



passion

purpose

Community Health Endowment
of Lincoln
Annual Report to the
Community 2009-2010

passion + purpose = commitment

Executive Letter

INTERSECTIONS define the lives of Lincoln's residents by providing perspective, landmarks, and clear direction. Legend has it that the large, brick star at the intersection of 13th & O Streets in Lincoln marks where the American West begins. Just north of the 27th and O intersection is the Malone/Clinton neighborhood where Lincoln's African-American community evolved. The intersection of 27th and Pine Lake, until recently a cornfield, now marks a major retail hub of our community.

Just like our city, an organization can also be defined by its intersections. These intersections reveal the heart of the organization, and its vision for the future. CHE sits squarely at the intersection of passion and purpose. It is at this intersection where great things happen and where the opportunity exists to create something important today and for future generations of Lincoln residents.

So what is purpose? According to Haley Rushing, our 2010 Annual Meeting speaker, purpose is the definitive difference an organization can make in the world. At CHE, we believe that our purpose is to make Lincoln a healthier community, now and into the distant future.

What is passion? John Little Prince once said, "Tell me what your passion is, and I'll tell you who you are." Passion is the drive and instinct that causes CHE to strive for the next level, to do more, be better, and work harder toward achieving our vision. Passion is the motivation that fuels our purpose.

As highlighted throughout this Annual Report, the intersection of passion and purpose can produce extraordinary results, including commitment, potential, focus, possibilities, action, change, and prosperity. Our desire to stay squarely rooted in this intersection of passion and purpose has never been stronger.

As our community continues to grow, and new crossroads are created beyond our horizon, the historical intersections that have defined Lincoln for generations will remain. Likewise, we believe that we have created a map for CHE's future that is platted at the intersection of passion and purpose. It will be this landmark that will produce strong and lasting results for a healthy community.



Ed Wimes, *Chair*



Lori Vrtiska Seibel, *President/CEO*

STEWARDSHIP

Using resources prudently, while growing and preserving assets.

COLLABORATION

Partnering to build healthy children, families, and neighborhoods.

COMMUNITY EXPERTISE

Valuing good ideas from the heart of our community.

INNOVATION

Finding new and better ways to improve the health of our increasingly diverse community.

purpose guides the way



Back Row: B. Miller, A. Larson, D. Ganz, J. Loos, B. Dart, R. Lanik, R. Boucher, L. Seibel, and M. Prendes-Lintel. Front Row: M. Sutton, S. Eells, E. Wimes, K. Russel, M. Tavlin, C. Gondring, C. Erickson, J. Raybould, and D. Anderson.

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Past Presidents

Marsha Lommel

Madonna Rehabilitation Hospital (1998-2000)

Michelle Petersen, M.D.

Capital City Pediatrics (2000-2001)

A. Mike Alesio

Valentino's (2001-2003)

Christi Chaves

Saint Elizabeth Regional Medical Center (2003-2005)

Janet Coleman

Community Volunteer (2005-2006)

Dan Anderson

Pittenger & Anderson, Inc. (2006-2008)

Bill Lester

UNIFI Companies (2008-2009)

