



# 2006 Annual Report

Measured Progress  
Our First Five Years





# Mission:

Our mission is to advance the health of all Georgians and to expand access to affordable, quality healthcare for underserved individuals and communities.

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# A Message

## from the Chairman and President



Since its inception, Healthcare Georgia Foundation has been committed to the diligent pursuit of grantmaking excellence in health. Our initial five years of grantmaking have been marked by continued progress and improvement by the Foundation and its grantees. In that time, we made the transition from an emerging foundation to a maturing one, refining our procedures, learning from our grantees and adapting to each challenge and opportunity. At the end of the day, our goal is to know that the health of Georgians is improving, and that our contributions will have a lasting impact.

Each day, however, reminds us that there is much work to be done. A fact that is evident from city to city, town to town, community to community. In 2006, we continued our support of organizations serving populations that represent our grantmaking priority areas by awarding 47 grants totaling \$4,293,800. We funded not only proven programs and approaches, but we also provided support for promising collaborative efforts and emerging organizations.

### Unique Programs Can Close Critical Gaps

Knowing that communities can be effective in reducing the number of uninsured and underinsured Georgians, we awarded \$435,000 to a unique multi-share plan that expands access to care within three Georgia communities. The partnership between Goodwin Community Health Center, Health Care Central Georgia, and Northwest Georgia Healthcare Partnership closes the critical gap between public and private health insurance coverage, and we look forward to its impact within their respective communities.

### Extending our Reach

In order to illuminate the plight uninsured Georgians face each day and the positive impact nonprofit health organizations can have on their lives, we distributed *Why We Do What We Do*, an award-winning series of photographic essays. In addition, the year also featured a *HealthVoices* update for community leaders on changes to Georgia's Medicaid program. "*Health Matters: Voices of Georgia's Leadership*" is an account of the perspectives of state leaders on health policy issues based on a series of one-to-one interviews.

HealthTec<sup>dl</sup>, our Distance Learning Pilot program hit full stride in 2006, launching sessions on topics ranging from a "2006 Georgia Budget and Health Legislative Update" to "Strategic Communications: From the Plan to the Public," an overview of communications strategies for nonprofit organizations. In February, we convened over 200 grantees, partners and community leaders for *Connections 2006: Paving the Way to Better Health and Health Care in Georgia*, a two-day conference featuring the work of our grantees, informative speakers and the inspiring stories of our 2006 Community Service Award honorees.

The Foundation's grantmaking also featured a \$130,000 grant to the Georgia Center for Nonprofits for Phase II of the Georgia Healthcare Capacity Building Project, a program that provided fifteen small to mid-sized health care and health-related nonprofits with a professional organizational assessment and recommended actions steps for building capacity and more effective delivery of health services.

This annual report will feature a series of updates on grants and programs whose work we have found to be exceptional, and having an impact on those they serve.

## Looking Inward, Reflecting Outward

As a steward of public funds, we hold our grantees to the highest standards of accountability, and expect the same of ourselves. We consistently evaluate our processes to ensure we are doing all we can to deliver support to the hands of the effective nonprofit health organization. This year, we embarked on an ambitious evaluation of ourselves, and intend to make good on recommended improvements.

As Healthcare Georgia Foundation continues to mature, we plan to take further steps toward a refined, focused approach to health issues, addressing them on multiple levels. Realizing that our work can only be enhanced by the strength of our community connections, we plan to work even closer with our partners, forging new partnerships, new endeavors.

Our initial five years of grantmaking have brought us to a point where we believe we have begun to understand what an accountable, transparent, results-oriented organization should begin to look like. We will continue to leverage the work of this year and the accomplishments of years past. Measured progress requires that we expect more, do more, focus more, and expand our ability and that of others to improve health and health care in Georgia.

## Transitions:

In 2006, three of our inaugural Board members retired from their service on our Board of Directors. The Foundation will be forever indebted to Jim Curran, Mark Johnson, and Board Chairman Joe Greene for their passion and commitment to the Foundation's mission. Words cannot express our appreciation for the substantial contributions these members of this particular Board of Directors have made to delivering results-oriented grantmaking.

At the close of the year, we welcomed two new members to the Board, Dr. Ted Holloway and Rich D'Amaro and elected Dick Shirk, one of our founding members, as Chairman. We look forward, with great hope and anticipation, to the guidance, experience and innovation they will bring to the Foundation.



Joseph D. Greene, Chairman



Gary D. Nelson, PhD, President

Measured progress  
requires that we  
expect more, do more,  
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health care in Georgia.



## 1995 – 2001

> July 1995

> 1996

> 1997

> 1998



Healthcare Georgia Foundation established as a result of a \$117 million endowment from Blue Cross Blue Shield of Georgia.

# Year in Review

At Healthcare Georgia Foundation, we believe that the key to organizational success is growth that is perpetual, responsible and measurable. For us, that means building upon the groundwork established in our first five years of grantmaking while continually seeking to improve our processes and outcomes. This year, our work towards those objectives included the following efforts:

## Informed Stakeholders About Important Medicaid Changes

In 2006, we worked in partnership with Georgetown University and the Georgia Budget and Policy Institute to develop and disseminate an issue of *HealthVoices* that focused on the impact of proposed changes to the state's Medicaid program. These decisions greatly affect the health of more than 1.3 million low income Georgians, and it is critical for consumers, health care providers and community leaders to engage in open and informed dialogue about the potential impact of the options being considered.

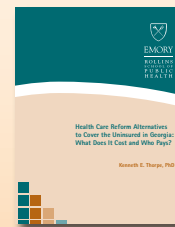


*HealthVoices*, “Georgia’s Medicaid Program: A Briefing for Community Leaders,” addressed issues such as, who is eligible for Medicaid, what services they are entitled to, and how Medicaid will be financed. It was distributed to local

community leaders so that they could pose key questions to policymakers about the impact of proposed changes to Medicare on low income Georgians. By providing this information, we seek to help Georgia make better, more informed decisions about its health programs and policies.

