Annual Report to the Community
2019-2020
# CONTENTS

<table>
<thead>
<tr>
<th>Page</th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Executive Letter</td>
</tr>
<tr>
<td>4</td>
<td>Reflecting on 20 Years</td>
</tr>
<tr>
<td>6</td>
<td>Health 20/20</td>
</tr>
<tr>
<td>8</td>
<td>A Greater Legacy</td>
</tr>
<tr>
<td>10</td>
<td>Engaging the Community</td>
</tr>
<tr>
<td>12</td>
<td>CHE Grantees See Both Challenge and Opportunity in Pandemic</td>
</tr>
<tr>
<td>13</td>
<td>CHE Responds to a Global Pandemic</td>
</tr>
<tr>
<td>14</td>
<td>Board Leadership and Transition</td>
</tr>
<tr>
<td>15</td>
<td>Community Impact</td>
</tr>
<tr>
<td>16</td>
<td>About CHE</td>
</tr>
</tbody>
</table>
In ordinary times, this Annual Report would highlight our partnerships with amazing local organizations to create a healthier Lincoln. But these are not ordinary times. COVID-19 has erased ‘normal’ from our vocabulary. The city of Lincoln that existed just a few months ago is a different city today. We will likely never be the same.

This does not mean we can’t be even better.

Prior to the pandemic, CHE had just finished celebrating its 20th year anniversary by:

> Funding two Legacy Projects that will leave an indelible mark on the health of Lincoln;
> Taking health to the community in the form of Health 20/20, a yearlong celebration that engaged thousands of residents;
> Completing a CHE Reflection Process that summarized the successes and challenges of our 20-year history and set the stage for a brighter future;
> Producing a third iteration of our Place Matters Community Mapping Project that showed gains have been made but challenges still exist; and
> Providing more than $1.8 million in grant funding.

Then things changed.

At the height of the COVID-19 pandemic, CHE reached out to all our grantees. We wanted to know how they were feeling about life, work and the challenges and opportunities they were seeing. Their responses resounded with resilience and optimism. They told us they were anxious, but hopeful. They were stressed, but motivated. In short, they told us that Lincoln – the ‘new’ Lincoln – was going to be just fine.

History will undoubtedly show that this time is a tale of two cities: the Lincoln that was and the Lincoln that is emerging. Lincoln was an amazing, charitable, and thriving city before we heard of COVID-19. That will continue. However, we are changed. We have seen our resiliency tested and have endured. We have seen our foundation shaken and stood firm. We have been tempted to walk away, and we came together.

We are still emerging and growing into what the new Lincoln will be. We expect it will be gritty, determined, and united. While our community is still in the early stages of pandemic recovery, all signs point to a community that is not only amazing, charitable and thriving, but also more aware of health disparities and the work that needs to be done to make sure all Lincoln residents are included in our prosperity.

DEDICATION

All of us have seen firsthand the selflessness and compassion shown by public health professionals, medical providers, and non-profit organizations during this time. Each of these groups of tireless individuals have stepped into new roles and stood in the gap between safety and fear. There cannot be enough ways to say “thank you,” but we hope that the dedication of this Annual Report to these committed individuals and agencies will be a small token of our deep appreciation.

“Let’s do what we can. Let’s do all we can. We can’t fail. All we can do is learn.”

— John Goodwin, Director, Clyde Malone Community Center
Reflecting on 20 Years

Since its inception in 1998, CHE has been on an ambitious forward trajectory. In 2019, we took an intentional pause to reflect on our past and look to the future. We asked many of the people who have been with us on our journey to be part of our reflection.

In early 2019, CHE President and CEO Lori Seibel formed a Reflection Leadership Team of current and former CHE Trustees to oversee a four-part reflection process:

> Reflective Conversations
> Historical Inventory
> President and CEO Reflection
> Administrative Reflection

Former Trustee Tom Beckius served on the Reflection Leadership Team. “Pausing to reflect on CHE’s first 20 years created a valuable tool to help guide us forward,” said Beckius. “The process was time and effort well spent, and should serve the organization well into the future.”

