

2012
Annual
Report

JOURNEY TO HEALTH

HEALTHY PEOPLE • EDUCATION • HEALTHY COMMUNITIES

 THE RAPIDES FOUNDATION

MISSION AND VISION

The mission of The Rapides Foundation is to improve the health status of Central Louisiana. Our vision is to positively impact Central Louisiana by deploying resources to improve key factors of health status.

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JOURNEY TO HEALTH

THE RAPIDES FOUNDATION PROVIDES FUNDING FOR PROJECTS WHICH EFFECTIVELY ADDRESS THE FOLLOWING **PHILANTHROPIC OBJECTIVES:**

HEALTHY PEOPLE

To promote healthy behaviors and improve access to healthcare.

EDUCATION

To increase the level of educational attainment and achievement as the primary path to improved economic, social and health status.

HEALTHY COMMUNITIES

To improve economic opportunity and family income; and enhance civic and community opportunities for more effective leaders and organizations.

MESSAGE FROM THE PRESIDENT AND CHAIRMAN

The Rapides Foundation launched a five-year strategic plan in 2008 aligned with our mission to improve the health status of Central Louisiana. The plan seeks to impact key factors of health as stated in our vision. We set intended impacts for each of our strategic priorities that reflect our commitment to fostering the conditions and changes that will yield improved health for Central Louisiana residents. Opportunities were developed to fund proven interventions implemented by nonprofits, public entities or our own affiliate organizations. Throughout the five years, Foundation trustees and staff monitored and evaluated these programs to ensure they were properly implemented, and adjustments were made to ensure maximum success.

Our advancement of proven strategies and engaging community capacity resulted in programs involving tobacco prevention and control, diet and physical activity, healthcare access, education, economic development and community engagement. All of these contribute to the health of individuals and the larger Central Louisiana population. We hope you see the benefits of these efforts in your family and community.

This work is a journey that requires achieving many milestones on a known path to more years of productive living and well-being. It began in 1994 with the advent of The Rapides Foundation and will continue with ongoing research, implementation, evaluation and adjustment as we pursue our ambitious goal.

We considered 2012 a year for finishing strong as we concluded our strategic plan. It was a time for deeper implementation to make sure our strategies were being fully implemented. We have determined we will continue to implement this plan during 2013 as the trustees and staff of The Rapides Foundation develop renewed strategies to improve health status for 2014 and beyond.

The journey to improved health is difficult, but worthwhile. The Rapides Foundation is committed to leading and supporting health improvement efforts with, and on behalf of, the residents of Central Louisiana.



Joe R. Rosier, Jr., CFA
President and CEO



Mike Newton
Board Chairman

HEALTHY PEOPLE / BEHAVIORS TOBACCO PREVENTION



LABEL ME: TOBACCO FREE

The Rapides Foundation's Tobacco Prevention and Control Initiative continued in 2012, focusing on young people in schools, adults in the workplace and people of all ages in their communities.

About 350 students and grant coordinators from throughout Central Louisiana gathered in Alexandria for the Youth Summit on Tobacco Prevention and Control. The summit, funded by The Rapides Foundation and implemented by the Central Louisiana Area Health Education Center, was designed by youth for youth. Participants learned how tobacco companies target young people and how to fight back in their communities. The summit's theme was "Label Me: Irreplaceable" and it featured Rick Bender, a national speaker who lost most of his jaw to tobacco-related cancer. The turnout for the daylong event was about three times more than the 2011 event.

Also in the year, young people from Avoyelles, Natchitoches, Rapides and Winn parishes participated in Great American Smokeout events. The Great American Smokeout is held nationally to help spotlight the dangers of tobacco use and the challenges of quitting.

The Central Louisiana Area Health Education Center also trained junior high and high school youths to present Tar Wars information to students in grades 4 and 5. Developed by the American Academy of Family Physicians, Tar Wars is an award-winning, tobacco-free education program geared to students in the fourth and fifth grade.

In addition to focusing on young people, the Foundation's Tobacco Prevention and Control Initiative reached people of all ages in its countermarketing efforts. These ads spotlighted concerns around secondhand smoke, youth and young adult tobacco use, and the health consequences of tobacco use.

HEALTHY PEOPLE / BEHAVIORS

DIET AND PHYSICAL ACTIVITY



The Rapides Foundation's Diet and Physical Activity Initiative targeted schools and communities throughout Central Louisiana during 2012. School-age children learned healthy habits they can carry into adulthood, and all Cenla residents were given the opportunity to eat healthy and get physically active.