## Built Awareness Around Solutions to Health Insurance Options

Through publications and the work of our grantees, we strive to educate health care policymakers about the need for coverage for the more than 1.4 million uninsured Georgians. To that end, we funded a study by Kenneth E. Thorpe, PhD, the Robert W. Woodruff Professor and Chair of the Department of Health Policy and Management at Emory University’s Rollins School of Public Health. Dr. Thorpe examined three possible models for expanding health insurance coverage throughout Georgia.



The corresponding paper resulting from Dr. Thorpe’s research, “Health Care Reform Alternatives to Cover the Uninsured in Georgia: What Does it Cost and Who Pays?” compares a single payer insurance plan, an employer-individual mandate plan, and an individual mandate plan. It predicts likely changes in statewide health care

> 1999

Healthcare Georgia, Inc.  
Established

> 2000



Healthcare Georgia, Inc. renamed Healthcare Georgia Foundation.  
Nine-member Board of Directors established and bylaws adopted.

> 2001

spending and the distribution of such spending if each of these plans were enacted. By funding this study and its complementary report, we intend to promote an active dialogue around this issue and generate viable options for the state's uninsured population.

### Convened Grantees, Partners and Community Leaders

In February, we convened approximately 200 grantees, partners and community leaders for *Connections 2006: Paving the Way to Better Health and Health Care Across Georgia*. The event, a two-day conference, provided attendees with a unique opportunity to network with, and learn from, their colleagues in the nonprofit health and health care communities. The conference featured dynamic sessions and skills workshops on topics including Health Disparities, Promoting Child Health, Addressing Diabetes, Advocacy, Grant Writing, Technology and Organizational Assessment.

6 In addition to educational, training and technical sessions, *Connections 2006* honored five individuals and one collaborative organization for their unselfish work in championing access to quality health care for all Georgians. The **2006 Community Service Award Recipients** are listed below.

**Edith Biggers, MD**, for her volunteer work with the AIDS Survival Project

**Nelson B. Conger, DMD**, for providing dental care to medically indigent persons in Dalton, GA

**Jonathan Dubin, DMD**, for providing oral health screenings for athletes through the Special Olympics Smiles dental program

**Donna Tate**, for her work with the HIV/AIDS Ministry at the Greater Piney Grove Baptist Church in Decatur, GA

**Joe Wilber, MD**, for providing medical care through the Good Samaritan Health and Wellness Center in Pickens County, GA

**Health Access Initiative**, a project of the Hall County Medical Society that helps uninsured adults who cannot afford medical care gain access to appropriate, quality health care



### Community Service Awards Winners

Left to Right: Joe Wilber, MD, Jack Chapman (Health Access Initiative), Donna Tate, Edith Biggers, MD, Jonathan Dubin, DMD, Nelson Conger, MD



Representatives from Health Access Initiative and Healthcare Georgia Foundation

*"It is a privilege to have the opportunity to honor and publicly acknowledge these champions for health for their dedication and unselfish commitment to advancing the health of all Georgians. They are an inspiration to us all."*

Gary D. Nelson, president, Healthcare Georgia Foundation

## 2002

> January



Enoch Prow  
Named Chairman

> February

> March



Foundation  
President Hired

> April

> May

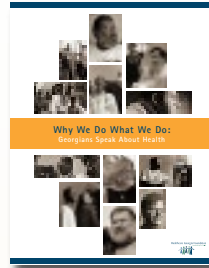
> June



Foundation Launches  
1st Listening Tour

## Told Our Story Through Our Grantees

Our outreach efforts often focus on helping others understand the important role nonprofit organizations play in advancing the health of Georgians. We continuously strive to help policymakers and the public better understand who needs health care in Georgia, who are the unsung heroes providing health services to low income Georgians, and who benefits from the work of nonprofit health organizations in Georgia.

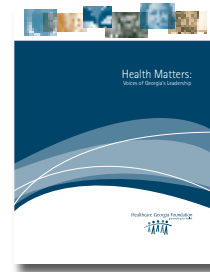


To this end, we funded “*Why We Do What We Do*,” a collection of 12 biographies and portraits of uninsured Georgians and service providers from various regions of the state — people whose lives have been changed as a direct result of Foundation grants. Photographer Billy Howard and writer Betsey Russell crisscrossed the state of Georgia to document these life stories through both film and words. The people portrayed in the book represent various regions of the state, racial and ethnic groups, and the various health professions that serve Georgians.

In part, “*Why We Do What We Do*” chronicles the Foundation’s first five years of grantmaking. By telling their stories, we hope to make the plight of the uninsured and those who serve them more real to policymakers and community leaders who can make changes in the way health programs are administered.

To view or download this document, visit the publications section of our website at [www.healthcaregeorgia.org](http://www.healthcaregeorgia.org).

## Shared the Voices that Influence Health Policy



Continuing our goal of informing health and health care policymaking, we funded “*Health Matters: Voices of Georgia’s Leadership*.” The report, developed by Porter Novelli, a global leader in health marketing, detailed the findings of our 2005 Listening Tour. This, our third tour, provided an important policy perspective on health and health care issues and costs from more than sixty business and community leaders around the state. The convenings revealed that while there may be varying views on the causes, consequences and even the language used to describe health care problems, six areas surfaced throughout all groups of leaders in all regions as challenges in need of attention:

- Access to quality health care at an affordable cost
- Investments in consumer health education
- Health care for the aging
- Workforce development
- Technology enabling quality health care
- Improvements in quality of health care

The results also emphasized the importance our state’s leadership places on striving to care for those who are least able to care for themselves. According to Healthcare Georgia Foundation president, Gary D. Nelson, “the Listening Tour took the pulse of Georgia leaders and revealed their concerns about the state of health and health care in Georgia.” While no

> July

> August

> September

> October

> November

> December



Foundation Awards  
Initial Grants (10)



Website  
Launched



Total Grants:  
39  
\$4,374,240

one entity can address these issues alone, we hope that these results will serve as a springboard for measurable progress in the delivery of quality health care to Georgians.