Reflective Conversations

A total of 34 conversations were held with current and former CHE Trustees, CHE staff, non-profit leaders, and community policymakers. In general, these conversations revealed that CHE is well-respected in the community and viewed as consistent, dependable, stable, and “more than a funder.” The word “innovative” was used most frequently to describe both CHE’s past and future. A defining moment in CHE’s history was the initiation of the Place Matters Community Mapping Project that provided health information in a visual and actionable way.

Historical Inventory

Using insights from the reflective conversations and institutional knowledge, Seibel identified the initial creation of CHE and its continued commitment to diversity and health equity as major successes. CHE’s commitment to transformational philanthropy – systemic, collaborative grant making with an eye toward long-term change – has resulted in CHE’s position as a thought leader and convener around important health issues. The role CHE played in championing the integration of behavioral and primary care, and in the use of mental health peers, demonstrates how innovation and transformational philanthropy can be effectively applied.

CHE continues to build community awareness of our impact and encourage collaboration by nonprofit agencies and funders.
Based on more than 20 years of forming and leading the organization, Seibel describes the period of reflection as valuable to CHE staff and Trustees. “This reflection was a rare but powerful opportunity to look back and study the turning points, decisions, and tough questions that have defined CHE. It was challenging, yet rewarding, to consider how CHE’s role has evolved over time, my role in positioning CHE for greatest impact, and the continued opportunities we’ve been given to make a difference going forward.”

A thorough review of the municipal ordinance that governs CHE and the bylaws that outline CHE’s administration affirmed many of the original decisions made during the formation of CHE, and resulted in recommendations for policy updates.

Throughout the process, Seibel received guidance from Phil Tegeler who served as a Trusted Dialogue Partner. As a former non-profit director with experience in program development, fiscal management and involvement in both the private and non-profit sectors, Tegeler provided a sounding board and skilled counsel throughout the process.

Tegeler made an observation, “This reflection process offered CHE a unique opportunity to review its impact over the past 20 years, and to make plans for dynamic future efforts in our community. The opportunity to serve as the project’s Trusted Dialogue Partner is one I will long remember.”

Presented to the CHE Board of Trustees in October 2019, the final recommendations of the Reflection Process emphasized the role of CHE as a leader and partner in strategic collaborations, encouraged examination of current funding strategies and staffing needs, and advocated for increased community visibility.

This period of reflection was profoundly valuable to CHE. The energy, renewal and collective wisdom gained through the process positions CHE to be better than ever.
Taking Our Birthday Party to the Streets

As this year began, CHE was concluding the celebration of our 20th anniversary. Rather than one big gala event, we decided to celebrate 20 years with 20 free, community-based events – a year-long party we called Health 20/20. In collaboration with 18 different partner organizations, our original plan for 20 events grew to 31, which took place in neighborhoods across the city. More than 3,000 people came to our ‘birthday party in the streets.’

From providing education on dental health, techniques to stop traumatic bleeding, suicide prevention, and how to talk to family members about cancer risk to providing free, fresh fruit, screening people for diabetes, and encouraging people to share kindness, Health 20/20 promoted many aspects of health.

Stacy Woita, Dental Hygiene Supervisor with the Lincoln-Lancaster County Health Department said, “The pop up dental shops were a fun and creative way to collaborate with CHE and get our message out to Lincoln families.”

The Healthy Husker Tailgate and the Ultimate Block Party took messages about health into Lincoln’s neighborhoods.
It is always rewarding to be able to engage with the community and see the smiles on little faces when they get their toothbrush kit!"

When announcing Health 20/20, CHE President and CEO Lori Seibel highlighted the public input and participation that not only made Health 20/20 possible but also guided CHE through its first 20 years. “There is an old saying, ‘If you want to go fast go alone. If you want to go far, go together.’ Belief in going together with the community brought CHE from just an idea to where we are today. I can only imagine how far we will go together in the next 20 years.”

