcomes. We employ all of Rasmuson Foundation's assets—grantmaking, relationships, thought leadership—in pursuit of our mission. Through this all-in approach, disparities in health outcomes that separate Alaska from other states are shrinking."

Diane Kaplan

President & CEO



Underserved (Topeka) – \$35,000; Community Health Council of Wyandotte County (Kansas City, KS) – \$20,000; Urban League of Greater Kansas City (MO) – \$20,000; and Health Care Coalition of Lafayette County (Lexington, MO) – \$12,500. Contact: William Moore, bill@reach health.org.

■ The Kate B. Reynolds Charitable Trust (Winston-Salem, NC) awarded more than \$1.4 million in grants. Grants will support the efforts of eight organizations to educate low-income, Spanish-speaking, and rural residents of North Carolina about health insurance options that are available to them. Funding will also support statewide collaboratives to maximize health insurance enrollment through the state's marketplace. Trust funds support a number of activities, including faith-based advocacy work around Medicaid expansion, education, and enrollment activities in under-resourced rural areas of the state; and provide support for statewide coordination among organizations working to help people keep and find quality health insurance. Among the grantees is Care Share Alliance (Raleigh, NC), which uses funds to support NC Get Covered (NCGC), a nonpartisan initiative committed to improving health outcomes in North Carolina through outreach, education, and enrollment in the health insurance marketplace. Enroll America (Washington, DC), a nonpartisan, nonprofit organization committed to maximizing the number of Americans who enroll in and retain health coverage under the Affordable Care Act, is receiving funding from the trust for a third consecutive year. The other grantees are Health Care for All North Carolina (Chapel Hill); Healthnet Gaston (Gastonia, NC); **Legal Services of Southern Piedmont** (Charlotte, NC); Nash Hospital, Inc. (Rocky Mount, NC); North Carolina Justice Center (Raleigh); and Pisgah Legal Services (Asheville, NC). Contact: Nora Ferrell, 336.397.5515.

■ Salem Health and Wellness Foundation (Carneys Point, NJ) announced \$277,151 in grant awards through its Rebound to Resiliency capacity building initiative to the following Salem County, New Jersey,

nonprofit organizations: Ranch Hope -\$46,780 to implement the evidencebased Nurtured Heart Approach, an evidenced-based program; The Arc of **Salem County** – \$49,871 to expand their technology so they can operate more efficiently and effectively; YMCA of Salem County - \$54,000 to improve their processes to create efficiency, improve financial reporting and strengthen internal controls, and a second grant in the amount of \$29,000 to evaluate all program offerings; **Cathedral Community Development Corporation** – \$47,500 to strengthen board engagement around development, planning and implementation; and One Village Alliance – \$50,000 to focus on multiple areas within the organization to strengthen areas most restricting agency growth. Funded organizations participated in the Core Capacity Assessment Tool (CCAT) to determine areas of need, with grant requests coming from the results of the assessment. Contact: Brenda Goins, 856.299.4460, brenda goins@salemwellnessfoundation.org.

SURVEYS, STUDIES & PUBLICATIONS

Foundation for a Healthy Kentucky (Lexington) has released an issue brief that suggests implementation of the Affordable Care Act (ACA) in Kentucky has had a positive impact on increasing health insurance coverage for the state's children. ACA Improves Health Insurance Coverage for Kentucky Children shows that the rate for Kentucky's uninsured children declined to 4.3 percent in 2014, which equates to more than 16,000 children gaining coverage during the ACA's first year. Data also reveal that children accounted for more than 10 percent of private insurance purchased on kynect, Kentucky's health insurance marketplace. Additional research found that children and adults whose incomes are too high to qualify for public insurance programs (Medicaid and K-CHIP), but who cannot afford the full cost of private health insurance, can receive financial assistance for buying private health insurance through kynect. Further, more children who were already eligible for

but not enrolled in Medicaid have obtained coverage through the program since ACA implementation. Research suggests this increased enrollment may have come from increased awareness and outreach efforts, and parents enrolling their children in coverage when they enrolled themselves. The report is part of a larger study commissioned by the foundation to measure impact of the ACA on residents of Kentucky. The full issue brief is available on the "Data & Reports" section of www.healthy-ky.org. Contact: Doug Hogan, 877.326.2583, dhogan@healthy-ky.org.

