

# Annual Report

2022

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[chcimpact.com](http://chcimpact.com)

# About Us

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.



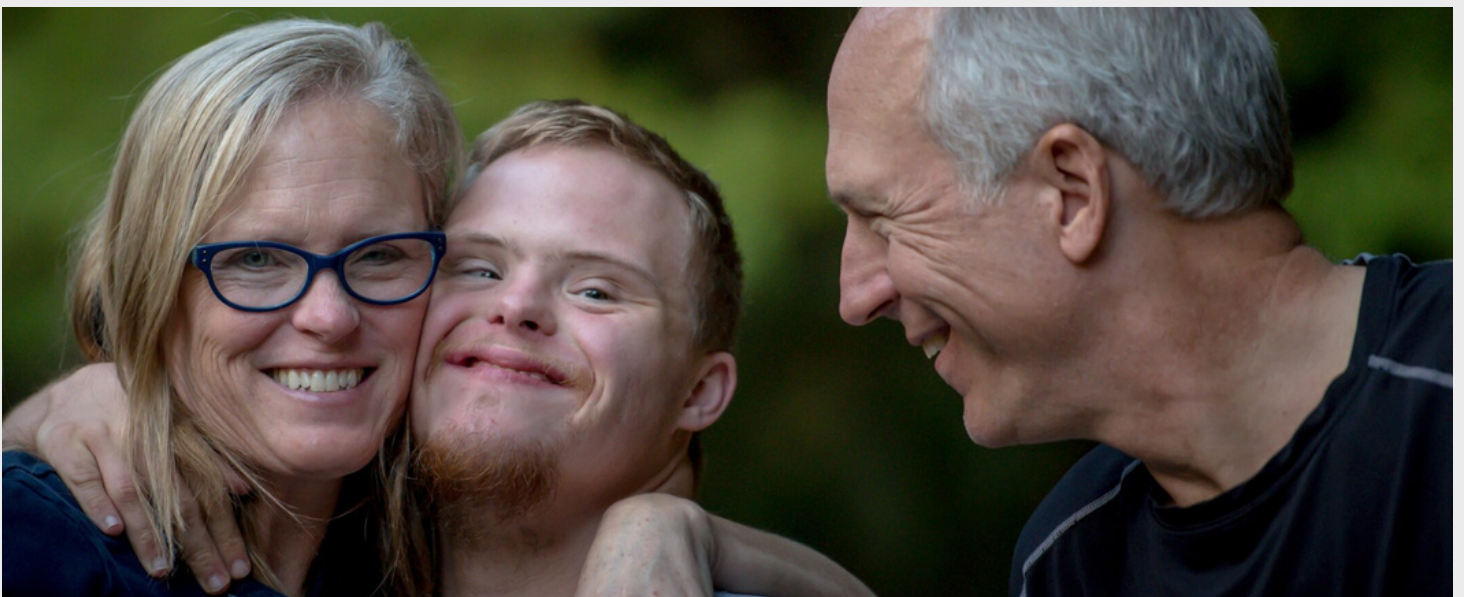
# Health Equity

CHC: Creating Healthier Communities brings nonprofits, businesses and communities together to improve community health. Our focus is health equity, addressing underlying issues and removing barriers so everyone can thrive. Our work is driven by community need, and we direct programs, resources and support where they have the greatest impact. Together with partners, we've been creating healthier communities for more than 65 years.

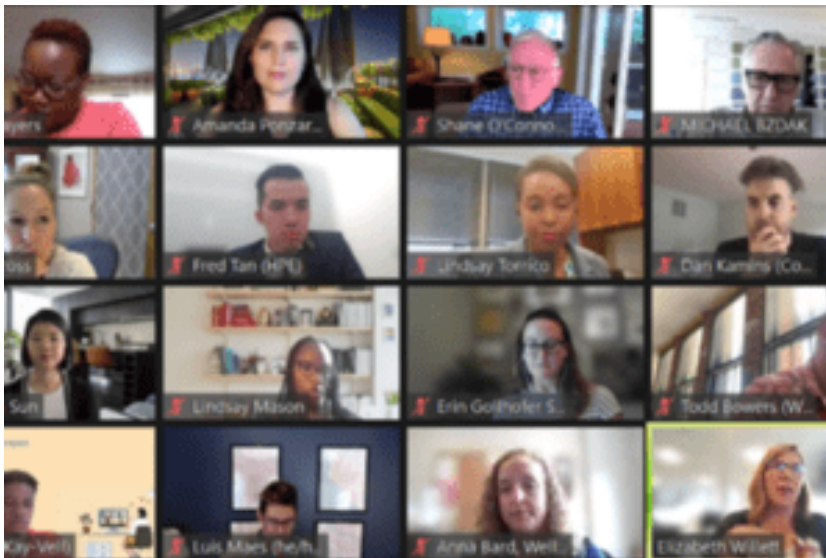
Working in partnership with local and national organizations, CHC: Creating Healthier Communities collaborates on strategies and solutions to the barriers to health equity. We drive creation of inclusive responses and opportunities that are equitable and just, so all people can thrive. We focus on the social determinants of health drivers that affect the social, economic, and physical conditions in which people live.

