



ANNUAL
REPORT
2021

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A Message from Thomas Bognanno, President and CEO

I'm proud of the work we accomplished together in 2021 – creating the first health equity database with Anthem Foundation, raising \$150,000 #ForHealthEquity with our first CHC Giving Day, launching the Corporate Leadership Council, and much more. Join us in celebrating our 2021 highlights.

All this is possible thanks to our visionary board of directors, led by our board executive team of Kevin Clayton, Adam Rothschild, Jillian Mershon, Linda Blount and Eric Jones.

Thanks also to our Health Equity team for advancing our programs and partnerships; Finance for processing thousands of payments and distributions; Operations for handling our business and tenants; HR for managing recruitment, benefits and culture; IT for keeping our systems and tech working -- and training us not to click on phishing links; Compliance for ensuring our partners are included in as many fundraising opportunities as possible; Engagement for supporting our nonprofit, company and public sector partners; and Communications and Marketing for getting the word out and making us look good.

We look forward to a deeply impactful 2022 -- and will have more great news to share with you very soon, including the largest grant in our history.

Thank you for your partnership. Together, we're creating healthier communities for all people.

Sincerely,



A handwritten signature in black ink, appearing to read 'Thomas Bognanno', written in a cursive style.

Thomas Bognanno
President & CEO
CHC: Creating Healthier Communities

About CHC: Creating Healthier Communities

CHC: Creating Healthier Communities is a nationwide nonprofit—a catalyst for good health—bringing communities, nonprofits, and businesses together around a shared commitment to better health and wellbeing.

We represent thousands of high-impact nonprofits nationwide, working to address the barriers to good health and equity, and we connect them with capital from our corporate, foundation and government partners to power transformative change in the communities in which they work. By listening to partners and convening community leaders, we ensure that we always act in the best interests of each community, directing resources and expertise where it is needed most.



Health Equity

Health equity is going to take all of us—organizations, businesses, and individuals—working together in communities across the country. CHC's role is to enhance the capacity of nonprofit organizations, connect and convene diverse stakeholders, and harness collective resources and programs to activate collaborations that address root causes and improve the health of our communities. Here's how we fulfilled our role in 2021:

First Health Equity Database Created by Anthem Foundation and CHC

CHC and the [Anthem Foundation](#) partnered together to develop a first-of-its-kind health equity database to identify organizations working on the factors that are known to influence health and their community connection points. Read the [press release](#), view the [landing page](#), and check out our latest Health Equity Center piece on Medium by our CEO Thomas G. Bognanno, titled [“Collaborating to Advance Health Equity Across Communities”](#).

Increasing Vaccination Confidence

CHC partnered with the Oklahoma Charitable Clinic Association and the Health Alliance for the Uninsured to increase vaccination rates by raising awareness about the availability of nearly 100 free and charitable clinics plus providing vaccine education aimed at uninsured populations in Oklahoma. Read the [press release](#).

The Future of Health: Equity in All Services

[Watch](#) the powerful recording and review the recap from our October “The Future of Health: Equity in All Services” community conversation. Thank you to speakers from Ohio Department of Health, Unite Us, OhioHealth, Columbus Health Department, Franklin County Board of Commissioners, and more. CHC held two Health Equity events in Ohio in October virtually and in August hosted by the Cleveland Cavaliers with a special fireside chat from KPMG. Read the full recap [here](#).

Unite Us and CHC Partner to Improve Community Health

Unite Us and CHC: Creating Healthier Communities recently partnered to identify, recruit and engage community-based nonprofit organizations in the Northeast and Central Ohio regions. Read more: [Unite Us and CHC Partner in Ohio to remove social and structural barriers to care to improve community health | by Thomas G. Bognanno | Medium](#)

First CHC #ForHealthEquity Giving Day Plus Grant awards

CHC's first giving day #ForHealthEquity in March 2021 raised more than \$150,000 and reached more than 5 million consumers and CSR leaders. Special thanks to our #ForHealthEquity partners: The Ann Lacey Foundation, City of Bettendorf, Medica Foundation, Frontier State Bank, Home Creations, Pie Five Pizza, and Triage Logic. CHC awarded grants to five nonprofits serving under-resourced communities: The Epilepsy Foundation, Rainbow Health, Wayside Recovery Center, Depression and Bipolar Support Alliance, and the Limbs for Life Foundation.

