



MAT-SU HEALTH
FOUNDATION

**HELPING MAT-SU BECOME
THE HEALTHIEST BOROUGH
IN THE NATION.**

ANNUAL **2012** REPORT

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Dear Mat-Su Community Members,

What would it be like to live in the healthiest borough in the country? At the Mat-Su Health Foundation, we're on the road to finding out! We work towards this goal every day, and we invite the whole community to join us. After all, not only will the payoff be tremendous, but the incremental change along the way creates a happier, healthier, more vibrant community each and every day.

Many people know the Mat-Su Health Foundation (MSHF) as an organization that gives grants and scholarships. These are indeed important aspects of what we do. However, we recognize that for the Mat-Su to become the healthiest borough, our work needs to go beyond writing checks. That is why we provide not only funding, but also leadership to help solve local health-related problems. Collaboration is vital to our success, and we remain actively involved in collectives addressing local and state health challenges. We support initiatives such as the Mat-Su Trails & Parks Foundation, Alaska Health Reform, Recover Alaska, Breathe Free Mat-Su, THRIVE Mat-Su, and the Pre-Development Program. In addition, we do coalition building work with groups like the Coalition of Mat-Su Senior Centers, the Mat-Su Vaccine Coalition, the Mat-Su Transit Coalition, the Mat-Su Food Coalition, and the Mat-Su Coalition on Housing and Homelessness.

In addition, our Board of Directors actively participates in the governance of Mat-Su Regional Medical Center (MSRMC). MSRMC provides high quality patient care with 74 licensed beds and 660 hospital employees. MSHF is involved in guiding MSRMC's operations through active participation on their Board of Directors; five of the hospital's ten directors are selected by the MSHF board. They look critically at what services are needed for the Borough's fast-growing population and ensure that public education programs and charity care levels match community need.

Here in the Mat-Su Borough we are fortunate to have a strong cadre of nonprofit organizations dedicated to improving the health and wellness of all residents, and we feel honored to be able to work with them. We are also blessed to collaborate with other key funders, including the Alaska Mental Health Trust Authority, Denali Commission, Foraker Group, Rasmuson Foundation and United Way.

Thank you for taking the time to review our annual report for 2012. We invite you to follow our activities on our website at www.healthymatsu.org and to engage with us via the social media sites Facebook and Twitter. We're interested in your ideas about how to make Mat-Su the healthiest borough in the country!

Sincerely,



Linda Conover
Board Chair



Elizabeth Ripley
Executive Director

THE MAT-SU HEALTH FOUNDATION BOARD OF DIRECTORS



Linda Conover
Board Chair



Scott Johannes
Vice Chair



Andy Reimer
Treasurer/Secretary



Nathan Dahl



Sally DuClos



William Hogan



Ken Kincaid



Susan McCauley



Mary Olson



Richard Stryken



Jody Simpson



Jerry Troshynski



Fred Van Wallinga



Randy Westbrook

MSHF is fortunate to have a dynamic Board of Directors. Each board member contributes a unique perspective, and all are united in their commitment to improving health for Alaskans living in the Valley. Members serve three year terms, and each term may be renewed for an additional three years.

The Board elected new officers in June, 2012: Linda Conover became Board Chair. Scott Johannes was elected Vice Chair, and Andy Reimer moved into a second term as Treasurer/Secretary.

In 2012 the Board also welcomed three new Board members: Ken Kincaid, Mary Olson and Randy Westbrook. Rounding out the MSHF Foundation Board are Nathan Dahl, Sally DuClos, William Hogan, Jody Simpson, Richard Stryken, Jerry Troshynski and Fred Van Wallinga. Near the end of the year, we said goodbye to one member, when Susan McCauley resigned from the Board to accept an appointment in Juneau from the Governor.

Mat-Su Regional Medical Center Category A Board Members

Five seats on the 10-seat (MSRMC) Board are filled by MSHF representatives. The MSHF seats on the MSRMC board are filled with current MSHF board members William Hogan and Ken Kincaid, former MSHF board members Teri Namtvedt and Craig Thorn, and MSHF Executive Director Elizabeth Ripley.



William Hogan



Ken Kincaid



Teri Namtvedt



Elizabeth Ripley



Craig Thorn

THE PATH TO BECOMING THE HEALTHIEST BOROUGH

MSHF spent its early years developing its grantmaking policies, procedures, guidelines and processes. We gradually increased the amount of grant dollars disseminated as our endowment and hospital revenues grew. We built relationships with other funders and learned about both the philanthropic landscape and the many local, state and national stakeholders engaged in addressing health and wellness. We used responsive grantmaking to build relationships with the nonprofit, tribal, and government entities addressing health disparities, health services and health improvement activities for vulnerable populations and residents



of Mat-Su. These activities enabled MSHF board members and staff to begin to understand the health needs of borough residents.