■ W.K. Kellogg Foundation (Battle Creek, MI) funded a report that addresses disparities in opportunities for breastfeeding for women of color. The report outlines a study from the Center for Social Inclusion that highlights obstacles to breastfeeding faced by women of color. The center reports that nearly 20 percent of black people reside in states that do not have a "baby friendly" hospital where doctors and nurses encourage breastfeeding. Black and Hispanic women are also challenged by medical reimbursement discrepancies in securing breast pumps and receiving lactation support, which may hinder their ability to sustain breastfeeding over the longer term. In addition, there is a high percentage of women of color who are employed by service industries, making them less likely to work for companies that offer paid family leave or arrangements that allow for mothers to express milk upon returning to work after giving birth. The report also provides policy recommendations to remove these barriers to breastfeeding, including making changes to our medical system, health care reimbursement, and workplace policies. To download the report, visit www.wkkf.org/news-and-media.

Foundation (Palo Alto, CA) funded a recent study that examines the nation's nursing workforce, with an emphasis on the changes to the expected severity of the nursing workforce shortage. A report of that study asserts that although a nursing shortage is still anticipated, the expected shortage is not as severe as originally predicted. The forecasted shortage of a decade ago was predicated on the

number of baby-boomer nurses who were expected to retire at a higher rate than first-time nurses were expected to enter the workforce. Recent projections from the U.S. Health Resources and Services Administration point to a significant increase in the demand for nurses over the next decade. Research indicates that the nursing supply will be approximately 4 percent short of meeting this demand. Researchers attribute the change in forecasted numbers to national promotional initiatives that have catalyzed an interest in nursing as a career, resulting in more students choosing the nursing profession after the 2008 recession. Further, researchers noted that the number of nursing school enrollments increased twofold between 2000 and 2010, and the number of young registered nurses in the workforce has also doubled during that time. An analysis of the study appears in the October issue of Medical Care, the official journal of the American Public Health Association. Contact: Peter Buerhaus, 406,994,268, peter.buerhaus@montana.edu.

■ The Thomas Scattergood **Behavioral Health Foundation** (Philadelphia, PA) and The Kennedy Forum released a series of reports that reveal details about the implementation of the Mental Health Parity and Addiction Equity Act. The Act requires group health plans and health insurance issuers to ensure that financial requirements (such as co-pays, deductibles) and treatment limitations (such as visit limits) applicable to mental health or substance use disorder (MH/SUD) benefits are no more restrictive than the predominant requirements or limitations applied to substantially all medical/ surgical benefits. The reports—one for each state—are an ongoing part of the Parity Track initiative, a collaborative project established in June of 2015 to promote laws focused on parity in mental health and substance abuse. Findings indicate that fewer than half of the state regulatory agencies tasked with enforcing compliance are actually doing so, with only five states having taken disciplinary action against insurers and/or health plans that are in violation. The reports also provide an analysis of federal and state legislation and other legal and regulatory issues that impact the

delivery of behavioral health care nationally. To view the state reports, as well as a national report, visit www.paritytrack.org.

■ Williamsburg Health Foundation (VA) has published *The Status* of Citizen Health in Greater Williamsburg: What Are Community Health Indicators Telling Us?, which presents key findings from communitylevel health data. Findings reveal that nearly 90 percent of high school-aged children do not eat enough fruits or vegetables, and nearly two-thirds of the area's adult population is either overweight or obese. The report also asserts that more than 11,000 adults report that they are financially unable to see a doctor when needed. The document also outlines disparities in health care; for example, African-American Medicare enrollees were approximately 20 percent less likely than their white counterparts to have received a mammogram over the last two years. Recommendations are also offered and include: encouraging community partners to explore methods to improve access to affordable care, reduce unhealthy behavior and the risk of chronic illness and behavioral health disorders, and eliminate socioeconomic disparities. The report is intended to facilitate targeted community dialogue, inform health and human service providers and decision makers, and serve as a catalyst for collaborative approaches to meet health and human service needs, fill gaps for vulnerable individuals, and improve the health of the citizens of Greater Williamsburg. For more information, visit williamsburghealth foundation.org/resources.