We focus on key elements of health equity practice including:

1. Addressing the “causes of the causes of inequities” including health, economic, educational inequities
2. Improving the social determinants of health through financial and programmatic investments in communities
3. Building understanding and enhancing the capacity of organizations to address equity across their communities
4. Supporting leadership, innovation, and strategic risk-taking to advance equity
5. Using data, research, and evaluation
6. Changing internal practices such as hiring and contracting



# 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

- Thanks to \$7 million from Elevance Health Foundation (formerly Anthem Foundation), CHC launched the Black Birthing Initiative in January 2022 to address the maternal health crisis and reduce preterm births. CHC established collaborative partnerships with community-based organizations in Atlanta, Cleveland and Indianapolis and held informative focus groups and listening sessions with doulas, birth advocates and pregnant and postpartum Black women, plus created an implementation guide and screening tool and much more. Read about this partnership and CHC's community-informed, health equity-centered work.
- CHC announced a new multi-year partnership with MetroHealth to document the organization's integrated health equity approach as a case study and model for the country. Read the press release and Crain's Cleveland article. Or read more about the partnership.
- CHC's Corporate Leadership Council grew to more than 40 corporate social impact professionals, representing companies such as Nike, Walt Disney, LinkedIn, Starbucks, NFL, Walmart, Comcast and Wells Fargo.
- Thanks to CHC's generous partners, including Continental Resources, Echo Global Resources, King County, Port of Virginia, Virginia Maritime Association, and the International Longshoreman's Association Partner, we raised nearly \$184,000 for Ukraine crisis response.
- The Chickasaw Nation of Oklahoma and Telligen provided a combined \$100,000 gift to CHC to support mental health and substance use disorder programs within the Chickasaw Nation. American Indians continue to die at higher rates than other Americans in many categories of preventable illness and are three times as likely to die from a drug overdose.
- ThisWay Global and CHC partnered to promote unbiased hiring and equity with a cause marketing campaign to promote 1 million new jobs through ThisWay Global's unbiased hiring platform, including \$1 per job with a shared goal of \$1 million donated in the first year to CHC to advance health equity.
- Hilti and its employees built 1,000 Healthier Moms Kits with CHC, plus hosted a live screening of the documentary, AfterShock. Check out the video recap. [Aftershock Documentary Screening and Panel Discussion hosted by CHC - YouTube](#)

# Corporate Partners Impact Continued...

- CHC's generous corporate partners, including MetLife (\$90,000), Elevance (\$12,500 + \$32,000), Hilti (\$10,000), Connexus (\$3,500) and Saks (\$9,000), partnered on volunteer projects locally, nationally and globally.
- CHC's national board of prominent and diverse executives is chaired by Adam Rothschild, investor and consultant, with executive members Vice Chair Linda Blount, CEO, Black Women's Health Imperative; Vice Chair Jillian Mershon, associate vice president, Charitable Initiatives at Saks Fifth Avenue and head, Saks Fifth Avenue Foundation; Secretary Charleeda Redman, vice president, Strategy Integration, Roberts Center for Pediatric Research, Children's Hospital of Philadelphia; and Treasurer Abu Arif, president, Ameriprise Bank FSB and GM Banking/Cash Solutions, Ameriprise Financial. View the press release. [New Board Chair and Executive Committee to Lead CHC: Creating Healthier Communities | CHC: Creating Healthier Communities \(chcimpact.org\)](#)
- CHC and the Cleveland Cavaliers recognized former Board Chair Kevin Clayton for his outstanding service by donating \$11,000 to the Stuart Scott Memorial Cancer Research Fund, established by The V Foundation and ESPN in memory of Stuart Scott, a beloved and highly respected ESPN sportscaster and close friend of Kevin's, who passed away from cancer in 2015. [CHC Board Chair Kevin Clayton Recognized | CHC: Creating Healthier Communities \(chcimpact.org\)](#)
- CHC welcomed three new board members: Joy A. Lewis, senior vice president, health equity strategies and executive director, Institute for Diversity and Health Equity at the American Hospital Association; Alison Braman, senior vice president of Human Resources for Hilti North America, and Dr. Brian Palmer, board-certified osteopathic physician, HIV Prevention Medical Scientist at Gilead Sciences and consultant for Elevance Health subsidiary Clear Health Alliance. [Brian Palmer Elected to CHC: Creating Healthier Communities' National Board of Directors \(prweb.com\)](#)

Read more in our [2022 recap](#).