### Strengthened Nonprofit Health Organizations with Technical Training



This year also featured the launch

of HealthTec<sup>dl</sup>, a distance learning pilot program aimed at delivering technical assistance to nonprofit health organizations through the creative application of technology. Participating in this initial effort were North Georgia Community Foundation (Gainesville), Three Rivers Area Health Education Center (Columbus) TechBridge (Atlanta), and Healthcare Georgia Foundation. Each host organization was equipped with website and video conferencing capabilities that enabled them to receive and transmit webcasts on a variety of topics:

- 2006 Georgia Budget and Health Legislative Update
- Board Development
- Health Literacy
- Strategic Organizational Communications
- Art and Science of the Successful Grant Proposal

For more information about HealthTec<sup>dl</sup>, please visit [www.healthtecdl.org](http://www.healthtecdl.org).

### Raised Awareness about the Importance of Health Insurance for Children



There is little doubt that children who have access to regular, high quality health care are less likely to succumb to a host of health problems, including childhood overweight and obesity, hypertension, heart disease, Type 2 Diabetes, Influenza and respiratory disease. At Healthcare Georgia Foundation, we strongly believe that all children should have access to health care and a medical home.

To help further that message, this year we funded a modest advertising campaign focused on children's health. The health statistics for Georgia's children are eye-opening: for every 100 students in a Georgia school, 12 will have asthma, 13-15 are overweight and another 15 are at risk of becoming overweight, 24 have a vision problem, 5 have hearing loss, 6 will miss more than two weeks of school due to illness or injury, and 4 will not have a regular location in which they receive health care.

By providing this information to health consumers and community leaders, we hope to both build awareness and galvanize public opinion in favor of policies and programs that provide all of Georgia's children with access to quality health care.

## 2003

> January



Champions for Health Launched

> February

> March



First Poll Conducted - Health Care Coverage and Protection

> April



2002 Annual Report: Our Commitment to a Healthier Georgia

> May



Foundation Launches 2nd Listening Tour

> June

## Assisted 15 Grantees with Organizational Assessment Tools

Organizational assessment is an important part of the framework for strengthening the capacity and infrastructure of nonprofits. These assessments do not evaluate the impact of services and programs; rather, they analyze and provide a means to improve the organization from an internal standpoint. Unfortunately, most nonprofits lack either the time or the resources to conduct such a valuable appraisal.

Christi Kay of Health MPowers, said that the organizational assessment process “Gave us a fabulous roadmap,” adding that it was important to “have a good, open dialog, even if it’s uncomfortable, in order to move forward.”

Ultimately, a nonprofit can only continue to provide quality services if the organization itself is healthy. And by making organizations stronger, we believe we are contributing not only to the organizations, but also to those they serve.



In 2006, we partnered with The Georgia Center for Nonprofits to provide reesources for 15 organizational assessments in

Georgia. Applicant organizations were required to address improvements in health and health care as their primary mission and operate as direct, client-patient service providers for underserved individuals and communities. Organizations accepted to the program were provided with consultants who worked with their staff and Board over a three-month period. The assessment aimed to fully understand and strengthen organization infrastructure, organize action plans to address needed steps for improvement, and both identify and resolve organizational problems before they become crises.

> July

> August

> September



The Facts About Georgians:  
Our Health Depends On It

> October

> November



Connections 2003: Advancing The  
Health of All Georgians (Community  
Service Awards & Conference)



HealthVoices Launched -  
"Georgians Speak out on  
Health Care and Prevention"

> December



Total Grants:  
54  
\$4,237,584



Foundation Announces  
Diversity Policy



# Grantmaking Priority Areas



Healthcare Georgia Foundation has established grantmaking priority areas that reflect prevalent health problems; the disproportionate burden of morbidity, mortality, and disability among underserved individuals; and statewide public input on perceived opportunities to advance the health of all Georgians.

The Foundation accepts Letters of Inquiry in response to the following Grantmaking Priority Areas:

- Addressing Health Disparities
- Expanding Access to Primary Healthcare
- Strengthening Nonprofit Health Organizations

# Addressing Health Disparities

**Healthcare Georgia Foundation** can do much to encourage and strengthen the State's capacity, leadership, readiness and focus for eliminating high disparity conditions. Consistent with our mission and goals, such grantmaking focuses on creating the necessary conditions to address the commonly agreed causes of health disparities. These conditions include: unequal access to health care and treatment; socio-cultural and informational barriers that prevent full access to quality health information and service utilization; and the inadequate supply of appropriate, well-trained health care providers.

**Center for the Visually Impaired, Inc.**  
**\$150,000** Support to increase organizational capacity to participate in a Medicare Low Vision Rehabilitation Demonstration Project.

**Down Syndrome Association of Atlanta**  
**\$90,000** Support to implement the Asociacion Hispana de Sindrome de Down de Atlanta (AHSDA) program in metropolitan Atlanta.

**Emory University**  
**\$120,000** Support for a statewide conference on health literacy, a 'train-the-trainer' literacy workshop and a health and health care profile of Georgia's children and youth.

**Georgia Legal Services Program, Inc.**  
**\$78,500** Support to implement a health advocacy outreach program for individuals with physical and developmental disabilities in Northwest Georgia.

**Inner Summit, Inc.**  
**\$90,000** Support to implement the Pearls of Wisdom health education program in Columbus and Savannah, Georgia.

**Institute for the Study of Disadvantage and Disability, Inc.**  
**\$20,000** Support for graduate level research on the health implications of poverty and disability, to be presented to local universities, community leaders and policymakers at a one-day conference in Atlanta.