This organizational growth continued in 2012, when we focused on two essential questions along the path to achieving our mission to improving the health and wellness of Alaskans living in

the Mat-Su. First, we asked: How healthy is the Mat-Su? And then, how can we help make the Mat-Su healthiest borough in the country? Much of our work in 2012 was tied to finding answers to these questions, and that work continues today.

Community Health Needs Assessment

Among the many initiatives to which we devoted time and resources in 2012 was conducting a Community Health Needs Assessment (CHNA) to identify the major health needs of Mat-Su residents. This was a dynamic process to gather and share health-related information across the entire community, thus helping answer the question of how healthy are we. We are meeting with community members to determine priority list of the top five health issues the community thinks are most important. This information will be used to inform the MSHF's future giving and strategic initiative plans. A report of the CHNA findings will be available in the second half of 2013.

Our 2012 work on the CHNA included compiling and analyzing health data from a variety of sources. We conducted both a workplace survey and telephone survey to supplement data that was available from a variety of existing sources, including the Alaska Department of Health and Social Services, Alaska Department of Labor and Workforce Development, Mat-Su Coalition for Housing and Homelessness, US Census Bureau, and US Department of Agriculture. We then worked to create a data repository housed on our website to give grant writers, local media, planners, leaders and the general public an easy to use source for health-related data.



This project was sponsored by the Alaska Mental Health Trust Authority; BP Alaska; Denali Commission; Mat-Su Agency Partnership; Mat-Su Borough; Mat-Su Coalition of Senior Centers; Mat-Su Community Health Centers; Mat-Su Health Foundation; Mat-Su Public Health/State of AK DHSS; Providence Health Systems; Rasmuson Foundation; Southcentral Foundation; and, United Way of Mat-Su.



Mat-Su Seniors

As we evaluate the Valley's current health and the path to becoming the healthiest borough, it is critical that we address the needs of our seniors. The Mat-Su has not only the fastest-growing overall population in Alaska, it is also home to one of the state's fastest-growing senior populations. In fact, our senior population is among the fastest-growing anywhere in the nation.

By 2030, the Mat-Su population is expected to grow by 63.3 percent – a net increase of 53,354 persons. However, the senior population, including individuals aged 65 and older, will expand at an even more dynamic rate. The age 65-to-74 age group will more than double (159.2 percent), while the age 75 to 84 group will triple (247.0 percent). This makes the projected growth rate of the Mat-Su senior population roughly five times the senior growth rate nationally. With this projected rate of senior growth and the increased need for services and programs accessed by seniors, program offerings and opportunities must grow or evolve to support increased demand.

Throughout 2012, MSHF moved ahead in addressing concerns identified in the Mat-Su Regional Plan for the delivery of senior services. The plan outlined a series of recommendations for policy change and systems restructure at both the state and local levels. In particular, we focused on laying the groundwork to create a Senior Services Task Force to prioritize and monitor implementation of the plan.

We also provided leadership and funding to establish an Aging and Disabilities Resource Center (ADRC) in the Mat-Su. ADRC's give the public a central point for information and assistance on issues affecting older people and people with disabilities. We awarded LINKS Mat-Su Parent Resource Center a grant to support creation of the local ADRC. This will make it possible for Valley seniors and their families to get help locally rather than having to call an operator hundreds of miles away, who doesn't live in or understand Mat-Su's challenges.

Assessment of MSHF Granting Effectiveness

In 2012 we looked outward to the community we serve in ways we hadn't before. We've always been focused on who we serve and how to best meet the needs of a thriving, growing community, but as we matured as an organization, we felt an expert view from outside the foundation would help us achieve even more.