# New Nonprofit Partners

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



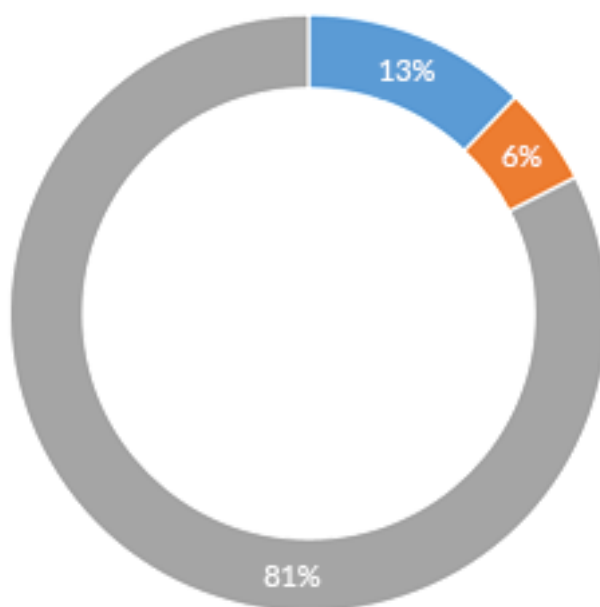
Greater Cleveland  
Food Bank





# Financials

## FY22 Annual Operating Expenses



■ Management & General ■ Fundraising ■ Program

### Assets, Liabilities & Net Assets

(in thousands)

	2022	2021
Assets	24,417	24,064
Liabilities	14,722	15,668
Net Assets	9,695	8,395

### Summary of Revenue & Expenses

	2022	2021
<b>Program Revenue</b>		
WPG Revenue	19,483,337	21,311,955
Health Equity Program Revenue	2,383,333	-
<b>Total Program Revenue</b>	<b>21,866,670</b>	<b>21,311,955</b>
Other Revenue	(35,248)	1,169,660
<b>Total Revenue</b>	<b>21,831,422</b>	<b>22,481,615</b>
<b>Expenses</b>		
WPG Program Expenses	19,355,223	19,267,632.45
Health Equity Program Expenses	348,267	-
<b>Total Program Expenses</b>	<b>19,703,489</b>	<b>19,267,632</b>
Administrative expenses	632,800	3,017,821.95
Fundraising Expenses	194,708	928,560.60
<b>Total Expenses</b>	<b>20,530,997</b>	<b>23,214,015</b>
<b>Change in Net Assets</b>	<b>1,300,425</b>	<b>(732,400)</b>



# Board Leadership

**Adam Rothschild, Chair**

Blue Owl Software

**Linda Blount, Vice Chair**

Black Women's Health  
Imperative

**Jillian Niesley-Mershon,  
Vice Chair**

Saks Fifth Avenue Foundation

**Charleeda Redman,  
Secretary**

Vice President, Strategic  
Integration, Children's  
Hospital of Philadelphia

**Abu M. Arif, Treasurer**

President,  
Ameriprise Bank

**Karen Addis**

President & CEO,  
Addis Communications

**Thomas Bognanno**

CHC: Creating Healthier  
Communities

**Alison Braman**

Senior Vice President of Human  
Resources, Hilti North America

**Alex Cunningham**

Consultant

**Peter Dudley**

Executive and Life Coach,  
Gray Bear Coaching

**Tenbit Emiru, M.D., PhD, MBA**

Executive VP and Chief Medical  
Officer, UCare

**Erin Gollhofer Selfridge**

Global Responsibility, Senior  
Manager, Starbucks

**Xiaoteng Huang**

Consultant, McKinsey

**Joy Lewis, MSW, MPH**

Senior Vice President, Health Equity  
Strategies and Executive Director,  
Institute for Diversity and Health  
Equity at the American Hospital  
Association

**Alan K. Nevel**

SVP, Chief Equity Officer,  
The MetroHealth System

**Sandra B. Nichols, MD,  
FAAFP, MHCD, MS**

SVP, CMO Health Inclusion  
and Community Engagement,  
UnitedHealth Group

**Nancy Parker-Taylor**

VP, Quality Operations and  
Administration, The Permanente  
Federation

**Anne Mai Bertelsen**

Fortune 500 C-Suite Global Growth  
and Transformation Advisor

# Board Leadership

**Kevin Clayton**

Senior Vice President, Head of Social Impact and Equity, Cleveland Cavaliers

**Karen M. Spruill**

Executive Director, Federal Employee Program Member Experience, Blue Cross Blue Shield Association

**John M. Stanoch**

President & CEO, Minnesota USA Expo 2027

**Teleange Thomas**

Chief Operations and Relationships Officer, JumpStart

**Romana Rolniak**

Director of Global Communications - Supply Chain, Walmart, Inc.

**U. Michael Currie**

Senior Vice President and Chief Health Equity Officer, UnitedHealth Group

**Eric T. Jones**

Senior Managing Director, Advisory Solutions & Product Development, TIAA Financial Solutions

**Brian Palmer**

HIV Prevention Medical Scientist, Gilead Sciences