**National Academy of Sciences**  
**\$185,000** Support the health disparities roundtable - a series of national and regional convenings on health disparities including an Atlanta symposium on measuring programs that address health disparities.

**Southwest Georgia Area Health Education Center (SOWEGA-AHEC)**  
**\$50,000** Provide support to update the Health Careers in Georgia manual.

2004

> January

> February

> March



*HealthVoices*  
"Economic Health Benefits of Tobacco Taxes for Georgians"

> April



2003 Annual Report:  
Informed Grantmaking

> May



Foundation Supports  
Sustainability Brief  
(Center for Civic Partnerships)

> June

**Grantee: Kennesaw State University Foundation**  
**Amount Awarded: \$200,000 over 2 years**  
**Date Awarded: March 2003**

**Objectives and Outcomes:**

Kennesaw State University Foundation (KSU) and the University's School of Nursing received funding to develop, implement and evaluate a Latino/Hispanic Diabetes management program in Cobb County.

The prevalence of diabetes is higher among Hispanics in Cobb County than it is for the general population. With the substantial growth in the Hispanic population in Cobb County, 400% since 1990, the lack of culturally-appropriate structured diabetes control programs for Hispanics is a pressing problem.

With Foundation support, KSU created Project IDEAL, the Initiative for Diabetes Educational Advancement for Latinos. Following focus group research, culturally-appropriate materials were developed for Mexican, Mayan, Colombian, and Puerto Rican participants in the one-year education program. Of the 330 program participants, over 140 remained active in the program. When compared to inactive program participants, active participants achieved greater improvements in blood glucose control as measured by hemoglobin A1c levels and were more successful in maintaining weight as measured by Body Mass Index (BMI).

**Grantee: Center for the Visually Impaired, Inc.**  
**Amount Awarded: \$150,000 over 2 years**  
**Date Awarded: June 2006**



**Objectives and Outcomes:**

The Center for the Visually Impaired (CVI) is Georgia's largest comprehensive, fully accredited, private facility providing services in rehabilitation and education for visually impaired or blind individuals of all ages and their families. CVI received grant support from Healthcare Georgia Foundation to participate in a Medicare Low Vision Rehabilitation Demonstration Project to assess the impact of standardized Medicare coverage for vision rehabilitation services. CVI is upgrading its computer database systems, training staff on Medicare billing, conducting marketing and community outreach, and providing services to nearly 200 Medicare clients. Through this innovative project, The Center for the Visually Impaired is instrumental in increasing access to health care for underserved population groups in Georgia.

CVI is one of six sites across the country selected to participate in the demonstration project. The data from all of the sites will be analyzed to determine whether uniform low vision rehabilitation services should be available for all Medicare recipients nationwide. A move in this direction could benefit more than 72,000 Georgians who have a visual impairment.



# Expanding Access to Primary Healthcare

Through strategic grantmaking, Healthcare Georgia Foundation can improve access to primary healthcare services by Georgia's uninsured and underinsured populations. In an effort to provide a comprehensive, integrated and seamless system of health services, the Foundation's technical and fiscal resources support: health policy analysis and advocacy, applied intervention research, workforce development, leadership development and recognition, organizational improvement and the delivery of a broad array of evidence-based preventive health services.

## AID Atlanta

**\$100,000** Support to enhance sexually transmitted disease and HIV prevention services for men attending AID Atlanta's Men's STD clinic in metropolitan Atlanta.

## Albany Area Primary Health Care, Inc.

**\$150,000** Support to provide comprehensive geriatric medical services to the residents of Baker, Calhoun, Dougherty, Lee and Terrell counties.

## BlazeSports America, Inc.

### FKA US Disables Athletes Fund

**\$150,000** Support to develop and implement a community and a school-based physical activity and nutrition program for disabled children (K-8) in two Georgia communities.

## East Georgia Healthcare Center

**\$8,000** Support to conduct camp site visits and provide primary healthcare to migrant and seasonal farmworkers in Tattnall and Toombs counties.

## Emory University

**\$90,000** Support for an analysis of health care spending for children in Georgia.

## Georgia Budget and Policy Institute

**\$360,000** Support to analyze Georgia budget and tax policies that affect health and access to health care, and to conduct a retreat for health policy analysts in Georgia.

## Georgia Health Policy Center

**\$10,000** Support to engage pertinent stakeholders in facilitated discussions to gain a better understanding of Georgia's school nursing/school health issues and identify possible solutions and strategies for addressing these issues.

## Goodwin Community Health Center, Inc.

**\$145,000** Support to plan for implementation of a multi-share health care coverage program in three Coastal Georgia counties.

## Grantmakers In Health

**\$7,500** Support for a meeting at the Centers for Disease Control and Prevention, On the Front Lines of Public Health, on May 18-19, 2006.

## Health Care Central Georgia, Inc.

**\$145,000** Support to plan for implementation of a multi-share health care coverage program in seven central Georgia counties.

## HealthMPowers, Inc. FKA Kid's Health Inc.

**\$150,000** Support to implement a school-based health education physical activity and nutrition program for elementary and middle school youth in Walton and Greene counties.

## Georgia State University – Institute of Public Health

**\$190,000** Support to develop and test the efficacy and cost effectiveness of a community-based participatory research strategy designed to reduce inappropriate use of emergency medical services and emergency department services documented in a selected area of urban Atlanta.

## Lowndes County Board of Health

**\$150,000** Support to implement a health education program to increase physical activity and nutrition in Valdosta County Middle School and Lowndes County Middle School.

## Mercy Health Center, Inc.

**\$43,000** Support to deliver a health education program in Athens, Georgia.

## Morehouse School of Medicine, Inc.

**\$5,000** Support for the Sixth Annual Primary Care and Prevention Conference and Eleventh Annual HeLa Women's Health Conference to be held September 11-13, 2006 in Atlanta, Georgia.