We partnered with the Center for Effective Philanthropy (CEP) to help us understand the perceptions of our grantees, and also those of applicants who asked for funding but were denied. In February and March, CEP surveyed 37 MSHF grantees and 25 declined MSHF applicants. We are proud of many of the positive findings of these surveys. Highlights include the following:

- Grantees and declined applicants perceive the MSHF to have a strong impact on and understanding of the community.
- Grantees rate the non-monetary assistance they receive from MSHF to be more helpful than typical.
- Declined applicants rate MSHF above all other foundations CEP has surveyed for the fairness of their treatment, equality of access to the Foundation, understanding of the applicants' goals and strategies, the helpfulness of the Foundation's selection process, and the honesty of MSHF's reasons for declining applicants' proposals.
- Declined applicants also rate the helpfulness of the Foundation's application process more positively than declined applicants of all other funders in the CEP's dataset.
- MSHF's staff and its interactions with applicants are a particular strength. The Foundation is rated above 95 percent of funders for the quality of its interactions with declined applicants.

At the same time, we also learned that we have the opportunity to better serve grantees in several areas:

- Grantees find MSHF's selection process to be helpful in strengthening their organizations, but suggest opportunities to improve the Foundation's reporting/ evaluation process.
- While many grantees commented positively on their relationships with the Foundation, others felt that communication could be improved.

One of the strengths of the CEP surveys is that they provide comparative, anonymous information that puts our results in context with information collected from many other funders. For example, we learned that in comparison to other funders, our program team annually handles four times more grant applications than those handled by a program staff at other foundations. We feel that this has impacted our ability to provide optimal service to grantees and applicants, and we've addressed this with plans to hire a new Program Associate in 2013.



FOUNDATION STAFF



Left to Right: Lynn, Sharon, Vickie, Don, Melissa, Robin, Elizabeth

Executive Director Elizabeth Ripley leads a team in which each member brings unique strengths and experience to the mission. Rounding out an already excellent team, in 2012 we welcomed two new employees: Dr. Melissa Kemberling as Director, Program Planning and Evaluation, and Robin Minard as Director Public Affairs.

Elizabeth Ripley, Executive Director
Lynn Craig, Administrative Assistant
Dr. Melissa Kemberling, Director,
Program Planning and Evaluation

Robin Minard, Director, Public Affairs
Vickie Reese, Program Assistant
Sharon Scott, Program Officer
Don Zoerb, Finance Director

2012 MSHF FEATURED GRANTEE

Homelessness is a growing problem in the Mat-Su. A solid plan to tackle this issue head-on – and with a focus on prevention – helped Valley Charities secure a \$275,000 Healthy Impact Grant from MSHF in 2012. Their collaborative approach to the problem was key to the grant award.

It's hard to put an exact number to how many Valley residents are homeless, according to John Rozzi, executive director of Valley Charities. "We've used grant funds to help more than 600 people since July, 2012," said Rozzi. "While the homeless crisis is certainly more noticeable than it may have been in the past, we feel that the assistance we can provide because of this grant has helped keep it from growing larger."

To fight the problem of homelessness, Valley Charities has collaborated with five other local nonprofits: Access Alaska, Alaska Family Services, Blood and Fire, Daybreak, Inc., and Family Promise. Valley Charities administers the grant funds, but all of the partners have the ability to help their clients directly. This spirit of collaboration was one of things that most impressed the MSHF.

Valley Charities and its partners provide assistance to prevent homelessness in a variety of ways. Some of the most common include rent assistance, eviction prevention assistance, and utility shut-off prevention. However, just as we have a unique lifestyle here in the Mat-Su Borough, we also have unique problems. Valley Charities has the flexibility to help in many untraditional ways. For example, they provided funds to a client who was living in



a camper so he could shower and clean his clothes at a local laundromat.

Valley Charities receives referrals for homeless prevention services from many sources, including local utility companies, partner agencies, other local nonprofits, churches, and self-referrals from people needing help.

In addition to the grant from MSHF, Valley Charities and its partners also received a \$550,000 grant from Alaska Housing Finance Corporation for the same program. This puts a lot of dollars into the local community, which translates into a lot of help for those facing homelessness.

"Alaskans are pioneers and come naturally to challenges and adversity and working together to address those challenges and adversity. The Mat-Su Health Foundation can't create the healthiest borough by ourselves, so one of the things we strive to do is engage our community members and our partners in this work – because everyone wins,"



~ Elizabeth Ripley,
MSHF Executive Director ~

2012 MSHF GRANT AWARDS

2012 HEALTHY IMPACT GRANT AWARDS - Grants Higher Than \$15,000

Alaska Family Services, Inc.	\$183,500 to purchase vans and fund related costs to provide transportation services to their clients.
Alaska State Fair, Inc.	\$65,000 for sponsorship of the "Our Body – Live Healthy" exhibit.
Anchorage Neighborhood Health Center	\$50,000 to purchase furniture, fixtures and equipment for new health center in midtown Anchorage, that also serves Mat-Su residents.
Campfire USA Alaska Council	\$99,092 to help build a health center and shower house at its Kenai-based Camp K facility, where many Mat-Su kids attend.
Links Mat-Su Parent Resource Center	\$462,270 to create and support the Valley's first Aging and Disability Resource Center (ADRC).
Meadow Lakes Community	\$60,000 to build a community playground.
Valley Charities, Inc.	\$275,055 for housing support targeting the homeless population.
Valley Residential Services	\$925,000 to assist with purchase of an office building in Wasilla.