The Foundation supported Central Louisiana schools by providing the nationally recognized SPARK and CATCH curriculums in grades K-8, which are designed to get students more active and teach them the importance of healthy eating. A new program called the Living Healthy Club was implemented in grades 9-12 and focused on nutrition, exercise and tobacco prevention.

The Community Implementation Grant program continued in 2012, with the Foundation awarding 31 grants to organizations and communities throughout the nine-parish service area. These grants were used for walking trails, playgrounds, farmers markets, community gardens and other projects that were designed to increase healthy eating and physical activity opportunities for people of all ages.

In 2012 the Foundation implemented the Healthy Lifestyle Program, a project administered by CMAP that provides one-on-one counseling to individuals who are referred by their doctors. This free, six-month program provides clients with resources to lead healthy lifestyles. The program provided coaching from a registered dietitian and exercise specialist to 180 people by the end of the year.

THE HEALTHY LIFESTYLE PROGRAM PROVIDES CLIENTS WITH PHYSICAL ACTIVITY AND NUTRITION RESOURCES ON A ONE-ON-ONE BASIS.

JOURNEY
TO HEALTH

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HEALTHY PEOPLE / BEHAVIORS DIET AND PHYSICAL ACTIVITY



The Central Louisiana Economic Development Alliance was awarded a grant from the Blue Cross and Blue Shield of Louisiana Foundation to create the Central Louisiana Local Foods Initiative. With matching funding from The Rapides Foundation, the project creates a sustainable agricultural economy in the region. It encourages local farmers to provide locally grown food for the community.

Late in the year the Foundation kicked off the Make a Healthy Holiday Habit campaign, which offered tips for eating healthy and staying active during the hectic holiday season. The Foundation brought the campaign to four Central Louisiana communities, where residents could sample healthy holiday recipes and take a walk with Santa.



**THE FOUNDATION
KICKED OFF THE MAKE
A HEALTHY HOLIDAY
HABIT CAMPAIGN IN
2012 TO HELP PEOPLE
EAT HEALTHY AND
STAY ACTIVE DURING
THE HOLIDAY SEASON.**

HEALTHY PEOPLE / HEALTHCARE ACCESS

ACCESS TO CARE

The Rapides Foundation has a long-standing interest in the area of healthcare access, supporting efforts that help people get access to potentially life-saving healthcare services.

The Cenla Medication Access Program (CMAP) provides prescription medications to people who cannot afford them, and it has been a tremendous success since it was created in 2001. In 2012 CMAP filled close to 20,000 prescriptions.

The Foundation also continued its work to increase cancer screenings for breast, colorectal and cervical cancers in Central Louisiana. Through a partnership with the Partners in Wellness Program at Feist-Weiller Cancer Center at LSU Health Shreveport, the CMAP Cancer Screening Van travels to locations throughout the year, providing local residents a convenient way to get these vital screenings. Patient navigation is provided to patients requiring follow-up tests or treatment. In 2012 the van made stops throughout Central Louisiana, performing more than 450 cancer screenings. This included mammograms, cervical cancer screenings and handing out colorectal screening kits.

In partnership with the American Cancer Society Mid-South Region, the Community Health Advisor Project trained volunteers to help educate individuals about the importance of cancer screenings. Community Health Advisors provided education, outreach and information to men and women in Avoyelles, Natchitoches and Rapides parishes.

The Foundation launched its “Cancer Screening is Important” campaign to further emphasize the importance of these life-saving screenings. With testimonials from local residents, the campaign encouraged residents to talk to their doctors to see if they should be screened.

The Foundation awarded a grant to the Louisiana Primary Care Association to enhance a patient-physician behavioral health collaboration in Central Louisiana called the Integrated Behavioral Health Program. This funding allowed services to be provided at three Federally Qualified Health Centers in the Foundation’s service area: Winn Community Health Center in Winnfield, and the Outpatient Medical Center locations in Natchitoches and Leesville. Through this telehealth program, a patient’s primary care provider, a behavioral health specialist, a patient navigator and consulting psychiatrist work together to address the patient’s behavioral health issues.

In 2012 the Foundation also addressed healthcare access by awarding a four-year grant to Northwestern State University’s School of Nursing to support the training of nurse practitioners. The first of three cohorts began their work in the fall. Over the term of the grant, a total of 24 students will be trained as nurse practitioners and will commit to practice in Central Louisiana in the primary care field for a two-year period after graduation.