Events and Partners Involved in the Health 20/20 Celebration

> Pop-Up Dental Shops: Lincoln-Lancaster County Health Department*

> Stop the Bleed Training: Bryan Health

> Ultimate Block Party: Calvert Community Learning Center, Union College, College View Church

> Healthy Husker Tailgate: Bluestem Health

> Fruit on the Go!: Lincoln City Libraries, Food Bank of Lincoln*

> Get Fit Fun Run: Partnership for a Healthy Lincoln

> Family Matters – Know Your Cancer History: Lincoln Breast Cancer Alliance

> Refresh and Recharge – Tai Chi and Yoga: Aging Partners*

> Poverty Simulation: Leadership Lincoln

> QPR Suicide Prevention Training: Region V Systems*

> Diabetes Screening and Education: Action Now Diabetes Network

> Live Kind LNK: YMCA of Lincoln

> ‘Resilience’ Film Screenings: Child Advocacy Center*

> Downtown Wellness Tour: Downtown Lincoln Association*

> Pop-Up Story Time: Read Aloud Lincoln*

* multiple events

As part of Health 20/20, CHE partnered with the YMCA for Live Kind LNK, a week-long campaign to encourage kindness in our community.
A Greater Legacy

To commemorate our 20th anniversary, CHE sought out major projects that would solidify our legacy of creating better health outcomes for the most vulnerable people. In 2018, two ideas became opportunities. Now, those opportunities are reality – our Legacy Projects.

Schroder Park Wellness Campus

In 2016, CHE supported the renovation of the Willard Community Center in Lincoln’s West A neighborhood to expand their capacity to provide quality early childhood development. Our Place Matters report showed the need to invest in this neighborhood which faces disproportionate public health challenges, poverty levels, and ethnic/racial diversity.

When CHE learned that Mourning Hope, Lincoln’s only community resource for bereaved children and families, was looking to relocate and wanted to stay in a neighborhood setting, connections were made, and the idea of a wellness campus was born. Today, the Schroder Park Wellness Campus is nearly complete.

From its new building, Mourning Hope will continue its work with grieving children and families and partner with other agencies to offer hope-based services such as counseling, parenting classes, and wellness services.

Mourning Hope Executive Director Carly Woythaler-Runestad said, “CHE’s investment has enabled us to develop a state-of-the-art grief center and integrate space for partner-provided wellness programming that will have a transformational impact on the community. This preventive, public health approach will benefit the well-being of Lincoln’s residents long into the future.”

A partnership with the City of Lincoln and Parks & Recreation Department resulted in the renovation of adjacent Schroder Park to make space for Mourning Hope’s new building and shared parking with the Willard Community Center. Most importantly, the park has been transformed into a play and gathering space for the neighborhood.

CHE’s total investment in the Schroder Park Wellness Campus exceeds $700,000.
Healthy Food Access Project

CHE’s Place Matters Community Mapping Project shows a strong relationship between poverty, childhood obesity and fitness, and access to healthy food. Conversations with the Food Bank of Lincoln and the Community Action Partnership of Lancaster and Saunders Counties blossomed into a vision for healthier food for Lincoln’s most vulnerable children and access to fresh produce for Lincoln’s under-resourced neighborhoods.

The Healthy Food Access Project has two main components: the construction of a 5,000 square-foot commercial kitchen/food processing space and a mobile produce distribution vehicle, Lincoln Fresh.

Through public-private partnerships, the commercial kitchen prepares healthy meals for children served by the Food Bank’s Summer Food Service Program, Community’s Action’s Head Start Centers, and other early childhood centers across the city. A local food sales and distribution company uses the space to store and package locally sourced foods for distribution to health care facilities, schools, and retail markets. Vi See, Executive Director of Community Action, said “Access to healthy food is critical to an individual’s ability to achieve optimal health and, ultimately, economic stability. The Healthy Food Access Project represents a significant step in ensuring our community’s most vulnerable residents – from our youngest babies to seniors – have the food and nutrition to reach their fullest potential.” Since the spring of 2019, the Healthy Food Access Kitchen has provided more than 400,000 meals for children and processed more than $220,000 worth of fresh, locally grown food for use in our community.

