

GIH

Helping grantmakers

improve the health of all people

BULLETIN

NOVEMBER 19, 2012

NEW GRANTS & PROGRAMS

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■ **Aetna Foundation** (Hartford, CT) awarded a \$40,000 grant to **The Center Helping Obesity In Children End Successfully** (C.H.O.I.C.E.S.) (Atlanta, GA), a nonprofit organization that works with communities in metropolitan Atlanta to fight childhood obesity. Funding supports three of the organization's obesity-prevention programs: **We Can!...Make Healthy CHOICES**, which provides children between the ages of 8 and 13 and their parents with practical tools and strategies to improve nutrition and engage in active lifestyles; **Sisters in the L.I.T.E.** (Lifestyle Intervention Teaching Exercises), which targets girls and young women between the ages of 12 and 24 who have a body mass index above 26 and are willing to learn and practice eating healthfully for at least 12 weeks; and C.H.O.I.C.E.S.' eighth annual **Children's Nutrition Education and Physical Activity Expo**, scheduled for March 23, 2013, which will teach children to engage in lifestyle changes that include healthier eating and increased physical activity. Contact: Kenya Heard, 678.819.3663, kheard@choicesforkids.org.
- **Blue Cross and Blue Shield of Minnesota Foundation** (Eagan) awarded four Minnesota libraries a total of \$180,800 for projects that promote health equity. The libraries, which include **Austin Public Library**, **Marshall-Lyon Public Library**, **Owatonna Public Library**, and **Thorson Memorial Library** (Elbow Lake), will work in collaboration with other area

nonprofits on library-based projects that engage low-income communities and communities of color to improve health and build employment skills, educational opportunities, social connections, and family support. The program is part of a larger health equity initiative launched in 2011, which seeks to ensure that all Minnesotans have an equal opportunity to live a healthy life regardless of income, education, race, and other socioeconomic factors that affect health. Contact: Julie Eastling, 651.662.6574.

- **Harvard Pilgrim Health Care Foundation** (Boston, MA) awarded a \$1.5 million grant, as part of its **Growing Up Healthy** initiative, to support **ChildObesity 180's** (Boston, MA) **Healthy Kids Out of School** initiative. ChildObesity 180 partners with organizations in the out-of-school-time field to provide opportunities aimed at improving nutrition and increasing physical activity. The organization also provides resources to increase their capacity to promote activities that fight obesity. Funding will be used to support the development of the **Healthy Kids Hub** (www.healthykidshub.org), a Web-based tool to connect out-of-school program staff and volunteers with resources to advance their work. The grant will also help fund an assessment of the initiative's activities in Maine, Massachusetts, and New Hampshire. This evaluation will include testing resources, conducting focus groups, and evaluating the initiative, all of which will help shape the national program. For more information, visit www.childhoodobesity.org.
- **Healthcare Georgia Foundation, Inc.** (Atlanta) awarded grants totaling

GIHNEWS

POST-ELECTION PHILANTHROPY: VOTES, VALUES, AND VISION, DECEMBER 17 AND 18

With the November elections now decided, attend *Post-Election Philanthropy: Votes, Values, and Vision* in Washington, DC, to discuss outcomes and identify strategies for individual and collective action.

The meeting, cosponsored by Grantmakers Income Security Taskforce; Grantmakers for Children, Youth & Families; and GIH, is free of charge and open to foundation representatives and philanthropic advisors only. For more information and to register, visit www.gcyf.org.

GET READY FOR THE 2013 GIH ANNUAL MEETING!

In a couple of weeks, registration for the 2013 GIH annual meeting opens! The meeting will offer the usual quality programming you've come to expect, as well as a number of new features, including *The Art & Science of Health Grantmaking* and Film Night.

Stay tuned for details. We hope to see you in San Francisco.