Ex-Officio Advisor to the Finance Committee

Bill Lester

UNIFI Companies

Staff

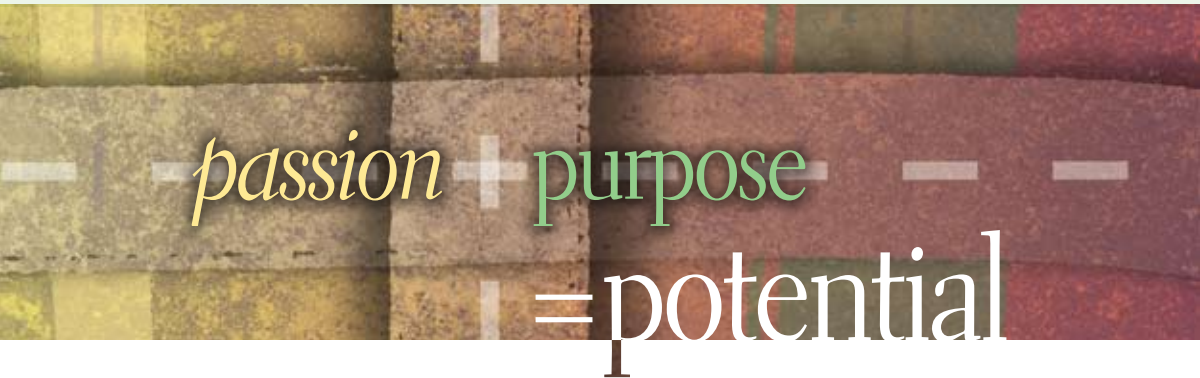
Lori Vrtiska Seibel
President/CEO

Stephanie Harley Eells
Project Manager

Jodi Loos

Office Manager

When passion intersects with purpose, great things can happen. Efforts become focused and possibilities become endless. Since 1998, CHE has provided more than \$12 million in grant-giving to our community. However, our vision of CHE is much bigger than monetary impact.



passion + purpose = potential

CHE brings partners together. CHE connects community partners working on common goals and leverages resources and common efforts to increase impact.

CHE builds upon a shared vision. CHE convenes stakeholders to build collective knowledge, brainstorm solutions, build consensus, and spark action around important issues.

CHE supports innovation. CHE encourages our community to find new solutions to long-standing problems.

CHE fills important gaps. Through regular conversations with community leaders and agency staff, CHE keeps abreast of community needs and recognizes crucial gaps in the healthcare system.

CHE celebrates the work of others. CHE looks forward to shining the spotlight on community agencies and CHE grantees to bring visibility to their important work.

CHE stays focused. CHE remains steadfast in our vision to “make Lincoln the healthiest community in the nation.”

passion + purpose = focus

Major Initiatives of FY 2009-2010

Mayor's Blue Ribbon Task Force on the Healthcare Safety Net

In April, 2009, Mayor Chris Beutler announced the formation of this Task Force to identify strategies and recommendations to improve, strengthen, and expand Lincoln's healthcare safety net. For six months, the Task Force studied Lincoln's safety



net services to low-income and other vulnerable populations, including the uninsured. Kimberly A. Russel, President and CEO of the BryanLGH Health System and a CHE Trustee, chaired the Task Force. CHE provided staff support to this important effort.

The Task Force issued a final report, including 23 recommendations to improve Lincoln's current safety net system. Key recommendations from the report include:

> Increase the capacity of Lincoln's healthcare safety net, including the capacity of People's Health Center [PHC], to serve as a medical home for uninsured individuals.

- > Assist uninsured individuals in appropriately navigating the health/human service system using a "hub" of patient advocates who assist uninsured patients in accessing appropriate care and services; and explore ways to integrate eligibility assessment, application form preparation, and the collection of supported documentation for multiple programs into a single, patient friendly guided interview among safety net and human service providers.
- > Enhance current health information technology in the healthcare safety net.
- > Implement a community-wide educational campaign that champions the understanding and importance of a medical home among all healthcare providers and clients.

The CHE Board of Trustees committed \$500,000 in 2010 to achieve the Task Force recommendations.

(continued)

Mayor Beutler addresses the Task Force.



Major Initiatives of FY 2009-2010 (continued)

Project A.L.L.: Academy for Local Leadership

As part of its Diversity Plan, CHE is committed to establishing strong partnerships with cultural centers and agencies, reducing health disparities among racial/ethnic populations, and increasing minority leadership on local boards and commissions. One specific effort has been the creation of Project A.L.L.: Academy for Local Leadership.