Operated by the Food Bank, Lincoln Fresh delivers fresh produce to Lincoln’s highest needs neighborhoods focusing on those with high poverty rates, high obesity rates, and low access to healthy foods.

Since the spring of 2019, Lincoln Fresh has delivered more than 50 tons of produce to almost 13,000 people. According to Food Bank of Lincoln Executive Director Scott Young, “The program has enabled the Food Bank to provide one more ‘vehicle’ for making healthier food more accessible. It has raised the profile of the importance of eating healthy across our community.”

Kati Umberger, Healthy Food Access Coordinator for the Food Bank of Lincoln, and primary driver of Lincoln Fresh, said, “Lincoln Fresh is collaboration at its best. Over the first year, I saw local support grow, enabling us to provide a reliable source of healthy and delicious fruits and vegetables to many in our community. The truck is a source of smiles, bringing folks of all ages together to enjoy the comfort of food.”

CHE’s total investment in the Healthy Food Access Project exceeds $970,000.
Engaging the Community

On the heels of Health 20/20 (see pg. 6), CHE continued to engage the community in wellness activities and conversations around important health topics.

Notable among this year’s activities was the release of Place Matters 3.0, an update of the popular community mapping project done collaboratively by CHE and the Lincoln-Lancaster County Health Department. “Place Matters 3.0 showed some exciting improvements,” said Lori Seibel, CHE President and CEO. “Eight census tracts now meet Lincoln’s goal that 90% of pregnant women receive care in the first trimester.

This is an increase from zero census tracts meeting the goal in 2017. Access to healthy food is also improving in targeted areas of our community. However, Lincoln still faces challenges,” noted Seibel. “For the first time since 2010, Lincoln has a census tract where more than 50% of the residents live in poverty.”

New in this version are maps showing rates of health insurance coverage, adult visits to a doctor for a routine check-up, and youth fitness. The project previously mapped childhood obesity, but research increasingly indicates that cardiorespiratory fitness is a more powerful predictor of illness or mortality than obesity and correlates more strongly with academic performance. Place Matters 3.0 shows that only 19 of Lincoln’s 74 census tracts meet the goal that 80% of LPS students pass the Fitnessgram PACER test.

At a news conference announcing the release of Place Matters 3.0, Mayor Leirion Gaylor Baird cited the maps as a guidepost for action. “Place Matters calls on each of us to do our part to improve outcomes for every resident,” said Gaylor Baird. “Thank you to the Community Health Endowment and the Lincoln-Lancaster County Health Department for continuing to lift up the importance of equity in our
community and for inspiring us to do even more.”

We invited the community to learn more about Place Matters during a Community Conversation held in early October. This event kicked off CHE’s sixth series of Community Conversations which included a conversation on Youth Vaping, inspired by Place Matters 3.0. Data discussed during that project showed that nearly 30% of Lancaster County youth reported vaping in the last year, and teens are six times more likely to vape than they are to smoke tobacco cigarettes. The conversation included expert perspectives from public health and public school officials as well as compelling testimony from a young person who tried vaping and quit.

The final Community Conversation of the year featured Kim Russel talking about “Five Lessons Learned from a Career in Health Care” as she prepared to retire after 12 years as President and CEO of Bryan Health.

CHE continued its partnership with Lincoln Parks & Recreation and Aging Partners to produce Move More Lincoln, a series of fitness classes held in the Jayne Snyder Trails Center. In 2019, the series expanded to offer classes six days a week for 16 weeks and saw average weekly attendance of more than 80 people enjoying Pilates, Zumba, yoga, and Feeling Fit classes. Move More Lincoln once again included outdoor yoga classes in Antelope Park during the month of September which attracted more than 350 participants.
CHE Grantees See Both Challenge and Opportunity in Pandemic

Over our 20-year history, CHE has made nearly 900 grants, totaling more than $32.3 million, to 135 unique agencies.