2012 TARGET WELLNESS GRANT AWARDS - Grants Up To \$15,000

Affinity Films Inc.	Grace Bible Church
AK Center for the Blind & Visually Impaired	Hope Resources Inc.
Alaska Assistance Dogs	North American Outdoor Institute
Alaska Family Services	Our Lady of the Lake Catholic Church
American Heart Association	Palmer Arts Council
Anchorage Museum Association	Palmer Senior Citizen Center, Inc.
Arctic Paws	Radio Free Palmer
Bean's Cafe, Inc.	Set Free Alaska, Inc.
Big Lake Trails, Inc.	Sunshine Community Health Center Equipment
Blood-N-Fire Ministry of Alaska	Valley Mover
CCS Early Learning	Valley Residential Services, Inc.
Challenge Alaska Chickaloon Native Village	Wasilla Area Seniors, Inc.
Child Care Connection, Inc. dba Thread	Willow Health Organization
Food Bank of Alaska	Willow United Methodist Church

2012 MSHF SCHOLARSHIPS

In 2012 MSHF awarded 60 scholarships totaling \$250,000 to residents of the Mat-Su Borough pursuing health related careers. The foundation doubled the number of scholarships awarded and increased the amount of the individual awards compared to previous years. Funds were awarded based upon the merit of the applicants meeting the MSHF eligibility criteria, which included clarity of health care career goals and the value of those goals to the health care community; demonstrated interest in the healthcare field through job experience, volunteer efforts, internships or related course offerings; and past academic performance.

MSHF believes that an investment in the education of Mat-Su residents will help to build the healthcare workforce of the future and an engaged citizenship with a higher capacity to address the health-related challenges impacting Mat-Su and Alaska. MSHF scholarships are intended to help defray the cost of higher education and encourage Mat-Su residents to complete a degree or certificate program that emphasizes health and/or wellness.

Two scholarships were given in honor of revered and respected former employees of Valley Hospital. The \$9,000 Annie Demming Scholarship was awarded to Grace Ferry. This scholarship is given in honor of Annie Demming, who served as Director of the Medical Records Department for Valley Hospital and retired after 28 years of service. The \$12,600 Vivian Shaver Scholarship was awarded to Mikaela Hull. This scholarship is given in honor of Vivian “Babe” Shaver, who worked at Valley Hospital and died in 1978.

2012 MSHF Scholarship Recipients:

Valentina Abaras	Jackson Buresh	Katherine Graham	Matthew Loudon	Laura Porter
Corey Ambrose	Katherine Burr	Britta Hanson	Yelizaveta Malak	Heather Robinson
Kathryn Applin	Kathryn Cocker	Ilianna Hauptmann	Dana Manelick	Kelsey Schober
Jenna Arlow	Celeste Colegrove	Patricia Hogan	Karalyn Marlin	Maia Singhmor
Hanna Babyed	Carly Colligan	William Hughes	Jessie Marman	Ariel Sizemore
Kailyn Beetch	Megan Cucullu	Mikaela Hull	Carol Marsh	KaLene Smith
Diana Berezhkova	Kiersten Dahms	Mariah Kincaid	Sarah Masco	Heidi Snavley
Christina Bernier	Bryan Dahms	Norman Knaak	Kathryn Mayer	Bailey Stevenson
Karry Betts	Brandi Day	Cari Lester	Sierra Meyers	Hailey Stockton
Rachael Blurton	Hunter Dean	Jennifer Lewis	Kymberly Miller	Theodore Stone-Jirik
Sierra Branham	Carlin Evanoff	Crystal Loncle	Caitlin Pendergrast	Kevin Williams
Alyeska Brunke	Grace Ferra	Sheva Loncle	Natasha Pineda	Ryan Wyckoff

2012 FINANCIALS

STATEMENT OF FINANCIAL POSITION

(In Thousands)