## Northwest Georgia Healthcare Partnership, Inc.

**\$145,000** Support to plan for implementation of a multi-share health care coverage program in two Northwest Georgia counties.

## Northwest Georgia Healthcare Partnership, Inc.

**\$150,000** Support to implement a school-based health education physical activity and nutrition program in Murray, Whitfield and Dalton public schools.

## Porter Novelli

**\$116,000** Support to conduct qualitative research to assess the opportunities to advance the health of children and adolescents in Georgia.

## Reece & Associates

**\$175,000** Support to educate policymakers on the need for enhanced trauma care, and the value of a comprehensive statewide trauma network.

14

## 2005

> January



*HealthVoices*  
"Addressing Overweight:  
The Role of Physical  
Activity in Schools"

> February

> March



Health Care Expenditures  
and Insurance in Georgia

> April



2004 Annual Report:  
Advancing Health Policy

> May



*HealthVoices*  
"Georgia's Medicaid  
Program: A Briefing  
for Community Leaders"

> June

**Grantee: Georgia Rural Health Association, Inc.**  
**Amount Awarded: \$206,000 over 18 months**  
**Date Awarded: December 2004**



**Southeast Health District**

**\$175,000** Support to provide intensive nursing case management services to high-risk pregnant women and their infants in southeast Georgia.

**Southwest Georgia Community Health Institute**

**\$150,000** Support to implement a school-based physical activity and nutrition program for middle school students in Albany, Georgia.

**The Carter Center, Inc.**

**\$8,000** Support for the Twenty-Second Annual Rosalyn Carter Symposium on Mental Health Policy - 'Disaster Mental Health in the Wake of Hurricane Katrina' to be held November 8-9, 2006 in Atlanta, GA.

**University of Georgia – Georgia Center for Obesity and Related Disorders**

**\$275,000** Support to provide program evaluation and technical assistance support to Foundation grantees participating in the Childhood Physical Activity and Nutrition Grant Program (CPAN).

**WordOne, a Mansell Group Company**

**\$5,000** Support to design and layout a brochure of 12 profiles, portraits and actions shots collected by Betsey Russell and Billy Howard.

**YMCA of Metropolitan Atlanta**

**\$150,000** Support to expand implementation of a school-based physical activity and nutrition program for elementary students in Coweta, Fayette and Henry Counties.

**Objectives and Outcomes:**

Georgia Rural Health Association (GRHA) established a program to increase provider and patient education to 17 rural hospitals. As Georgia's only statewide rural health advocacy organization, GRHA serves 108 counties and 1.6 million residents and addresses the unique health care needs of rural Georgians. Rural counties experience shortages of physicians, nurses, therapists, and other health care personnel. Satellite-delivered health education programs expand the knowledge and capacity of rural hospitals.

GRHA worked in partnership with the Georgia Hospital Association, the Georgia Office of Rural Health, the National Rural Health Association and GE Healthcare. GE Healthcare provided the equipment, programming content, and user tools to bring accredited professional training courses and patient education programs to rural hospitals. Professional education is provided through Training in Partnership Television (TiP-TV) and patient education programs are available through The Patient Channel. GRHA provided training programs for hospital staff and matching funds to enable the rural hospitals to participate in the program.

**Grantee: Health Care Central Georgia, Inc.**  
**Goodwin Community Health Center, Inc.**  
**Northwest Georgia Healthcare Partnership, Inc.**

**Amount Awarded: \$145,000 each over 2 years**  
**Date Awarded: June 2006**

**Objectives and Outcomes:**

Three organizations came together in 2006 to develop a multi-share financing program to provide health care coverage to the underserved populations in three rural communities in Georgia. The three organizations are Goodwin Community Health Center dba Coastal Medical Access Project in Brunswick, Health Care Central Georgia dba Coastal Health Works in Macon, and Northeast Georgia Healthcare Partnership in Dalton. Based on Access Health, a successful model program in Muskegon, Michigan, the multi-share approach is designed to provide health care coverage for small businesses using contributions from the employers, employees, and state and local contributions. The three community organizations are collaborating on the core components: actuarial research to determine the package of services and price that will be offered, surveys of business and community leaders to determine levels of support for the program, development of marketing materials, and completion of plans for implementing the multi-share programs for expanding access to affordable health care in these three communities.

> July > August > September > October > November > December



Childhood Physical Activity RFP Announced



HealthTec<sup>dl</sup> Distance Learning Beta Test Launched



Foundation Supports IOM Regional Symposium on Preventing Childhood Obesity



The Facts About Georgians (updated)



Total Grants: 53 \$4,299,783



- Three founding Board members retire
- Joseph D. Greene elected Chairman
- Three new members join Board

# Strengthening Nonprofit Health Organizations

**Healthcare Georgia Foundation** allocates grant funds for organizational improvement, underscoring our commitment to assisting underserved populations and the organizations that serve them. Organizational Improvement grants are awarded to eligible organizations for the purpose of strengthening and sustaining their capacity to fulfill their mission.

**Atlanta Regional Health Forum, Inc.**  
**\$60,000** Support to strengthen the Atlanta Regional Health Forum's ability to implement its strategic plan and monitor improvements in health in the metropolitan Atlanta region.

**Avatar Communications, Inc.**  
**\$4,500** Support for the design and execution of communication efforts for HealthTec<sup>dl</sup>.

**Avatar Communications, Inc.**  
**\$10,000** Support for the design and media placement of information about children's health care and health coverage in Georgia.

**BoardWalk Consulting LLC**  
**\$4,500** Support to plan and conduct a distance learning workshop on nonprofit board development.

**University of Georgia  
 Carl Vinson Institute of Government,**  
**\$25,000** Support to conduct an economic impact analysis of Georgia nonprofit organizations that are engaged in health and health care.

**Foundation Center-Atlanta**  
**\$6,000** Support for a day-long capacity building training program for nonprofit health organizations in rural central Georgia.