In partnership with Mayor Chris Beutler's Office and Leadership Lincoln, Inc., CHE helped launch Project A.L.L. in March 2008. The project aims to recruit and encourage minority leaders to serve their communities through board participation. Participants attend educational sessions, discover their individual passions, learn about the needs of their community, network, and are matched



Class II of Project A.L.L.

with experienced board members for ongoing guidance and support. Project A.L.L. also focuses on educating community organizations about the benefits of diverse leadership.

At the conclusion of Project A.L.L.'s third year in 2010, 40 individuals will have participated in the project. Twelve have agreed to serve on non-profit boards, three now serve on a governmental task force, five are highly involved through committee or volunteer work, and ongoing matches continue as board vacancies occur.



Priorities for FY 2010-2011

Primary Care and Behavioral Health Integration

According to a 2006 report from the National Association of State Mental Health Program Directors, persons with serious mental illness

will die an average of 25 years earlier than the general population. Persons with mental illness have a higher incidence of major chronic disorders, including diabetes, hypertension, cardiovascular disease, chronic obstructive

(continued)

Priorities for FY 2010-2011 (continued)

pulmonary disease, asthma and substance abuse. Individuals with medical diagnoses often have a mental health condition as well, such as anxiety or depression. Research shows that 50-70% of all primary care visits have a psychosocial basis. These conditions can be treated effectively in the primary care setting with on-site behavioral health treatment or consultation. Integration of care provides improved access to both mental health and primary care services.

In 2008, CHE began regular and focused conversations with agencies, providers, funders, and others about the integration of primary care and behavioral health services. As these conversations continued, and more and more agencies joined the table, a tailored plan for implementing integrated services was developed. The local plan has three distinct phases:

- > **Phase One:** Establish People's Health Center as the medical home for residential clients (BryanLGH, CenterPointe, Community Mental Health Center, Cornhusker Place, Houses of Hope, St. Monica's, and Touchstone) who do not have access to primary care.
- > **Phase Two:** Provide integrated behavioral health and primary care services at People's Health Center for residential clients.
- > **Phase Three:** Expand integrated services to the entire patient community of People's Health Center.

Region V Systems and their provider network, which includes the residential treatment agencies noted above, has been a strong and active partner in this important project as

we work toward the integration of behavioral health and primary care services in our community.

Healthy Lincoln Initiative

In 2009, CHE invited Dan Buettner to Lincoln to share secrets he has learned from studying "Blue Zones," or hotspots of longevity around the world.

Buettner presented on the common lifestyle behaviors shared by long-living populations, which include moving naturally, having a positive outlook, eating wisely, and surrounding oneself with others who are committed to healthy living. Buettner

also shared outcomes of the pilot project to transform Albert Lea, MN into a Vitality City, or Blue Zone, through key environmental interventions to change the way residents eat, work, exercise, and play.

This event spurred great interest in developing a community wide initiative to transform Lincoln. CHE has committed funding to implement a Healthy Lincoln Initiative that has been developed by a coalition of community partners. The plan has three specific goals:

- 1) Strengthen Lincoln's healthcare safety net by assisting in the successful implementation of the priority recommendations from the Mayor's Task Force on the Healthcare Safety Net;

(continued)



Dan Buettner, explorer, educator, and author, addresses a large crowd in Lincoln.

Priorities for FY 2010-2011 (continued)

- 2) Bring together the skills and expertise of community, regional, and national partners to create, organize and implement one or more highly visible, public/private initiatives that will engage at least 20% of Lincoln's population in healthier behaviors; and
- 3) Develop short and long-term strategies to impact local, state, and national health-related policy through advocacy and action.

passion + purpose = action

People Making a Difference

Passion moves people. Having a purpose moves them to act. Many people within our community are moved to make a difference and give back to the community through volunteering their time and talents. To recognize these special individuals and their

importance to area non-profits and the health of our community, CHE teams up with the Lincoln Journal Star each month to sponsor a "Making a Difference" ad. Below are some examples of the ads featuring Lincoln's passionate volunteers.



Gayla Nelsen a teacher, mentor and volunteer.