EDUCATION STEM AND CTE

The level of educational attainment drives the health status of a community. Research shows that people with higher education levels are healthier and live longer. The infant mortality rate for women who never graduated high school is nearly double that of women with college degrees. Because of this correlation between educational attainment and health, The Rapides Foundation continues to support education in Central Louisiana.

In 2012 the Foundation provided grants to the nine public school districts in the region to enhance their focus on science, technology, engineering and mathematics (STEM) and Career and Technical Education (CTE). Districts used these grants for professional development, including training for new Common Core standards, participating in distance-learning activities and attending training sessions offered by The Orchard Foundation.

The Orchard Foundation is a nonprofit local education fund established by The Rapides Foundation. During 2012 it coordinated three summer institutes for approximately 85 educators of varying career levels. The institutes included *Aspiring Leaders* and *Leading for Purposeful Instruction*, conducted by the University of Washington's Center for Educational Leadership; and *Principal Training* and in class teacher coaching, led by Kagan Structures.

These trainings address better teaching and learning in the schools, which resulted in better instruction for the students to yield better student outcomes.





EDUCATION THE ORCHARD FOUNDATION



The Orchard Foundation also coordinates the Central Louisiana Academic Residency for Teachers (CART), a site-based teacher program that takes qualified math and science graduates and pays their tuition as they work toward an LSU Master of Natural Science degree. The residents agree to teach in Central Louisiana high schools for three years after they receive their diploma. In 2012 the second group of CART residents completed their graduate degrees while the third group of 13 residents began their program. After the completion of the five-year CART project, 60 qualified math and science teachers will be teaching in Cenla high schools. The Rapides Foundation conceptualized the CART project to help Central Louisiana school districts with limited resources offer rigorous education in STEM. The Foundation's partner, LSU, was awarded the U.S. Department of Education grant that funds the five-year project.



HEALTHY COMMUNITIES ECONOMIC DEVELOPMENT



The Rapides Foundation's work as a healthcare organization extends beyond areas that are intrinsically health-related. Its Economic Development Initiative is based on the direct correlation between higher incomes and a healthier population. Healthy economies with low unemployment rates and higher wage jobs provide people with the means to purchase medical insurance, make better healthcare choices and live healthier lifestyles.

Recognizing workforce as the driver for economic development and income growth, the Foundation in 2012 supported the Cenla Work Ready Network, a program designed to link education and workforce development efforts and align them with regional economic needs. A Workforce Summit introduced the business and education communities to best practices in using three components of the Cenla Work Ready Network: ACT's Career Ready 101, the WorkKeys assessment and the National Career Readiness Certificate (NCRC). The Foundation's 2012 Video Challenge focused on the importance of students getting training and skills to prepare for a career after high school. Plainview High School won the top prize.

Almost 3,500 students were enrolled in Career Ready 101, with several hundred students achieving the NCRC in 2012. The Foundation awarded a grant to the Central Louisiana Economic Development Alliance (CLEDA) for ACT job profiling for several area employers. The job profiles are correlated to a work-ready certificate that employers can use in their hiring process.

In partnership with the Central Louisiana Technical Community College, the nine school districts and The Orchard Foundation, the Foundation funded and provided support for Career Compass of Louisiana in high schools throughout the region. Career Compass provides college and career coaching for students to be successful beyond high school.

The Foundation's interest in improving the economic environment also includes business startups and expansions. The Foundation funds CLEDA to implement an entrepreneurial development program called the Business Acceleration System because research shows that most jobs created in the United States come from small business. BAS provided coaching services to more than 120 clients and classes to more than 500 participants in 2012.

The Foundation believes there has to be a broader, overarching effort at improving business culture and environment, and provides a grant to CLEDA to support that objective. A focus of CLEDA is to support business retention and expansion, and those efforts have resulted in major new business investments in Central Louisiana.



The Jobinator was created to get high school students involved in the Cenla Work Ready Network.

HEALTHY COMMUNITIES COMMUNITY DEVELOPMENT WORKS



Change and improvement require capacity to do so. The Rapides Foundation's Community Development Works program focuses on improving the capacity of the nonprofit community by providing training and leadership programs. CDW serves nonprofit organizations, congregations and residents who want to increase the quality of life in Central Louisiana.