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

\$1.4 million to 15 Georgia-based organizations and programs dedicated to improving the health of and health care for Georgians. **Emory University** (Atlanta) received \$500,000 to implement a school-based health center demonstration project in three elementary schools across Georgia. **Clayton County Board of Health** (Jonesboro) received \$80,000 to strengthen its home visitation and family planning services by hiring a perinatal case management nurse and a health educator. A grant for \$80,000 to **Southwest Public Health District** (Albany) will aid in capacity building and help the district sustain its **Centering Pregnancy** program. **Lowndes County Board of Health** (Valdosta) was awarded \$74,000 to sustain the **Baby LUV** (Lowndes Unique Victories) program, which is designed to improve birth outcomes and to reduce infant mortality and low birth rates for pregnant African-American women with multiple risk factors. **Georgia Rural Health Association, Inc.** (Sandersville) will use a \$25,000 grant to plan, design, and evaluate five **HealthTecd** programs (the foundation's distance learning initiative) focused on rural health issues, the needs of the rural health workforce, and rural health policy priorities in Georgia. Contact: Toni Almasy, 404.688.9005, toni@getavatar.com.

- **Missouri Foundation for Health** (St. Louis) awarded more than \$5.1 million to 62 nonprofit organizations serving residents of Missouri. Among the grantees are: **Southeast Missouri Hospital** (Cape Girardeau) – \$250,000 to help establish nurse educator and clinical nurse leader education programs; **Child Center Marygrove** (St. Louis) – \$150,000 to support medical and crisis services for homeless youth, especially those with mental illness; **Missouri Highlands Health Care** (Ellington) – \$150,000 to offer primary care, dental, and mental health services to residents in need; **Queen of Peace Center** (St. Louis) – \$100,000 to assist in the development of a primary care home model for reproductive-age women, and provide them with behavioral health services; **Southeast Missouri Area Agency on Aging** (Cape Girardeau) – \$150,000 to provide **Meals on Wheels** and nutritional services to seniors;

Sunnyhill Inc. (St. Louis) – \$150,000 to provide residential care and support services to people with disabilities; **West Plains Christian Clinic** – \$75,000 to support the provision of primary health care services for uninsured residents. Contact: Julie Johnson, 314.345.5580, jjohnson@mffh.org.

- **The New York Community Trust** (NY) awarded 77 local organizations a total of \$5.7 million. Among the grantees are: **Fund for Public Health in New York** – \$105,000 to promote a program that reduces teen pregnancy and improves sexual health of teens in the South Bronx; **Amida Care** – \$100,000 to improve the care of people with AIDS who also are homeless or have other chronic diseases, mental illness, or substance abuse problems; **Primary Care Development Corporation** – \$100,000 to evaluate care currently provided at community health centers and test new models of primary health care and provider reimbursement; **Center for Alternative Sentencing and Employment Services** – \$80,000 to help the organization apply for a license to open the city's first mental health clinic for court-involved youth; **Medicaid Matters New York** – \$50,000 to bring a consumer voice to Medicaid reform debates; **Long Term Care Community Coalition** – \$38,000 to monitor inclusion of nursing homes in the New York State Medicare-managed long-term care program; and **New York Botanical Garden** – \$30,000 to teach residents how to grow organic fruits and vegetables in community gardens citywide. Contact: Amy Wolf, 212.686.0010, ext. 234.

Virginia G. Piper Charitable Trust (Phoenix, AZ) awarded \$2.5 million to support local programs that address arts and culture, older adults, children, and health care. Among the grantees receiving funding for health-related programs are: **The Beatitudes Campus** – \$377,000 over two years to expand continuum of care via new home health care service delivery, and **Phoenix Rescue Mission and Society of St. Vincent de Paul** – \$15,000 each over three years to support hydration efforts for heat relief. Contact: Karen Leland, 480.556.7125, kleland@pipertrust.org.

