

GRANTMAKER FOCUS



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Tufts Health Plan Foundation

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Tufts Health Plan Foundation was created in 2008 by Tufts Health Plan CEO James Roosevelt Jr., whose long-held desire was to use the assets of the health plan to address longstanding health care issues facing the plan's service area. The foundation's mission is to improve the health and wellness of the diverse communities we serve, and it endeavors to do this through the authentic engagement of community members.

Tufts Health Plan Foundation focuses on the most vulnerable communities and promotes healthy living across the life span with an emphasis on older adults. Through community investments in Massachusetts, New Hampshire, and Rhode Island, the foundation's goal is to move communities toward collaborative and integrated work that supports age-friendly standards using the World Health Organization's (WHO) framework.

Program Information: Community Investments are made in three main categories:

- **Systems and Best Practices:** Improving systems and scaling best practices that influence and ultimately result in healthier communities. Funding areas include: Health and Wellness, Workforce Development, Purposeful Engagement, and Capacity Building.
- **Policy and Advocacy:** Advancing and supporting relevant policies and advocacy efforts to address the concerns of older adults in all facets of their lives.
- **President's Leadership Fund:** Supporting leaders and collaborative efforts in integrated approaches to age-friendly communities that address barriers to success in our most vulnerable communities.

► **Financial Information:**

Total Assets: \$85.2 million (FY 2014)

Amount Dedicated to Health-Related Grants: \$3.5 million (FY 2014)

► **Special Initiatives and/or Representative Health and Human Services Grants:**

- **Berkshires Tomorrow** – Berkshire County Age-Friendly Vision 2020 is working to create and implement a five-year plan that adopts an age-friendly approach in the 32 cities and towns in Berkshire County, Massachusetts. Funding supports a community needs assessment and the development of a plan based on priorities set forth by Berkshire County's older adults (\$179,000 over two years).

- **Martha's Vineyard Donors Collaborative** – The Martha's Vineyard Healthy Aging Task Force and the Aging Friendly Island Planning and Implementation Initiative are working to make Martha's Vineyard age-friendly, characterized by high levels of social engagement, civic participation, and respect and inclusion for seniors. The foundation's investment is helping mobilize the island community to make structural changes—in health care, housing, and other key areas—necessary to meet the needs of island seniors, their families, and the workforce that cares for them (\$133,438 over two years).
- **YWCA of Greater Lawrence** – Funding supports the Latino Chronic Disease Self-Management (CDSM) Initiative in Lawrence, Massachusetts. The goal of the program is to expand access to and enrollment in CDSM programs in Spanish. This effort will promote healthy living and disease self-management among low-income Latinos (\$145,000 over three years).
- **Coastline Elderly Services** – The foundation's grant provides elders in the city of New Bedford, Massachusetts, and surrounding communities with improved access to nutritious food, as well as outreach and education through a network of community and health care providers. This program is part of a collaborative effort of 31 organizations, known as the 4C Collaborative, with the goal to reduce hospital readmissions for at-risk older adults (\$225,000 over three years).

Role of Philanthropy in Meeting Pressing Needs:

"As a corporate foundation, we recognize the importance of tapping into the wisdom and talents of the employees in our business. With this kind of integrated approach, we know we'll get a better, stronger result in the communities where we live and work. The key to success is to honor the work that is already happening in communities rather than 'reinventing' a strategy that may not work."

Nora Moreno Cargie
President