CDW's Learning Lab responded to nearly 450 inquiries in 2012, including research for funding opportunities, mapping and data services for information on local nonprofits, and nonprofit management best practice. Late in the year CDW began working on its new e-library service, which beginning in 2013 will allow users to check out resources on their mobile devices and tablets. Approximately 250 people took advantage of CDW's workshops throughout the year, whether by attending an on-site training session or plugging in to an online webinar. CDW offers these free workshops in the spring and fall, so that participants can expand their knowledge in areas such as grantwriting, fund development, strategic planning and accounting.

Cenla Boardbuilders provides a unique training opportunity for emerging professionals to become active in their community as members of local nonprofit Boards of Directors. It had another successful class in 2012 as 17 professionals completed the program. Twelve participants were matched with local nonprofit boards while the others were already serving on boards. To date, 120 Central Louisiana residents have completed this leadership program, which will celebrate its 10th year in 2013.

Cenla Execbuilders is a training institute for executive directors of local nonprofit organizations. In 2012, Cenla Execbuilders attracted 15 executive directors who not only participated in the program, but who continued their learning by forming their own network to deal with their daily issues and concerns and to share successes.

Nonprofit Works is a two-year grant offering capacity-building assistance to nonprofit organizations. Nonprofit board and staff members work on their organizational capacity throughout the two-year cycle. Three organizations began their work in 2012.



RAPIDES HEALTHCARE SYSTEM COMMUNITY BENEFIT REPORT

As a 26 percent owner in Rapides Healthcare System, it is The Rapides Foundation's role as the nonprofit partner to give oversight to the community benefit that is provided by Rapides Regional Medical Center.

Rapides Regional provides an extremely high level of community benefit when compared at the national, state and local levels. It provides many free and low-cost services and collaborates with local partners to improve access to care and quality of life, not because it is obligated, but because it is consistent with the hospital's mission.





RAPIDES HEALTHCARE SYSTEM



RHS continued its financial support of LSU Health Sciences Center-Shreveport's Alexandria Family Medicine Residency program, which provided medical care to 16,000 patients in 2012. The residency program recruited six new resident interns to Central Louisiana and graduated five other family physicians. The program has produced 81 graduates since 1997, fulfilling its mission to address the shortage of primary care physicians throughout Louisiana.

In 2012, RRMC cared for 16,568 patients admitted to the facility, delivered 1,911 babies at Rapides Women's and Children's Hospital and treated 67,829 patients through the RRMC Emergency Department. In 2012, RHS provided charity medical care to those patients unable to pay that equaled \$3.7 million in unreimbursed hospital expenses to the hospital alone. In addition to charity care, RHS is the area's largest provider of services to low-income patients enrolled in the Medicaid program.

RHS continued its support for local universities, including the Northwestern State University Nursing and Radiology programs residing on the hospital campus, as well as the Louisiana State University at Alexandria nursing program. The hospital also provides NSU and LSUA with endowed professorships supporting healthcare programs.

RRMC employees donated much of their time to fundraising efforts for community organizations and raised almost \$142,000 for worthwhile causes such as the American Heart Walk, March of Dimes Walk America, American Cancer Society and the United Way. In 2012, RHS employed more than 1,500 employees with a payroll of \$83.3 million.

For the second year, Rapides Regional was named one of the nation's Top Performers on Key Quality Measures by The Joint Commission, the leading accreditor of healthcare organizations in America. Also for the second year, U.S. News and World Reports' 2012-2013 rankings of Best Hospitals recognized Rapides Regional as No. 3 in Louisiana. The hospital was recognized in Modern Healthcare magazine as receiving the 2012/2013 Consumer Choice Award in its market based on National Research Corporation consumer surveys on quality healthcare services. In 2012, the hospital was re-certified as Central Louisiana's only "Certified Primary Stroke Center" in 2012, and also was honored with the American Heart Association's and American Stroke Association's Silver Plus award. Rapides Regional is the state's only Level II Trauma Center.

PROGRAM PRIORITY SUMMARY

HEALTHY PEOPLE

HEALTHY BEHAVIOR

The historic public health work by William Foege and J. Michael McGinnis has demonstrated that at least 50 percent of all illness and premature death is directly connected to lifestyle choices. Smoking, obesity, lack of exercise, alcohol and substance abuse all contribute to early death and disease.

HEALTHCARE ACCESS

An unacceptable number of community members cannot get the medical and behavioral health services they need. Because of this, some people delay or neglect treatment and their health problems get worse. The Rapides Foundation will continue to work to support efforts that help people get access to the healthcare services they need.

EDUCATION

STEM/CTE

The purpose is to engage all nine area school districts more deeply in the type of school improvement work that the Foundation has supported over the years through its K-12 grants.