- **St. Luke's Foundation of Cleveland, Ohio** approved \$1.3 million in grants to 13 organizations that advance the foundation's strategic priorities focusing on health, community, and family. Among the grantees are: **The Pew Charitable Trusts** (Philadelphia, PA) – \$301,543 over 28 months to support the foundation's participation in the national **Health Impact Project**, an initiative to promote and support the growth of health impact assessments in greater Cleveland; **YMCA of Cleveland** (OH) – \$160,000 over three years for the **We Run This City Youth Marathon**, a program designed to reduce obesity in Cleveland Municipal School District students; **Universal Healthcare Action Network of Ohio (UHCAN)** (Columbus) – \$85,000 for **UHCAN Ohio's Health Equity** project, which is designed to address the social and economic factors that contribute to health disparities by building the capacity of communities of color to participate in Affordable Care Act implementation and better advocate for resources for their communities; and **Project Learn** (Cleveland, OH) – \$60,000 for **Reading Health**, a health literacy program that provides advocacy, training, and organizational support to enhance provider and patient communication for health care-related matters. Contact: Denise San Antonio Zeman, 216.431.8010, dzeman@saintlukesfoundation.org.
- **United Hospital Fund** (New York, NY) approved \$390,000 in grants to benefit organizations that serve New York City residents. Among the grantees are: **Greater New York Hospital Association** (New York) – \$125,000 to enhance the quality improvement infrastructure developed by the association and the United Hospital Fund by continuing the **Clinical Quality Fellowship Program**, extending the **STOP Sepsis Collaborative**, and continuing a new palliative care quality improvement collaborative; **The New York City Veterans Fund** (NY) – \$25,000 to support a veteran's grantmaking collaborative in New York City; **Bronx-Lebanon Hospital Center** (NY) – \$25,000 to support **Promoting Health Care Voluntarism**, which includes the use of "patient satisfaction navigators" to advocate for patients and help ensure safe discharges;

GRANTMAKER FOCUS

GRANT
MAKERS
IN
HEALTH

NOVEMBER 19, 2012

The Harvest Foundation

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Phone: 276.632.3329, ext. 17 Fax: 276.632.1878

E-mail: arothrock@theharvestfoundation.org Web site: www.theharvestfoundation.org

Established in 2002 from the sale of Memorial Hospital in Martinsville, Virginia, The Harvest Foundation is committed to honoring the legacy of the hospital by being good stewards of the resulting assets and by using these assets to produce resources for the citizens of Martinsville and Henry County, Virginia.

Program Information: The Harvest Foundation is dedicated to making Martinsville/Henry County the community of choice by enhancing opportunities and quality of life for all its citizens. To that end, it researches and responsibly invests in programs and initiatives in three priority areas – Health, Community Vitality, and Education – to address local challenges. The Health priority area focuses on preventing health problems before they arise and providing care to the medically underserved. Funding for Community Vitality programs and initiatives seeks to increase community wealth and opportunity and make the community a more desirable place to live. Through the Education area, the foundation endeavors to help all residents develop knowledge and skills needed to be successful in the 21st century. Through supporting initiatives and programs in these three areas, the foundation seeks to inspire, invest in, partner with, and support community initiatives to make Martinsville/Henry County a place where all residents have the opportunity to live, work, and play.

► Financial Information:

Total Assets: \$185 million (FY 2011)

Amount Dedicated to Health-Related Grants: \$2.3 million (FY 2011)

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

- **Martinsville-Henry County Coalition for Health & Wellness** – A continuation grant to the coalition funds access-to-care services through its federally qualified health center and free medical clinic. Funding also supports prevention programs through the coalition's healthy community initiative and supports the creation of HealthConnect, a one-stop health hub – storefront and Web based – for community residents and providers for health care information and referral services (\$3.6 million over three years).
- **Piedmont Community Services** – Funding supports the creation of a Community Recovery Program designed to help people with a history of substance abuse return to work sober and drug-free by moving beyond initial treatment and focusing on long-term recovery. The program is also designed to help break the generational cycle of addiction within families and create a culture in which children are "Too Good for Drugs" (\$1.3 million over four years).

- **Piedmont Virginia Dental Health Foundation** – Continuation funding from the foundation helps improve access to essential dental services for unemployed, uninsured adults, and children living in poverty who are eligible for Medicaid benefits (\$196,800 over two years).
- **Family YMCA** – Financial support to the Family YMCA helps fund Activate Martinsville/Henry County, which aims to increase physical activity through its walking, biking, and exercise programs in an effort to help make the community a fun, healthy, desirable place to live (\$288,185 over two years).
- **MARC Workshop** – Funding supports the creation of a mobile employment program for competitive/minimum wage jobs for intellectually and developmentally disabled adults, which promotes greater independence and community integration. Through mobile work crews, who are engaged in jobs such as lawn maintenance, moving assistance, and paper shredding, the program helps train young adults for the traditional workforce or assists in them in laying the groundwork to create their own small business (\$241,976 over three years).