Before the coronavirus pandemic struck, CHE granted more than $930,000 for 14 projects. In March 2020, the Spring 2020 grant cycle was in full swing with streamlined application forms to make the process easier for applicants and application reviewers. Then, the pandemic forced CHE to focus efforts on urgent pandemic-related priorities and suspend the Spring 2020 grant cycle.

In April 2020, CHE reached out to each of its grantees to learn how COVID-19 was affecting their organizations and reassure them of CHE's support and flexibility. Asked to provide a ‘two-word check-in’ of how they were feeling about life and work, respondents were most likely to state that they were “cautiously optimistic” or “stressed and hopeful.”

While the challenges are substantial, grantees reported opportunities to form new partnerships and relationships, be creative and innovative in delivering services, change the scope of their work, and increase the visibility and value of nonprofit organizations within the community.

CHE’s grantees are facing challenges, but doing so with energy, optimism, and passionate dedication to their missions. Their work is a big part of why Lincoln will emerge from these turbulent times as a stronger and more compassionate community.

CHE will resume funding in the Fall of 2020 with a focus on recovery, resilience, and building health equity in our community.
A s the effects of the COVID-19 pandemic on Lincoln grew increasingly apparent, CHE moved quickly to adjust internal processes and engage in community-based work to respond to this unprecedented event.

Starting early in the pandemic, CHE communicated regularly with all current grantees and assured each one of CHE’s flexibility with processes, reporting, and funding. More information is on page 12.

CHE suspended the regular Spring 2020 grant cycle to focus on an urgent, pandemic-related response, and made more than $200,000 in grants related to COVID-19. CHE also worked closely with the Lincoln-Lancaster County Health Department (LLCHD) to survey 43 agencies who serve people who are homeless/near homeless and lead a task force to re-locate homeless women and children to alternative housing.

As expected, the Lincoln community rallied to support the non-profit community during this difficult time. CHE President and CEO Lori Seibel and CHE Trustee Preeta Bansal served on the COVID-19 Response Fund Committee which was charged with distribution of more than $1.1 million in community donations for COVID-19 relief.

In late June 2020, the CHE Board of Trustees announced the establishment of a Resiliency Fund of up to $2.5 million to support the community’s efforts to recover from the impact of the COVID-19 pandemic. CHE also established new funding priorities around health equity, human connection, and embracing opportunity. This pandemic has shone a harsh light on health disparities that existed in Lincoln long before COVID-19.

Through its Health Equity priority, CHE will focus funding on understanding and addressing health disparities that affect people who are disproportionately impacted due to race, ethnicity, or socio-economic status.

COVID-19 has isolated many in our community who were already vulnerable. CHE’s Human Connection funding priority recognizes that both individual health and a thriving community are rooted in human connection and will encourage family, neighborhood, group, intergenerational and community connections.

The third funding priority, Embracing Opportunity, was directly informed by CHE’s current grantees. “When we reached out to our grantees,” Seibel said, “they told us that while the challenges were many and real, they also saw opportunity. We want to take advantage of these ‘lessons learned’ and how new ways of operating and serving clients can lead to sustainable solutions.” Projects and initiatives supported through the Resiliency Fund will complement efforts of the Lincoln-Lancaster County Health Department, city leadership, state and federal initiatives, and medical professionals as Lincoln’s non-profits and public agencies move forward from an urgent pandemic response, through recovery to a resilient, thriving community for all.

“We understand that ‘getting back to normal’ also means defining the ‘new normal,’” noted Seibel. “CHE is excited to work with our Trustees, our grantees, the City, and our community partners to make the ‘new normal’ Lincoln the healthiest community in the nation.”
Over our 20 year history, CHE has been fortunate to work with 64 Trustees who bring the community’s voices to our decision making table. 2019-20 was a year of continued strong leadership at the board level, although the year also saw unprecedented transition.