THE ORCHARD FOUNDATION

This organization provides meaningful opportunities for local engagement, with the goal of providing a permanent home for local efforts supporting higher student achievement.

HEALTHY COMMUNITIES

CITIZEN AND NONPROFIT TRAINING AND ORGANIZATIONAL DEVELOPMENT

The Foundation funds these activities under the umbrella of Community Development Works. CDW offers a variety of training programs and resources for both inexperienced and experienced community members and organizations interested in promoting positive community change.

ECONOMIC DEVELOPMENT

The Rapides Foundation works with employers to develop creative solutions to positively impact employees' wage-earning potential and, concurrently, business productivity. Ultimately, the Foundation's interest in this area correlates the ability to earn a higher wage with other indicated measures such as home ownership and the ability to purchase health insurance.

ELIGIBILITY REQUIREMENTS

The Foundation will award grants to organizations which are tax exempt under IRS Section 501(c)(3) and are not a private foundation as described under Section 509(a). Public agencies that meet additional criteria may also receive grant awards.



2012 ANNUAL REPORT GRANTS LIST

HEALTHY PEOPLE GRANTS

ACCESS TO CARE

CMAP Express/Cancer Screening Project

To support access to no-cost breast, cervical and colorectal cancer screenings and to promote awareness of cancer screening guidelines through a mobile unit and partnerships with healthcare providers.

\$175,000

CMAP Express/Central Fill Pharmacy

To support the Central Fill Pharmacy operations and Patient Assistance Programs in Central Louisiana.

\$300,000

Louisiana Community & Technical College System Foundation

To promote healthy behavior and improve access to healthcare in Central Louisiana by providing funding to retain practical nursing faculty at three Central Louisiana technical college campuses.

\$186,048

Louisiana Primary Care Association

To develop and implement behavioral health services in Federally Qualified Health Centers in Central Louisiana.

\$400,000

Northwestern State University/Nurse Practitioner Program

To provide advanced nursing training to increase the number of nurse practitioners in Central Louisiana, and increase access to quality healthcare.

\$675,160

Northwestern State University/2012-13 BSN Support

To promote healthy behavior and improve access to healthcare in Central Louisiana by providing funding to retain nursing faculty at the Alexandria campus.

\$203,513

HEALTHY BEHAVIORS

School District Partnership Grants for Tobacco Prevention and Control Initiative and Diet and Physical Activity Initiative

To conduct district-wide activities to promote a tobacco-free lifestyle (Tobacco Prevention and Control Initiative) for grades 4-12, and to continue Diet and Physical Activity Initiative curriculum for nutrition, physical activity, the promotion of staff wellness and school nutrition continuing education in grades K-8 and expand into grades 9-12 with the Living Healthy Club.

Allen Parish, Avoyelles Parish, Grant Parish, LaSalle Parish, Natchitoches Parish, Rapides Parish, Vernon Parish, Winn Parish.

\$113,137



Community Health Advisors

2012 ANNUAL REPORT GRANTS LIST

Diet and Physical Activity Community Partnership Grants (Up to \$25,000 each)

- Buckeye Recreation Complex -To add playground equipment with sand base at the Buckeye Recreation Complex.
- Central High School, Catahoula Parish - To add a 750-ft. community walking track near an existing playground and to add fitness equipment.
- City of Alexandria - To add a walking trail and improvements to the existing Lincoln Park in Alexandria.
- City of Bunkie -To make improvements to an existing walking trail, add fitness stations and equipment, and signage. The location adjoins the elementary school and public buildings.
- City of Oakdale - To add fitness equipment to two existing public parks within the City of Oakdale.
- Food Bank of Central Louisiana, Inc. - To provide an evening meal, nutrition education program, community garden, and backpack program for participants in the Pineville after-school/summer program.
- Food Bank of Central Louisiana, Inc. -To develop community garden projects at YMCA, Boys & Girls Club of Central Louisiana, and Hope House to help supplement the diets of low-income students and families.
- J.I. Barron Elementary -To add fitness equipment, water fountains and landscaping to an existing fitness track near the school and to provide the community opportunity to use it after school hours.
- LaSalle Hospital Service District #1 - To construct a lighted walking track on the campus of Hardtner Medical Center for public use.
- Mabel Brasher Elementary School - To complete an asphalt walking trail behind the school in Rapides Parish.
- Oakdale Middle School - To construct an 825' x 10' asphalt walking trail on a site adjoining the Oakdale Middle School campus. It will include a long jump sand pit and signage.
- Rosepine Historical Society - To construct a walking track and playground equipment at an existing park.
- Southern Forest Heritage Museum - To establish a playground and interpretive walking trail system at the Museum site for use of the general public, but primarily the south Rapides Parish residents.
- T.A.S.T.E. of St. John, Inc. - To construct a quarter mile walking-fitness track with lighting, benches, playground, exercise stations and other amenities near the St. John Baptist Church in Marksville.
- The Rapides Exploratory Education House, Inc. - To encourage healthy nutrition habits for children and families through bi-weekly classes to include gardening, nutrition and physical activity.
- Tioga Historical Society, Inc. - To construct a community walking track at the site of the Tioga Heritage Park.
- Town of Boyce - To repair and renovate town parks and add updated playground equipment.
- Town of Cottonport -To renovate and expand an existing playground.
- Town of Elizabeth - To repair and upgrade an existing walking track at the town's Finke Park.
- Town of Montgomery - To add physical fitness equipment at the fitness track currently under development.
- Town of Montgomery -To construct a 910-ft. walking trail around the town's park and add fitness equipment.