Strategic Changes in Grantmaking Direction/Orientation for Your Organization

"The Martinsville/Henry County area is significantly older, more diverse, less educated, and more economically stressed than the State as a whole. These underlying demographic factors negatively influence community health in a significant way. Because solving health problems cannot be accomplished in isolation, The Harvest Foundation has taken a new direction in improving the health of our community. We have convened community leaders in health, education, and economic development to identify the major health problems and create strategies for solving them. The end result is a three-year community health strategic plan."

Allyson K. Rothrock
President



and **Harlem Hospital Center** (NY) – \$20,000 to launch the **Harlem Healthy Hearts Club**, focusing on reducing the high readmissions of the hospital’s chronic heart failure population that includes patients as young as 36 years old with multiple health conditions, such as hypertension, obesity, diabetes, HIV/AIDS, substance abuse, and mental illness. Contact: Bob DeLuna, 212.494.0733, rdeluna@uhfnyc.org.

SURVEYS, STUDIES & PUBLICATIONS

- **Con Alma Health Foundation, Inc.** (Santa Fe, NM) has published *Health Equity in New Mexico: A Roadmap for Grantmaking and Beyond*, a comprehensive report that includes data on the state’s health measures and offers recommendations to make the quality of health and health care in New Mexico more equitable for people across different populations. The report updates information the foundation reported on health disparities in 2006. Among the key findings is that Hispanic and American Indian adults in New Mexico are more than twice as likely to be without health insurance coverage as whites. Further, substance abuse and mental disorders affect more than half a million New Mexicans, and by 2030, the state will rank fourth in the nation in percentage of people age 65 and older. The report also outlines recommendations to address these issues, such as supporting organizations that promote wellness strategies, expanding grantmaking to rural communities and strengthening outreach to tribal communities, and supporting and fostering collaborations with organizations to educate legislators and policymakers on the work of nonprofits in New Mexico on strengthening health equity and on the impact of Medicaid and the Affordable Care Act on the state’s underserved populations. Contact: Dolores Roybal, 505.438.0776, ext. 3, droibal@conalma.org.
- **Foundation for a Healthy Kentucky** (Louisville) has released two publications that chronicle the foundation’s work over a five-year period under two of its initiatives: **Coordinated**

School Health and Local Data for Local Action. *Coordinated School Health Initiative: Healthy Kids, Healthy Schools* aims to inform other funders about the foundation’s experience in dedicating resources over a multiyear period to replicate aspects of the Coordinated School Health model developed by the Centers for Disease Control and Prevention. *Local Data for Local Action: Start where You Are* outlines challenges and successes of the foundation’s efforts to create models for the availability and use of local health data to facilitate decisionmaking at the local level. Two other publications focus on policy aspects of foundation work on integrating mental health and medical services and on identifying opportunities for policy change in the ways rural health care services are delivered. The foundation sought to inform healthy policy and to increase access to needed health care by funding pilot projects and targeted research in these focus areas throughout the commonwealth from 2007-2011. The reports can be accessed directly at www.healthy-ky.org/presentations-reports/reports. Contact: Doug Hogan, 502.326.2583, dhogan@healthy-ky.org.

National Committee for Responsive Philanthropy (Washington, DC) released two reports that address recent funding trends for grantmaking and nonprofit organizations. *The Philanthropic Landscape: The State of Multi-Year Funding*, which covers the period from 2004 to 2010, reports on 2009 data, indicates that although overall grantmaking decreased by 13 percent, multiyear grantmaking declined by 21 percent. *The State of General Operating Support* shows that between 2008 and 2010, funding for operating support grew 34 percent; however, it remained at 16 percent of total giving, as compared to a similar analysis of data from 2004 to 2006. Other key findings between the two reports are that 90 percent of sampled foundations either do not provide multiyear grants or do not report them. Among foundations that provide long-term support, multiyear funding accounted for up to 75 percent of their total giving. Further, most funders reported less than 10 percent of grant dollars as general operating support;

however, general operating support increased its share of total giving among west coast grantmakers, family foundations, and foundations granting between \$5 million and \$10 million. For more information, visit the committee’s publications section at www.ncrp.org. Contact: Yna Moore, 202.557.1381, ymoore@ncrp.org.