		2012	2011
ASSETS	Cash and Cash Equivalents	\$ 21,529	\$ 19,682
	Investment in Joint Ventures	41,042	38,603
	Long-Term Investments	49,658	40,841
	Leasehold Improvements, Net	60	64
	Other Assets	40	37
	TOTAL ASSETS	\$112,329	\$99,227
LIABILITIES AND NET ASSETS	Accounts Payable and Accrued Expenses	\$ 376	\$ 327
	Grant Awards Payable	2,233	3,299
	Total Liabilities	2,609	3,626
	Unrestricted Net Assets	109,720	95,562
	Temporarily Restricted Net Assets	0	39
	Total Net Assets	109,720	95,601
	TOTAL LIABILITIES AND ASSETS	\$112,329	\$99,227

(2012 Unaudited)

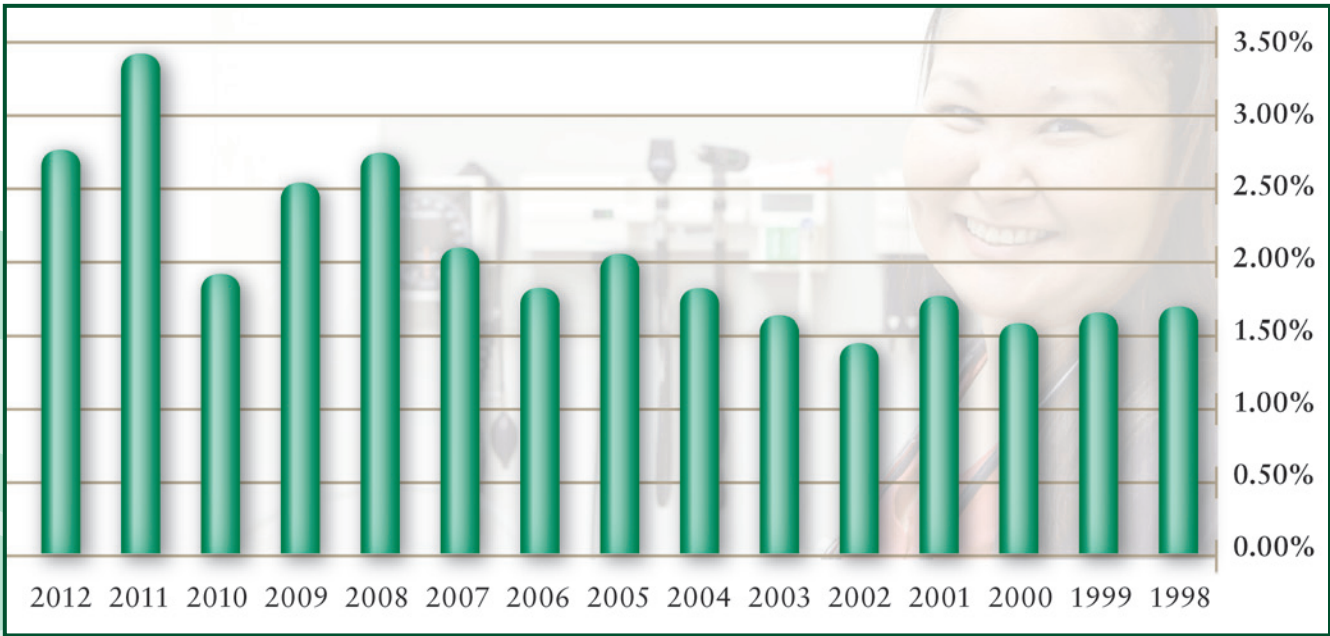
STATEMENT OF ACTIVITIES AND CHANGE IN NET ASSETS

(In Thousands)

		2012	2011
REVENUE AND SUPPORT	Equity Income in Joint Ventures	\$ 12,745	\$ 13,889
	Investment Income, Net	5,862	(672)
	Other Income and Net Assets Released from Restrictions	57	32
	TOTAL INCOME	\$18,664	\$13,249
GRANTS AND EXPENSES	Grant Awards	\$ 3,418	\$ 3,791
	General and Administrative Expenses	1,127	821
	TOTAL EXPENSE	4,545	4,612
	Change in Net Assets	14,119	8,637
	NET ASSETS, BEGINNING OF YEAR	\$95,601	\$86,964
	NET ASSETS, END OF YEAR	\$109,720	\$95,601

(2012 Unaudited)

2012 MAT-SU REGIONAL MEDICAL CENTER CHARITY CARE AS A PERCENTAGE OF GROSS REVENUE



POCKET



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