On Veteran's Day, CHC announced \$39,700 in Hero's Health grant awards to Camp Twin Lakes, Fisher House Foundation, Illuminate Colorado and USA Cares as part of our ongoing work to address the barriers to good health and equity. [Read more.](#)

CHC also launched the Investing in New England grant program in February and awarded \$30,000 to six nonprofit partners — Bridgeport Caribe Youth Leaders, Epilepsy Foundation, New England, Susan G. Komen, New England, Columbus House, Mental Health Connecticut and National Kidney Foundation serving New England) — to help them advance food security, nutrition or breast cancer awareness in or around Massachusetts and Connecticut.

CHC Giving Day #ForHealthEquity



Corporate Leadership Council



In August 2021, we announced a new corporate leadership council to elevate social impact issues. The group, including top executives and practitioners from more than 30 global organizations, will work closely with CHC to advance corporate social responsibility (CSR), environmental, social and governance (ESG), and diversity, equity and inclusion (DEI) issues, as well as support emerging leaders.

“Working collaboratively, we have an opportunity to accelerate social impact issues while providing a network for practitioners and supporting the next generation of leaders,” said Michael Bzdak, council chair and global director of employee engagement and global community impact at Johnson & Johnson. “Developing future leaders is something I’m personally committed to, and I look forward to chairing this group and sharing our learnings broadly.”

Council members will drive change by sharing their insights through speaking opportunities and events, writing and providing resources for the CSR Center which is open to all, advising on trends, collaborative projects, and more. The group is comprised of diverse industry leaders, including 69% women and 46% people of color.

“We have an essential role to play addressing social impact, health equity and other issues in this country and around the world,” said Dezarie Mayers, Director of Global Health & Social Impact at Pfizer Inc. “I’m proud to serve as vice chair for this esteemed group and look forward to what we’ll accomplish together.”

Checkout our [council members](#) and keep up with CSR news in our [Corporate Social Responsibility Center](#).

Corporate Partners Impact

CHC: Creating Healthier Communities mobilizes more than 17 million employees through volunteer support and philanthropic resources. Here's a snapshot of how our corporate partners are creating positive social impact.

- **Saks Fifth Avenue Foundation** established a [corporate volunteer program](#) called Saks Serves, facilitated by **CHC: Creating Healthier Communities**. **Saks Fifth Avenue** held seven successful volunteer activities with CHC in September, donating nearly 160 hours by packing food, running backpack and school supply drives, doing crafts with kids, supporting first responders, plus hosting a photoshoot for young adults. [Read more.](#)
- **Hilti North America** partnered with CHC to create Mental Health Mondays. This four-week series on stress, stigma, depression, and crisis brings together Hilti North America employees along with CHC nonprofit partners – **NAMI, Depression and Bipolar Support Alliance, and American Foundation for Suicide Prevention**. [Read more.](#)
- CHC partnered with the **MetLife Foundation** to provide two virtual volunteer activities for their global employee workforce: a Color Your World coloring book, creating original art for children to color, and a Women's Empowerment board. [Read more.](#)
- **Agiliti** experienced a more than 50% increase in employee giving during their annual campaign, thanks to their good work and use of [CHC's Purpose Platform](#) and kept the momentum going by launching a first-time initiative, **Agiliti Cares** supporting Hurricane Relief. [Read more.](#)
- Our longtime partner **Tufts Health Plan** recently joined **Harvard Pilgrim Health Care** to become **Point 32 Health**. Continuing their tradition of running a 24-hour employee giving campaign every #GivingTuesday, and matching donations 2 to 1, together they increased giving by 203% from 2020, using CHC's [Purpose Platform](#).
- For **National Volunteer Month** in 2021, CHC's partners made "[Pitch in for Good](#)" a success — more than **1,000** people viewed our volunteer opportunities and over **300** registered, with a potential of more than **400** volunteer hours and **100** activities.

Read more in [Corporate Partner Stories](#).

New Nonprofit Partners

CHC: Creating Healthier Communities works with nonprofit partners to raise awareness and financial resources for health and wellbeing, and collaborate non projects to create positive change.

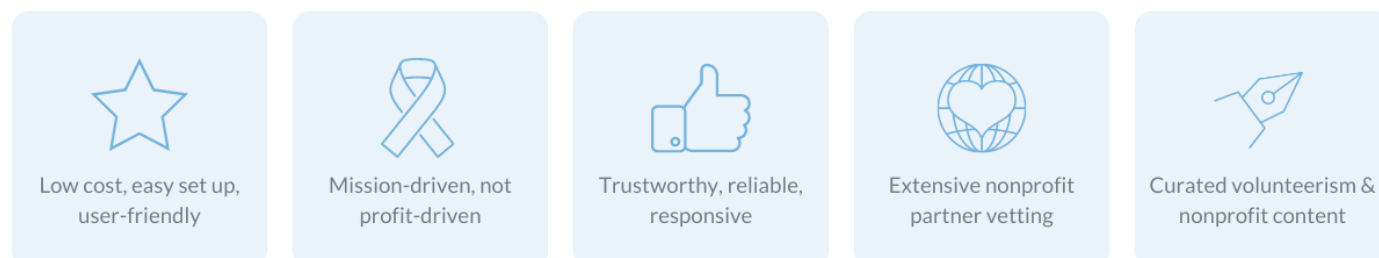
We welcomed **MSF (Doctors Without Borders)** and **Boys and Girls Clubs of America** and 65 new nonprofits in 2021.