Gayla Nelsen (pictured at left and Carly Woythaler-Runestad) serving children, first as an award-winning school teacher for over 30 years and now as a volunteer for Mourning Hope Grief Center. Gayla is strongly dedicated to the mission of Mourning Hope and has been a mentor for hundreds of children and a model trainer for other grief facilitators.

"Children know immediately someone they can trust," says R. Executive Director for Mourning Hope. Gayla listens and makes every child feel supported through the grief process. She provides support and resources and referrals.

Mourning Hope provides grief support for children, teens, young adults and caregivers who have experienced a serious illness or death of someone they love. They provide support and resources and referrals.



Volunteers Support Safe Quarters

Isah and Isabella Petty are two of the many volunteers who have supported the Annual Safe Quarters drive for Friendship House. Volunteers of all ages can make a difference as a part of this event.



Volunteers Serve the Working Poor & Homeless

Each month over 800 volunteers enjoy the benefit of "nourishing and empowering one another in a spirit of dignity and love" by performing key roles in the daily operations of Matt Talbot Kitchen & Outreach (MTKO). For example, a team of at least eight volunteers is needed to provide, prepare, and serve each meal at MTKO. Teams commit to serving one meal a month for at least a year's time.

"Matt Talbot Kitchen & Outreach is Lincoln's largest provider of free nutritious meals and outreach services."



Giving, as Well as Receiving, Through Volunteering

Abigaila Shelbourn began volunteering for the Clyde Center two years ago for a class, and now she is back on her own. The many activities the center has been a part of, "It is one of those things that you get out of it then the kids. I do it every day!"

the Malone Center After-School Program with homework and enrichment activities such as art and music. In addition to the Center, Abigaila is a volunteer who helps with the Irving Center, T.J. McDowell Center, and the Malone Center. She is a volunteer who provides education, care, and support. She will be an

Volunteers Provide Lifesaving Care to our Community

The American Red Cross First Aid Team protects the lives of the over 2.5 million people each year who attend public events in Lincoln. The First Aid Team provides a one of a kind medical service to the city by providing basic life support assistance on a volunteer basis. "Without these volunteers, many community events in Lincoln would not have trained people available to provide immediate, at the scene lifesaving service," says Randy Jones, Chief Executive Officer of the American Red Cross.

passion + purpose = change

Funding Commitments FY 2009-2010

Targeted & Special Initiatives

- > Increase accessibility to primary care for new patients at People's Health Center. *(People's Health Center: \$118,000)*
- > Address the childhood obesity epidemic through the power of policy development and reform. *(Teach a Kid to Fish: \$60,000)*
- > Develop, implement, and manage integration of behavioral health services in the primary care setting. *(Region V Systems: \$54,905)*

Open & Capital Funding

- > Provide matching funds for a replacement truck to deliver food commodities to low-income and/or elderly persons. *(Indian Center, Inc.: \$22,000)*
- > Expand the ED Connections program to reach mentally ill and substance abusing patients who routinely use Emergency Departments. *(Lincoln ED Connections: \$25,000 in year one; \$15,000 in year two; and \$10,000 in year three)*
- > Provide matching funds for facility expansion of St. Monica's, an organization providing behavioral health services to women. *(St. Monica's: \$25,000 year one, and \$25,000 year two)*
- > Provide capital funding for the purchase of a 12-lead EKG system to be used in eight Lincoln ambulances. *(Saint Elizabeth Foundation: \$19,652)*
- > Increase access to basic health-related supplies among low-income, high need clients. *(Center for People in Need: \$5,000 in year one; \$5,000 in year two; and \$5,000 in year three)*
- > Provide matching funds to purchase dental digital radiology equipment. *(People's Health Center: \$34,767; Lincoln-Lancaster County Health Department: \$25,702)*
- > Support the purchase of fresh fruit and milk vouchers for the Backpack Program. *(Food Bank of Lincoln: \$10,000 in year one; \$10,000 in year two; and \$10,000 in year three)*
- > Provide matching funds to replace the roof of the Clyde Malone Community Center. *(Clyde Malone Community Center: \$29,880)*
- > Provide matching funds for kitchen construction and equipment at the new