National Institute for Health Care Management Foundation (Washington, DC) has released *Delivering Improvements in Infant Mortality Rates* as an installment in the foundation’s *Promising Practices in Maternal and Child Health* fact sheet series. The publication highlights **BlueCross BlueShield of Tennessee Health Foundation’s** (BCBSTHF) (Chattanooga) partnerships with two Tennessee-based organizations to address high infant mortality rates in specific areas of Tennessee: the **Building Lasting Unshakeable Expectations into Successes (BLUES) Project** (Memphis), which couples socio-emotional counseling with medical care for expectant mothers, and **Solutions to Obstetrics in Rural Counties (STORC)** (Oakdale), a telemedicine initiative that connects at-risk pregnant women in isolated areas with physician specialists. Since 2003 BCBSTHF has invested \$12.6 million on initiatives to combat infant mortality. In some parts of the state, infant mortality rates are approximately twice the national average, and across the state poor birth outcomes are responsible for an estimated \$610 million in health care costs each year. The full report is available at www.nihcm.org.

- **Osteopathic Heritage Foundations** (Cleveland, OH) released *Homelessness Funding Priority Final Impact Report*, which outlines successes of the foundations’ work through its **Homeless Funding Priority**. This initiative was designed to achieve three overarching goals: to influence the systems that serve at-risk and homeless individuals and families, to enhance the capacity of organizations and communities, and to support individuals and families to become safely housed and more self-sufficient. Over a seven-year period the foundations invested more than \$3.2 million to support local planning,

capacity building, and implementation of innovative programs and services to help those most in need, resulting in more than 14,000 vulnerable individuals and families across central and southeastern Ohio achieving greater self-sufficiency and housing stability. The report notes several accomplishments, including leveraging more than \$7 million in federal, state, local, and private resources to assist participating communities. In addition, all participating counties developed new or updated plans to prevent and end homelessness, which included the development of a national model for planning to end rural homelessness. Contact: Terri Donlin Huesman, 614.737.4359, tdonlin@ohf-ohio.org.

- **The SCAN Foundation** (Long Beach, CA) released two fact sheets that profile long-term caregivers in California and nationally. *Who Provides Long-Term Care in California?* reports that more than 6 million Californians over 18 years of age are considered informal caregivers – unpaid helpers who care for family, friends, or loved ones. Nearly two-thirds (63 percent) of these unpaid caregivers work either full time (52 percent) or part time (11 percent) in addition to their caregiving responsibilities. Concerning paid workers, California has the largest direct care workforce in the country, with more than 500,000 workers. Sixty-five percent of these workers are employed directly by consumers, with the remaining 35 percent working as nursing assistants (19 percent), home health aides, (9 percent), and personal care assistants (7 percent). The national fact sheet *Who Provides Long-Term Care in the U.S.?* indicates that 66 million Americans provide care to family and friends, and nearly 9 in 10 (87 percent) of Americans who need long-term care receive it from an unpaid caregiver. Currently, approximately 46 percent of the nation's paid direct care workforce serve in institutional settings. By 2018, home- and community-based caregivers will outnumber facility-based workers by a ratio of two-to-one. The reports are available at www.thescanfoundation.org. Contact: Victoria Ballesteros, 562.310.9529, vballesteros@thescanfoundation.org.

OTHER NEWS

- **Mary Black Foundation** (Spartanburg, SC) announced the addition of healthy eating as a priority for funding and has renamed its current Active Living priority area **Healthy Eating & Active Living (HEAL)**. This expansion of the foundation's active living priority area follows a national trend to formally incorporate healthy eating into efforts to increase active living. Through HEAL, the foundation will facilitate grantmaking and other activities toward addressing obesity, diabetes, hypertension, and other chronic diseases. The foundation will provide project-specific and core operating support to nonprofit organizations working to encourage and advocate for policy and environmental change that will improve opportunities for residents of Spartanburg County to access healthy foods and lead active lifestyles. For more information, visit www.maryblackfoundation.org/active-living.