All-In-One Purpose Platform

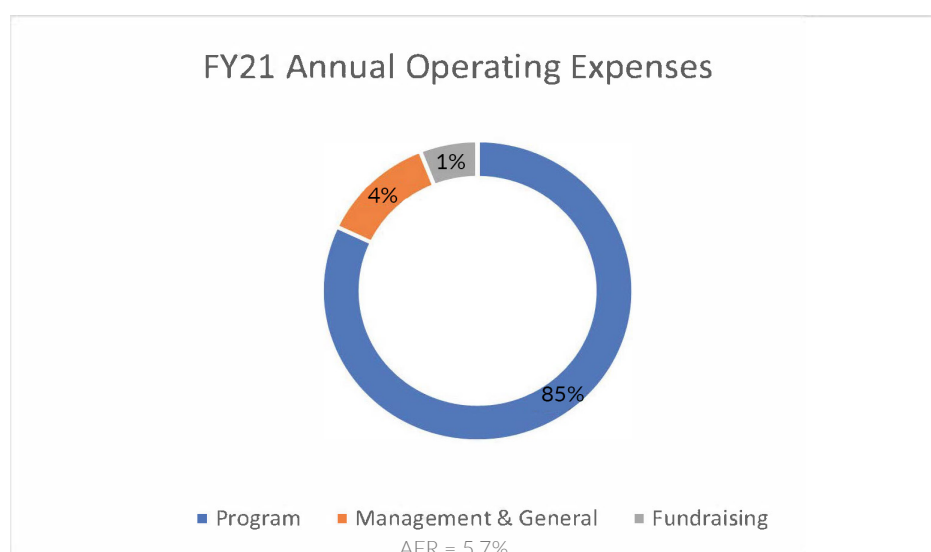
CHC: Creating Healthier Communities launched our online giving platform to accelerate positive change. Through this all-in-one impact platform, we provide customized employee engagement programs including payroll giving, corporate matching, GiveCards, special events, silent auctions, and themed cause campaigns.

The CHC Difference



In 2021, more than 40 partners worked with our Purpose Platform to activate employees raising more than \$2 million to support nonprofits nationwide.

Financials



Assets, Liabilities & Net Assets (in thousands)

	2021	2020
Assets	24,064	25,181
Liabilities	15,668	16,053
Net Assets	8,395	9,128

Summary of Revenue & Expenses (in thousands)

	2021	2020
Gross Campaign Revenue	21,312	24,450
Less: Charity Distributions	(17,486)	(19,238)
Other Revenue	51	973
Total Expenses	(5,706)	(6,244)
Change in Net Assets	732	59

Board Leadership

Kevin Clayton, Chair
The Cleveland Cavaliers

Alex Cunningham
Chevron USA Inc.

**Sandra B. Nichols, MD,
FAAFP, MHCDS, MS**
Health Inclusion UnitedHealth Group

Adam Rothschild, Vice Chair
Blue Owl Software

Peter Dudley
Cancer Support Community

Nancy Parker-Taylor
The Permanente Federation

Jillian Mershon, Vice Chair
Saks Fifth Avenue Foundation

Tenbit Emiru, M.D., PhD, MBA
Hennepin Healthcare

Charleeda Redman
Children's Hospital of Philadelphia

Linda Blount, Secretary
Black Women's Health Imperative

Erin Gollhofer
Kimberly-Clark Corporation

Romana Rolniak
Walmart, Inc.

Eric T. Jones, Treasurer
TIAA Financial Solutions

Xiaoteng Huang
PinKU Japanese Street Food

Karen M. Spruill
Blue Cross Blue Shield Association

Karen Addis
Addis Communications

Dr. Stephen Keith, MD, MSPH
Syneos Health

John M. Stanoch
Minnesota USA Expo 2027

Abu M. Arif
Ameriprise Bank

Joy Lewis, MSW, MPH
Institute for Diversity and
Health Equity at the American
Hospital Association

Teleangé Thomas
JumpStart

Thomas Bognanno
CHC: Creating Healthier
Communities

Alan K. Nevel
The Metro Health System

Alison Braman
Hilti North America