

# GRANTMAKER FOCUS

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## Paso del Norte Health Foundation

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The Paso del Norte Health Foundation is one of the largest private foundations on the U.S.-Mexico border. Established in 1995 from the sale of Providence Memorial Hospital to Tenet Healthcare Corporation, Paso del Norte Health Foundation has a mission to promote health and prevent disease in the region through leadership in health education, research, and advocacy. Two affiliated fundraising foundations, the Paso del Norte Foundation in the U.S. and Fundación Paso del Norte in Mexico, work alongside the health foundation to leverage and complement its impact in the region. This unique region intersects three states in two countries, covering the areas of west Texas, southern New Mexico, and Ciudad Juárez in Chihuahua, Mexico. The close connection offers no separation of boundaries when dealing with health, economic opportunity, and quality of life.

The health foundation envisions a region where all people, regardless of socio-economic status, have the knowledge, resources, and environment they need to live healthy lives. Its role in bringing this vision to fruition is to lead, fund, promote, and leverage opportunities to that end.

**Program Information:** The program team uses the collective impact model to develop initiatives around its five key priority areas: healthy eating and active living, tobacco control and alcohol prevention, mental and emotional well-being, healthy relationships, and health leadership. Programs and initiatives are aimed at addressing issues and risk factors, such as poor nutrition, sedentary lifestyles, obesity, tobacco use, and diabetes, that prevent residents in the foundation's service area from living healthy lives. The service area encompasses 2.4 million people in El Paso and Hudspeth counties in far west Texas; Doña Ana, Luna, and Otero counties in southern New Mexico; and the municipality of Ciudad Juárez, Chihuahua, Mexico.

### ► Financial Information:

Total Assets: \$214 million (FY 2015)  
Amount Dedicated to Health-Related Grants: \$9 million (FY 2015)

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

- **A Smoke Free Paso del Norte (Smoke Free)** – continues to reduce tobacco use among youth, pregnant women, people with small children, and those who have limited financial resources. The initiative has achieved measurable results across the region, including a reduction in adult smoking

in El Paso County from 21.5 percent in 1996 to 13.6 percent in 2010. This change was documented in the *American Journal of Public Health*. Partners of this initiative, including the Smoke Free Paso del Norte Coalition Network, took an aggressive approach to policy change by supporting the passage of El Paso's Clean Air Ordinance in 2001 (\$17.9 million over 20 years).

- **REALIZE** – is an intense 15-month leadership experience for leaders of organizations engaged in promoting health and social services within the Paso del Norte region. The purpose of this endeavor is to transform already effective leaders into “transformational leaders” for the benefit of the region's health. In 2016, the foundation will implement a leadership program specific to board members (\$866,000 over three years).
- **Paso del Norte Institute for Healthy Living** – seeks to advance healthy nutrition and physical activity and to reduce childhood obesity. Through the combined strengths of the four partners—The University of Texas at El Paso, The University of Texas Health Science Center—Houston, School of Public Health, The Texas Tech University Health Sciences Center—Paul L. Foster School of Medicine, and the health foundation—the institute is a backbone organization leading evidence-based interventions to promote proper nutrition and physical activity in the region (\$7.9 million over five years).

### Role of Philanthropy in Meeting Pressing Needs:

*“Philanthropy is more than grantmaking. The health foundation serves as an innovator and convener, bringing diverse leaders together toward a common agenda. We seek to leverage grantmaking, working with our regional partners and affiliated foundations, to ensure greater impact. We measure and evaluate outcomes for results and continuous improvement. We are passionate in our work to improve health and quality of life for children, individuals, and families in our region.”*

**Tracy J. Yellen**  
CEO

