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NON-PROFIT REPORT: The Greater Rochester Health Foundation

By JAMES LEUNK
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The Greater Rochester Health Foundation works to improve the health of people in nine counties, paying particular attention to those whose health care needs have not been met because of race, ethnicity or income. Grants are available in a competitive application process to organizations in Genesee, Livingston, Monroe, Ontario, Orleans, Seneca, Wayne, Wyoming and Yates counties.

The Health Foundation was created with a \$200 million endowment in 2006 when Preferred Care, a non-profit health maintenance organization, was acquired by the non-profit MVP Health Plan. Much of Preferred Care's value was returned to the community in that way, and in 2012 the foundation received further payments from MVP under the merger agreement of slightly more than \$32 million.

At the end of 2013 the value of the foundation's unrestricted assets exceeded \$242 million. From 2007 to 2013, it awarded \$53 million in grants within its service area.

The Health Foundation focuses on outcomes, making large grants for initiatives that have demonstrated or have the potential to demonstrate improvement in health outcomes that can be measured and sustained. It has focused on three strategic areas:

Prevention: The foundation funds prevention initiatives that diminish the impact of factors contributing to disease, injury or disability by helping people make responsible choices and maintain good health. Major grants are for efforts such as preventing childhood obesity, diabetes or lead poisoning.

Health care delivery: The foundation supports efforts that increase present and future affordability, accessibility and clinical quality within the region's health care system. It has funded process improvements in hospitals, community health centers, home health agencies and long-term care facilities. Major funding initiatives include management of hypertension, stroke and depression; telemedicine; urban dental care; and implementation of electronic medical records and connectivity with the Rochester Regional Health Information Organization.

Neighborhood health status improvement: The foundation's philosophy is that daily life and the neighborhoods in which people raise families, work and play affect health in countless and complex ways. It has supported grass-roots efforts to improve the physical, social and economic environments of neighborhoods.

The Health Foundation is entering the 2015 cycle for its Opportunity Grants of \$50,000 to \$200,000 annually, available to non-profit organizations, municipal governments and school districts for projects of one to three years. Projects must address prevention, health care delivery or both of those priorities. A teleconference is scheduled for interested applicants on July 17; the board of directors will make funding decisions in January.

The foundation's Community Health Grants of \$5,000 to \$50,000 are intended for short-term activities or organizations whose primary mission involves health services or health promotion. Applications will be accepted until July 15 for the first cycle of these grants and until Sept. 15 for the second cycle, with \$75,000 to \$150,000 in grants awarded for each cycle.

The Health Foundation has the equivalent of 10 full-time employees, and John Urban is president and CEO. Its office is at 150 State St., Suite 100, and its website is www.thegrhf.org.

Financial Record Year ended Dec. 31, 2012

Revenue	%		
Contribution, MVP Health Plan	\$26,638,706	45	
Net realized and unrealized gains on investments	23,794,353	40	
Interest on contingent contribution, MVP Health Plan	5,411,163	9	
Interest and dividends	3,576,564	6	
Total revenue	\$59,420,786	100	

Expenses	%
Grants	\$5,127,195 47
Programs	2,116,359 19
Investment fees	1,577,373 14
Wages, taxes, benefits, temporary help	1,436,561 13
Professional services	327,375 3
Excise taxes	147,152 1
Other general and administrative costs	252,257 2
Total expenses	\$10,984,272 100
Excess (deficiency) of revenue over expenses	\$48,436,514

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—*Researched by James Leunk*

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