PEOPLE

Blue Cross and Blue Shield of Minnesota Foundation (Eagan) announced the hiring of Claire Chang as a Senior Program Officer. Ms. Chang is the former Associate Vice President of Grants and Programs at Minnesota Philanthropy Partners. She has held volunteer leadership positions with the National Association for the Education of Young Children, the Twin Cities Local Initiative Support Corporation,

PFund Foundation (Minneapolis, MN) and Hope Community. In her new position, Ms. Chang will work with communities and nonprofits across Minnesota to advance health equity and help ensure that all Minnesotans can reach their full health potential. Contact: Julie Ann Eastling, 651.662.6574.

■ The Episcopal Health Foundation (EHF) (Houston, TX) welcomed Shao-Chee Sim, Ph.D. as its new Vice President for Applied Research. Dr. Sim comes to the foundation from the Charles B. Wang Community Health Center, a federally qualified health center (FQHC) in New York City, where he worked as Chief Strategy Officer leading the FQHC in its research and evaluation; strategic planning; and disease prevention, intervention, and health service projects. Through strategic collaboration, Dr. Sim helped lead advocacy on issues such as community health center funding, hepatitis B, and culturally competent health care. His research work included studying health disparities affecting underserved populations, assessing patient care experiences, and improving the effectiveness of intervention efforts. Along with this work with community health centers, Dr. Sim also assumed research leadership roles at several foundations and nonprofits, including The Wallace Foundation (New York, NY) and the Asian American Federation of New York. Much of his research has centered on mental health, access to health services and children's issues for vulnerable groups. Contact: Brian Sasser, 832.807.2575, bsasser@ episcopalhealth.org.

• Missouri Foundation for Health (MFH) (St. Louis) has hired Stacey
Easterling, M.P.H. as its new Vice
President of Programs. Ms. Easterling
comes to the foundation with a strong
background in working with communitybased and philanthropic organizations.
Most recently she was Director of
Program Growth and Development at
Encore.org in New York, where she
helped develop a five-year campaign
supporting Encore talent (individuals
aged 50+) to improve the lives of vulnerable children and youth. Previously she
served as Program Executive on the U.S.

■ The Rhode Island Foundation (Providence) has named Kate Kishfy as Development and Planned Giving Officer, with responsibility for inspiring philanthropy with new prospects, current donors, and their professional advisors by providing charitable planning advice and high-level relationship management and customer service. Ms. Kishfy was recently an Associate Attorney at Hinckley Allen, where she worked on private client trust and estate matters. Previously she was a National Teaching Fellow at Citizens School in New Bedford, Massachusetts, and a Program Evaluation and Operations Coordinator at Crossroads Rhode Island. Ms. Kishfy is Treasurer of the Rhode

Island Mentoring Partnership and is on the Board of Directors of the Partnership for Philanthropic Planning of Rhode Island. For more information, visit www.rifoundation.org.

OTHER NEWS

Ethel and James Flinn Foundation (Detroit, MI) recently released a video, Opening Minds—Ending Stigma, A Young Person's Perspective, which addresses mental illness among young people. The production features young people who openly share their personal struggles with a variety of mental disorders to illuminate warning signs and examine early intervention strategies that can address mental illness when it is most treatable. The video, which premiered as part of a special aired last month on Detroit, Michigan's WDIV Channel 4, is a joint project of the foundation and Detroit Wayne Mental Health Authority (DWMHA). The Ethel and James Flinn Foundation and DWMHA will make the video available to schools, colleges, mental health organizations, and other stakeholders in an effort to promote a statewide focus on educating people about mental illness and improving services and treatment. Contact: John O'Donnell, 248.496.0029, john1719@gmail.com.

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