**Georgia Free Clinic Network Inc.**  
**\$200,000** Core operating and project support to establish an organizational home for free clinics providing access to quality and affordable health care for Georgia's medically underserved.

**Lawson Neel MedBank, Inc.**  
**\$40,000** Support to expand a prescription drug assistance program in Thomas County, Georgia.

**Porter Novelli**  
**\$10,000** Support to conduct a training session on strategic communications for nonprofit health organizations in Georgia.

**San Francisco Foundation**  
**\$10,000** Support for the Diversity and Philanthropy Project Phase II and the implementation of a multi-year, peer support campaign on diversity issues.

**STOP-GAP**  
**\$7,800** Support to conduct two capacity building plays for Healthcare Georgia Foundation as part of its Connections 2006 conference.

**TCC Group, Inc.**  
**\$12,000** Support to provide facilitation, consulting and coaching services to the Foundation and local healthcare funders to increase understanding of how to build the capacity of grantees and to evaluate the Foundation's grantmaking priority areas and programs.

**Tri-County Health System, Inc.**  
**\$12,000** Support for a feasibility study to determine stakeholder support for a new community healthcare center that will serve low income residents of Warren, Glascock, Taliaferro and Hancock counties.

**Women's Policy Education Fund**  
**\$56,000** Support to streamline and maintain HealthTRAK, an online legislative tracking system, and strengthen the capacity of the organization.

## 2006

> January



Foundation Supports Organizational Assessments for Nonprofits

> February



Connections 2006: Paving the Way for Better Health and Health Care Across Georgia (Community Service Awards & Conference)

> March

> April



Health Matters: Voices of Georgia's Leadership



2005 Annual Report: A Healthier Future for Georgia's Children and Youth

> May

> June

Grantee: Albany Advocacy Resource Center  
 Amount Awarded: \$125,000 over 18 months  
 Date Awarded: June 2003

**Objectives and Outcomes:**

Albany Advocacy Resource Center (AARC) developed a program to address the demand for qualified direct support professionals to provide services for individuals with disabilities. By providing training and professional certification, AARC hoped to promote employment opportunities, provide professional support to trainees, and reduce turnover rates among caregivers, particularly in rural areas which experience the greatest shortages in trained direct support professionals.

AARC established a certificate program for direct support professionals through the Georgia Department of Technical and Adult Education, developed a training curriculum, conducted and evaluated three training programs in Clarkesville, Fitzgerald, and Macon, and established the Georgia Alliance of Direct Support Professionals. To enhance the sustainability of the training programs, AARC developed a partnership with the Governor’s Council on Developmental Disabilities, the Department of Human Resources, and the Georgia Department of Technical and Adult Education.

Grantee: Good Samaritan Health and Wellness Center  
 Amount Awarded: \$50,000 over 18 months  
 Date Awarded: June 2004



**Objectives and Outcomes:**

The Good Samaritan Health and Wellness Center (GSHWC), located in Pickens County, was established in 2001 to provide free, quality health care to the poor and working poor throughout the county. The staff provides medical, dental and vision care, as well as laboratory services and a pharmacy assistance program.

GSHWC received support to strengthen its capacity through engagement of a full-time center administrator and a part-time nurse educator/dietician. The administrator provides critical continuity among the part-time, volunteer professional staff and the clerical volunteers. The nurse educator/dietician provides health education, individual diet instruction, and disease management services. Chronic illnesses such as cardiovascular disease, cancer diabetes, hypertension, and obesity are prevalent chronic conditions throughout Georgia, and the services of a nurse educator/dietician are considered vital to effective disease management. With the addition of these two crucial positions, GSHWC was able to provide health services to over 3,300 uninsured residents of Pickens County and provide consistent, quality services to over 2,400 clients with chronic diseases.

> July	> August	> September	> October	> November	> December
 Financial Benchmark Study			 "Why We Do What We Do" <i>Georgians Speak          Out About Health</i>	 Statewide Trauma Care Poll	 Total Grants: 47 \$4,293,800   196 Grants, \$17 million +   <ul style="list-style-type: none"> <li>• Three founding Board members retire</li> <li>• Dick Shirk elected Chairman</li> <li>• Two new members join Board</li> </ul>
			 Home and Community Based Services RFP Announced		



# Instructions for Submitting a Letter of Inquiry (LOI)

After reviewing the Foundation's Grantmaking Priority Areas, the next step is the submission of a Letter of Inquiry.

Letters of Inquiry may be submitted at any time. The Foundation will acknowledge receipt of the LOI within 3 months and notify the applicant organization of the results of the Foundation's review and decision whether to request a complete grant proposal. Letters of Inquiry should be approximately 1-2 pages in length, following the format below.

To obtain more information about submitting a grant request, please visit [www.healthcaregeorgia.org](http://www.healthcaregeorgia.org).

**1. The Funding Request.** In 2-3 sentences or less, please describe your funding request and include the dollar amount you are requesting. Highlight how your proposed program/project fits with the Foundation's mission and goals, and a particular Foundation Grantmaking Priority Area. Requests for Organizational Improvement grants within the strengthening nonprofit health organizations Grantmaking Priority Area should not exceed \$50,000.

**2. About your Organization.** In 2-3 sentences, briefly describe your organization's history and mission, including the year it was established. Please provide the name of your organization and contact information.

**3. The Problem or Opportunity.** In 2-3 sentences, describe the particular health problem or opportunity your program or project seeks to address. What is the current magnitude of this problem or opportunity specific to the state of Georgia or your local community/region, if available?

**4. The Program.** In 3-4 sentences, describe the program's purpose and list 2-3 major objectives for this project/program during the funding period.

**5. The Target Population.** Describe who will benefit from this program. Highlight any relevant characteristics (i.e. gender, age groups, ethnic-racial composition, disability socio-economic status and/or income) that further clarify your target group.