(continued)

Funding Commitments FY 2009-2010 (continued)


- Matt Talbot Kitchen and Outreach facility.**
(*Matt Talbot Kitchen and Outreach: \$75,000 in year one and \$75,000 in year two*)
- > Provide operational support to Fresh Start Home, a transitional housing program for adult homeless women.
(*Fresh Start Home: \$15,000 in year one; \$15,000 in year two; and \$15,000 in year three*)
 - > Provide matching funds for kitchen renovation at the original Friendship Home shelter.
(*Friendship Home of Lincoln: \$32,713*)
 - > Support the provision of lactation consultation/outreach at People's Health Center.
(*MilkWorks: \$6,000 in year one; \$6,000 in year two; and \$6,000 in year three*)
- Spark! Fund**
- > Collect and analyze consumer data related to the Behavioral Health Jail Diversion Project to assist in ongoing sustainability.
(*Community Mental Health Center: \$5,000*)
 - > Promote collaboration and provide community education regarding grief and mourning in diverse cultures.
(*Mourning Hope Grief Center: \$8,000*)
 - > Update training materials regarding the victimization of persons with disabilities.
(*ARC of Lincoln/Lancaster County: \$1,100*)
- > Purchase a 9-1-1 call simulator and provide targeted education to children, older adults, and New Americans.
(*City of Lincoln Emergency Communications Center: \$2,300*)
 - > Provide fitness and nutrition classes to residents of North Lincoln.
(*Abiding Grace Community Church: \$9,760*)
 - > Provide youth outreach efforts and decrease underage drinking by communicating alcohol and drug abuse prevention via the news media and social networking sites.
(*Lincoln Council on Alcoholism and Drugs: \$10,000*)
 - > Address relapse prevention among women and adolescent girls in substance abuse recovery by offering relationship programming and resources.
(*St. Monica's: \$6,450*)
 - > Increase retention and recruitment of First Aid Team members and purchase an additional First Aid Team bag of supplies and equipment.
(*American Red Cross: \$10,000*)
- Continuing Projects**
- > Implementation of the Community Compass Project, a substance abuse research project.
(*Cornhusker Place: \$67,731, year three of three*)

(continued)

- > Operation of Project A.L.L. – Academy of Local Leadership, a response to the need for multicultural diversity on non-profit and government boards and commissions. *(CHE, Leadership Lincoln, and Mayor Chris Beutler's Office: \$9,000, year three)*
- > Continued support for Health 360/ Project ACCESS, a coordinated response to assuring healthcare and medical transportation to uninsured individuals. *(Lancaster County Medical Society & Community Mental Health Center: \$46,250, year three of three)*
- > Continued support for MAP to provide access to medication for low-income individuals. *(Lancaster County Medical Society: \$10,000, year two of five)*
- > Matching funds to assist in the construction of three new transitional residential substance abuse treatment facilities for Houses of Hope. *(Houses of Hope: \$61,990, year two of three)*
- > Matching funds for the construction of a new Child Advocacy Center that will provide expanded services for the investigation of physical and sexual abuse of children. *(Child Advocacy Center: \$100,000, year two of two)*
- > Lincoln SOAR Project - Development of an outreach team to assist homeless and near homeless individuals disabled by serious mental illness gain timely and efficient access to Social Security benefits. *(Centerpointe, Inc. and Matt Talbot Kitchen & Outreach: \$61,694, year two of two)*

passion + purpose
= prosperity

Please contact the Community Health Endowment to receive a copy of the most recent audited financial statements, or visit our website at: www.chelincoln.org.



If you wish to make a gift to the
Community Health Endowment
of Lincoln, please contact the
President/CEO, Lori Vrtiska Seibel.

For information contact:

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of Lincoln**

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A Municipal Fund of the City of Lincoln