

FOR IMMEDIATE RELEASE:

January 14, 2020

Contact:

Tiana Stephens

Communications Officer

(585) 258-1725

tstephens@TheGRHF.org

greater rochester

Health
foundation

Equity at the Center of Greater Rochester Health Foundation's New Mission

ROCHESTER, NY – Heading into its 14th year of service, the Greater Rochester Health Foundation announces an updated mission, focused on big-picture impact: *To pursue and invest in solutions that build a healthier region where all people can thrive.*

“The process of refreshing our mission was an opportunity for the board and staff to evaluate what we’ve learned over the years, while elevating community voice into our work,” said Dr. Louis J. Papa, Greater Rochester Health Foundation board chair. “Our values at the Health Foundation are centered in equity and include stewardship, partnership, innovation, and integrity -- and our new mission statement speaks more directly to what we do to improve health in the region.”

“What we’re striving toward is an understanding of a broader definition of health and what impacts health -- acknowledging that while immediate needs are important and how we support health care delivery in the region is important, we have to recognize that those outcomes are created by inequitable policies and systems in our region,” said President and CEO Matthew A. Kuhlenbeck. “As we move forward, we are seeking to effect change at both ends of the spectrum.”

Kuhlenbeck marks his first year at the Health Foundation this month at GRHF’s new office on the 4th floor of Corporate Place, 255 East Ave. The new space provides a more collaborative work environment and allows for organizational growth as new staff members are added. In December, Tiana Stephens joined the Health Foundation as communications officer, and two new senior program officers will be added in the coming weeks: Monica Brown and Danette Campbell-Bell.

Along with updating its mission, the Health Foundation is reviewing all internal operating policies through an “equity lens,” working with St. Joseph’s Neighborhood Center’s Racial Equity & Justice Initiative (REJI). REJI is a community-wide initiative in Rochester that seeks to address racism at the individual, interpersonal, institutional and structural levels by focusing on organizational change and by building community capacity for racial equity. The effort seeks to utilize a “collective impact” model as a structured way to achieve social change.

In 2019, the Health Foundation partnered with 103 organizations to invest \$9,342,411 across Genesee, Livingston, Monroe, Ontario, Orleans, Seneca, Wayne, Wyoming and Yates counties. “This past year marked a turning point in our growth and development as a philanthropy serving our nine-county region,” said Kuhlenbeck. “As we enter a new decade of service to the community, we look forward to engaging with even more partners, hearing their feedback, and working together to create a healthier region where all people can thrive.”

###

For more information about the Greater Rochester Health Foundation, visit TheGRHF.org.