**6. Success, Outcomes and Results.** As a result of funding, what constitutes success for your organization or program?

## Instructions for Submitting a Proposal

Following the receipt and favorable review of the applicant organization's LOI, the Foundation will provide guidelines and a request for the submission of a full written grant proposal including timelines for submission. Foundation staff will meet with representatives of the applicant organization following the submission of the grant proposal. Staff will then undertake an extensive technical and financial analysis of your proposal. Healthcare Georgia Foundation meets quarterly to review grant recommendations. The entire application and proposal review process normally takes about 8-9 months. Please review these printed materials carefully. Please submit questions regarding the application process to Healthcare Georgia Foundation's Director of Grants Management.

Letters of Inquiry should be submitted in writing (on applicant letterhead) and mailed to the attention of:

Director of Grants Management  
Healthcare Georgia Foundation  
50 Hurt Plaza, Suite 1100  
Atlanta, Georgia, 30303

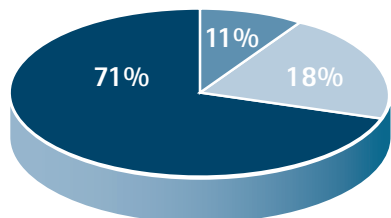
p. 404.653.0990

[info@healthcaregeorgia.org](mailto:info@healthcaregeorgia.org)

In 2007, Healthcare Georgia Foundation will fully automate the grant application process on its website by launching an internet grant application system.

# Grants

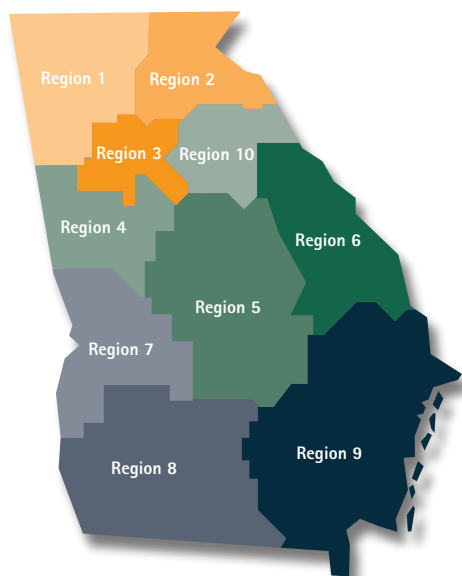
## Summary



### 2006 Allocations by Grantmaking Priority Area

Grantmaking Priority Area	Amount Awarded	% of Total Grant Awards
Addressing Health Disparities	\$783,500	18%
Strengthening Nonprofit Health Organizations	\$3,052,500	71%
Expanding Access to Primary Healthcare	\$457,800	11%
<b>Total</b>	<b>\$4,293,800</b>	<b>100%</b>

### 2006 Grantmaking by Region



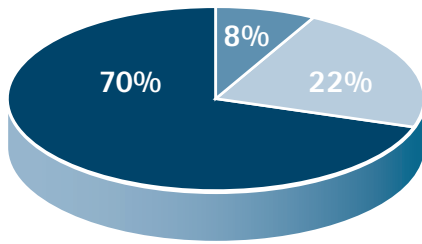
Grantmaking Region	Amount Awarded	% of Total Grant Awards
Region 1   NW, Dalton	\$373,500	9%
Region 2   NE, Gainesville	-	0%
Region 3   Metropolitan Atlanta	\$427,500	10%
Region 4   LaGrange	\$150,000	3%
Region 5   S. Central, N. Central	\$157,000	4%
Region 6   Augusta	\$43,500	1%
Region 7   West Central	\$45,000	1%
Region 8   SW, Valdosta	\$527,500	12%
Region 9   SE, Savannah, Coastal	\$410,500	10%
Region 10   Athens	\$230,500	5%
Statewide	\$1,928,800	45%
<b>Total</b>	<b>\$4,293,800</b>	<b>100%</b>

### Grantmaking Update

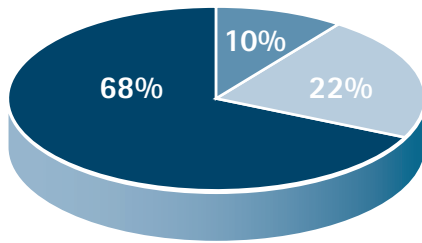
	FY 2002	FY 2003	FY 2004	FY 2005	FY 2006	5 - Year Total
Number of Grants	39	54	50	53	47	243
Amount Awarded	\$4,374,240	\$4,237,584	\$4,048,700	\$4,299,783	\$4,293,800	\$21,254,107

For more information about our grants, please visit [healthcaregeorgia.org](http://healthcaregeorgia.org) and access our searchable database.

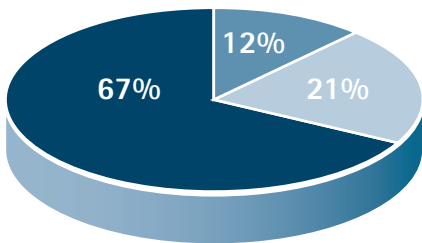
# Grant and Program Expenses



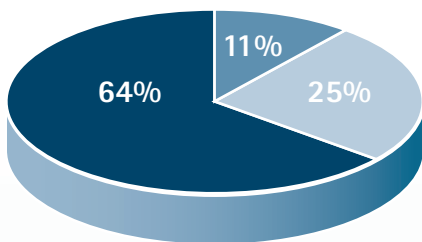
FY 2002 39 Grants		
Summary investment fees	\$480,071	8%
Summary program operating expenses	\$1,349,818	22%
Grants paid	\$4,374,240	70%
	<b>\$6,204,129</b>	<b>100%</b>