The CHE Board of Trustees is comprised of 15 members, three of whom serve by virtue of their position – the President of CHI Health St. Elizabeth, President and CEO of Bryan Health, and Director of the Lincoln-Lancaster County Health Department – with the remaining 12 Trustees serving by mayoral appointment. In the past year, two of those three positions saw new faces at the CHE Board table. In August 2019, Pat Lopez, Interim Director of the Lincoln-Lancaster County Health Department, joined the Board following the untimely death of Shavonna Lausterer after a heroic battle with breast cancer.

Early in 2020, Kim Russel retired after 12 years as the President and CEO of Bryan Health. Russel served on the CHE Board all 12 years, including as Chair from 2013 – 2015. Russel also participated in 37 site visits to CHE-funded projects. During a Community Conversation in December 2019, Russel said that CHE provided an “opening through which I could learn about the depth and breadth of services available to Lincoln through our nonprofit community, and the collaboration that underlies it. Of course, CHE is a big part of that collaborative story.” Russel was succeeded as Bryan Health’s President and CEO by Russ Gronewold who joined the CHE Board in January 2020.

In September 2019, Trustee Christa Yoakum left the CHE Board to serve on the Lancaster County Board of Commissioners, and Mayor Leirion Gaylor Baird appointed Michelle Petersen, M.D., who returned to CHE board service after serving on the inaugural CHE Board in 1998.

In September 2019, DiAnna Schimek, Jose Soto, and Tom Sullivan, each of whom completed two, three-year terms, completed their service to the CHE Board. Joining the Board were Preeta Bansal, former senior White House official and corporate lawyer; John Reinhardt, D.D.S, Dean Emeritus of the UNMC College of Dentistry; and John Thompson, Managing Director of Equities & Wealth Management at Ameritas.

Kathy Campbell, Chair of the CHE Board of Trustees said, “This past year, the Board not only reflected on its 20-year legacy but adopted a reexamination process of how best to address the emerging health needs of all Lincoln citizens. Our Trustees are VIPs – very important people who have devoted their time and talents to CHE. They are all leaders, experts, advocates, and public servants in their own right. We are grateful for their service to CHE and to the community.”
CHE Board of Trustees
(as of June 30, 2020)

OFFICERS
CHAIR:
Kathy Campbell
Former Nebraska State Senator
VICE CHAIR/FUNDING COMMITTEE CHAIR:
Kim Moore
President, CHI Health St. Elizabeth (retired)
SECRETARY/ADMINISTRATION COMMITTEE CHAIR:
Marilyn Moore, Ed.D.
Adjunct Faculty, Bryan College of Health Sciences
TREASURER/FINANCE COMMITTEE CHAIR:
Don Herz
Finance Director, City of Lincoln (retired)

MEMBERS
Preeta Bansal, J.D.
Former senior White House official and corporate lawyer
Eric Buchanan
Director of Strategic Partnerships, Buffett Early Childhood Fund
Russ Grnewold
President and CEO, Bryan Health
Pat Lopez
Interim Director, Lincoln-Lancaster County Health Department
Dan Marvin
Director, Urban Development, City of Lincoln
Michelle Petersen, M.D.
Pediatrician
John Reinhardt, D.D.S., Dean Emeritus, UNMC College of Dentistry
John Thompson
Managing Director, Equities & Wealth Management, Ameritas
Derek Vance
President, CHI Health St. Elizabeth and Nebraska Heart
Rusty Vanneman
Chief Investment Officer, Orion
Janice Walker
Nebraska State Court Administrator (retired)

The CHE Board of Trustees met virtually starting in March to continue its work and respond to the COVID-19 pandemic.
About CHE

The Community Health Endowment of Lincoln (CHE) is a municipal endowment dedicated to making Lincoln the healthiest community in the nation. To achieve this vision, CHE invests in health-related projects and programs and convenes the community around important health issues. Since its inception in 1998, CHE has returned more than $32 million to the community.

For more information about the Place Matters Community Mapping Project and access to our interactive maps, visit chelincoln.org/placematters

If your organization would like a presentation about Place Matters, contact Marcia White, Program Manager, marcia.white@chelincoln.org or 402-436-5516.