PEOPLE

- **Comprehensive Health Education Foundation (C.H.E.F)** (Seattle, WA) welcomed new board member **Nate Moore**. Mr. Moore is vice president of operations at Coordinated Care, a managed care organization based in Tacoma, Washington, that provides state-sponsored health care to the underserved and Medicaid-eligible populations. He has been with the parent organization of Coordinated Care, Centene Corporation, since 2007. In addition to serving on C.H.E.F.'s board, Mr. Moore has been active within numerous community organizations, including St. Patrick's Center (a provider of housing, employment, and mental health services) and the Opera Theatre of Saint Louis. For more information, visit www.chef.org.
- **Centers for Disease Control and Prevention (CDC) Foundation** (Atlanta, GA) has awarded the **2012 CDC Foundation Hero Award** to former U.S. President **Jimmy Carter**. First presented in 2005, the award recognizes an individual's significant contribution to improving the public's health through exemplary work in advancing CDC's mission of promoting health and quality of life by preventing and controlling disease, injury, and disability. The foundation is honoring President Carter for three decades of visionary leadership focused on building international public-private partnerships to save lives, reduce suffering, and provide hope for millions of the world's poorest people, as well as for his commitment to achieving a more peaceful and healthy world. Contact: Pierce Nelson, pnelson@cdcfoundation.org, 404.523.3509.
- **Horizon Foundation** (Ellicott City, MD) announced that **Ian Kennedy** has been hired as the organization's first director of communications. Mr. Kennedy most recently served as deputy chief of staff to Howard County Executive **Ken Ulman**. In this capacity, he shaped numerous policies and communications plans to improve county services and steered the development and implementation of a digital communications strategy for county government. A graduate of the University of Maryland, Baltimore County with a bachelor's degree in interdisciplinary studies, Mr. Kennedy also has a master's degree in public policy from the University of Maryland. Contact: Nikki Highsmith Vernick, 410.715.0311.
- **Robert Wood Johnson Foundation (RWJF)** (Princeton, NJ) appointed **David C. Colby, Ph.D.** as vice president of public policy. Dr. Colby joined RWJF in 1998 as a senior program officer and is currently leading the organization's research and evaluation efforts. Prior to joining RWJF, Dr. Colby worked for the federal government—first with the Physician Payment Review Commission, then as deputy director of the Medicare Payment Advisory Commission. While working in government, he developed policy research contributing to landmark legislation that changed the formula for Medicare reimbursement. Previously he worked on physician payment issues as a Robert Wood Johnson Faculty Fellow in health care finance, serving in the Congressional Budget Office. In addi-

tion, he was an associate editor of *Journal of Health Politics, Policy and Law* from 1995 to 2002. In 2000 he was elected to the National Academy of Social Insurance. Dr. Colby will begin his new role in January 2013. Contact: Christine Clayton, 609.627.5937.

- **W.K. Kellogg Foundation** (Battle Creek, MI) announced that **Sterling Speirn** will leave the foundation at the end of 2013, completing an eight-year tenure as president and CEO. Prior to joining the foundation, Mr. Speirn served as president and CEO of **Peninsula Community Foundation** (now Silicon Valley Community Foundation) (Mountain View, CA) from 1992 to 2005, where he established the Center for Venture Philanthropy in 1999 and cofounded Peninsula Partnership for Children, Youth and Families. Prior employment experience includes working with the U.S. Department of the Interior, managing a health center, practicing law, and teaching English to middle school students. He also worked for Apple where he directed its national computer grants program. Mr. Speirn will continue his work addressing the needs of vulnerable

populations, especially children, through other pursuits in philanthropy and the nonprofit field. For more information, visit www.wkkf.org.

- **Palm Healthcare Foundation** (West Palm Beach, FL) announced **Andrea J. Bradley** as its new president and CEO. Ms. Bradley, an attorney and health care leader in south Florida, comes to Palm Beach County from Holy Cross Hospital, Inc. in Fort Lauderdale, where she was vice president of development and marketing. As a member of the senior management team at Holy Cross Hospital, Ms. Bradley was responsible for raising \$10-\$12 million a year and creating collaborative health care programs such as a \$15 million comprehensive women's center and the hospital's Institute for Nursing Excellence. She previously served as president and CEO of Women in Distress of Broward County and was market manager/charities for the Sun-Sentinel Children's Fund, a grant-making organization. Ms. Bradley succeeds interim president and CEO **John Peters** who will continue as the foundation's CFO. For more information, visit www.palmhealthcare.org or call 561.837.2278.

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