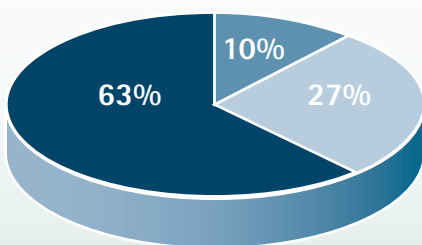
FY 2003 54 Grants		
Summary investment fees	\$655,927	10%
Summary program operating expenses	\$1,353,251	22%
Grants paid	\$4,237,584	68%
	<b>\$6,246,762</b>	<b>100%</b>



FY 2004 50 Grants		
Summary investment fees	\$692,070	12%
Summary program operating expenses	\$1,292,606	21%
Grants paid	\$4,048,700	67%
	<b>\$6,033,376</b>	<b>100%</b>



FY 2005 53 Grants		
Summary investment fees	\$739,553	11%
Summary program operating expenses	\$1,642,226	25%
Grants paid	\$4,299,783	64%
	<b>\$6,681,562</b>	<b>100%</b>



FY 2006 47 Grants		
Summary investment fees	\$683,990	10%
Summary program operating expenses	\$1,790,220	27%
Grants paid	\$4,293,800	63%
	<b>\$6,768,010</b>	<b>100%</b>



# Financial Statements

## Statement of Financial Position December 31, 2006 and 2005

ASSETS	2006	2005
Cash and cash equivalents	\$ 98,630	\$ 89,402
Investments at fair value	135,249,506	124,903,204
Equipment, net of accumulated depreciation	211,400	267,698
Federal excise tax payment	-	2,870
Other assets	11,956	9,849
<b>Total assets</b>	<b>\$ 135,571,492</b>	<b>\$ 125,273,023</b>
LIABILITIES AND NET ASSETS		
Accounts payable	\$ 33,053	\$ 15,280
Grants payable	-	81,500
Accrued expenses	223,448	234,965
Federal excise tax payable	1,531	-
Deferred federal excise taxes	269,141	171,228
<b>Total liabilities</b>	<b>527,173</b>	<b>502,973</b>
Unrestricted net assets	135,044,319	124,770,050
<b>Total liabilities and net assets</b>	<b>\$ 135,571,492</b>	<b>\$ 125,273,023</b>

## Statement of Activities and Changes in Net Assets For the Years Ended December 31, 2006 and 2005

	2006	2005
Unrestricted operating revenues and other support:		
Interest and dividend income	\$ 2,892,887	\$ 2,532,358
Net gain on investments	14,311,713	7,001,924
In-kind contribution	-	27,847
<b>Total Unrestricted revenue and other support</b>	<b>17,204,600</b>	<b>9,562,129</b>
Grants:	4,293,800	4,299,783
Operating expenses:		
Summary program expense	1,790,220	1,642,226
Investment management fee	683,990	739,553
<b>Total operating expenses</b>	<b>2,474,210</b>	<b>2,381,779</b>
<b>Total grants and expenses</b>	<b>6,768,010</b>	<b>6,681,562</b>
Increase in unrestricted net assets before federal excise tax and deferred tax expense	10,436,590	2,880,567
Federal excise tax benefit on investment income	(64,408)	(39,153)
Deferred federal excise tax expense	(97,913)	(47,605)
<b>Increase in unrestricted net assets</b>	<b>10,274,269</b>	<b>2,793,809</b>
Unrestricted net assets, beginning of period	124,770,050	121,976,241
<b>Unrestricted net assets, end of period</b>	<b>\$ 135,044,319</b>	<b>\$ 124,770,050</b>

This report is a summary of the audited financials for Healthcare Georgia Foundation. Please contact the Foundation office if you would like to receive a copy of the full report issued by the accounting firm Moore Stephens Tiller LLC.

# Program Evaluation and Our Commitment to Excellence



Upon the completion of our fifth year of grantmaking, Healthcare Georgia Foundation is now positioned to more routinely and rigorously sharpen its focus, assess its performance and improve results. Our own commitment to institutional excellence and continuous improvement places an inherently high premium on the formal evaluation of our effectiveness, something the Foundation has undertaken at present but in the relative absence of systematic rigor.

Evaluating a foundation, using standards to systematically assess its operations, outcomes and continuous improvement, can be daunting. The statewide mandate and multiple funding priorities shaping our work add further complexity to the evaluation of foundation effectiveness. Yet, to the Foundation's key stakeholders, whether they are underserved individuals and families served by our grantees, nonprofit health organizations, policymakers, or members of the Foundation's Board of Directors and staff—results matter!

To each of these stakeholder groups, it is essential to demonstrate that Foundation investments are well conceived, optimally responsive to community needs, and results driven. This is particularly the case in the present environment of growing resource constraints and public scrutiny into the affairs of private grantmaking institutions.

All too often, foundations have failed to establish performance standards and to regularly assess themselves in relation to these standards. Because there are limited formal pressures to evaluate effectiveness, foundation assessments are often based on anecdotal

or impressionistic information. Foundations attempting more rigorous assessments have been disappointed with the results. Why? In large part because foundations find it difficult to define success, because the science of program evaluation is underdeveloped, and because Foundations have expected more than measurement tools permit.

Recognizing these challenges, Healthcare Georgia Foundation seeks now: 1) to define effectiveness, 2) institutionalize measures facilitating accurate assessment of our work, and 3) align practices and performance with established standards of excellence. In these ways, the Foundation will be able to meet its core responsibilities to key stakeholders and more accurately track progress as a leading private foundation in Georgia. Beginning in 2007, Healthcare Georgia Foundation's evaluation plan will address the following questions:

- How can the governance of the Foundation be more effective and more efficient?
- How can the operations of the Foundation be more effective and more efficient?
- What benefits are derived from the Foundation's grantmaking and non-grantmaking functions?
- What progress is the Foundation making toward its mission, goals and funding priorities?

The Foundation invites its partner organizations to join in the pursuit of heightened accountability, transparency and excellence in health.



# Board and Staff



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Director of Grants Management

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Program Officer

Michael J. Sweeney, III

Director of Finance

Healthcare Georgia Foundation  
grantmaking for health



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