2012 ANNUAL REPORT GRANTS LIST

- Town of Oberlin - To repair and replace playground equipment and add water fountains and fixtures at an existing town park.
- Town of Oberlin -To provide matching vouchers for senior citizens for purchases at the local Farmers Market, to give \$3 tokens to elementary students for healthy eating choices, and to enhance the market facility with secured storage.
- Town of Tullos - To install playground equipment at an existing town walking park.
- Unitarian Universalist Fellowship of Alexandria - To provide capital enhancements for an existing community garden project.
- United Baptist Church -To add a walking path and playground equipment to encourage healthy living habits for members and the community.
- Vernon Parish School Board - To add playground and exercise equipment to the existing City of Leesville Magnolia Park.
- Village of Georgetown - To make improvements to an existing asphalt walking trail in the Village of Georgetown.
- Village of Moreauville – To construct a playground in the Village of Moreauville.
- Village of Sicily Island - To install playground equipment at the local park for children to encourage physical activity.
- Ward One Community Foundation - To construct a quarter-mile concrete fitness trail in the Ward One Community. At the site of the trail there will also be a 40' x 70' concrete patio for small community events and farmers markets.
- YMCA of Central Louisiana - To conduct a comprehensive health program focused on teaching swimming as a means of physical activity partnered with an education session focused on healthy eating and exercise.

Central Louisiana Area Health Education Center

To implement a Foundation-developed workplan of activities for Tar Wars, Kick Butts Day, the Great American Smokeout, and outreach for tobacco-free workplace programs in eight parishes: Avoyelles, Catahoula, Grant, LaSalle, Natchitoches, Rapides, Vernon and Winn.
\$150,000

Central Louisiana Economic Development Alliance

To provide support for a project initiated with funding from Blue Cross and Blue Shield of Louisiana to encourage healthy eating and local access to healthy foods.
\$250,000

CMAP Express/Healthy Lifestyle Program

A demonstration and educational program on proper nutrition and physical activity for good health aimed at fighting obesity in Central Louisiana. The Healthy Lifestyle Program is a resource for Central Louisiana physicians, residents and work sites.
\$300,000

Southwest Louisiana Area Health Education Center

To implement a Foundation-developed workplan of activities for Kick Butts Day, the Great American Smokeout, Allen Parish Coalition activities, and outreach for tobacco-free workplace programs.
\$30,000

2012 ANNUAL REPORT GRANTS LIST

MINI OPPORTUNITY GRANTS AND PROGRAM OPPORTUNITY GRANTS

Baton Rouge AIDS Society

To conduct a CDC intervention in Rapides Parish to reduce teen pregnancy and HIV infection, working through the Louisiana Prevention Training Center in cooperation with churches in the African-American community.
\$67,000

Central Louisiana Community Foundation

To support a simulator-based prevention effort for teen drivers in a 10-parish region to deter impaired driving and driving while distracted. Program offered in collaboration with the Central Louisiana Good Neighbors Organization, a group of State Farm Insurance agents.
\$10,000

Women's Resource Center of Natchitoches Inc.

To support implementation of a teen pregnancy prevention program for youth ages 12-19 through partnership with local schools in Natchitoches Parish.
\$10,000



EDUCATION GRANTS

STEM School District Grants

To continue implementation of Science, Technology, Engineering and Math programs to prepare students with 21st century workplace skills in Allen, Avoyelles, Catahoula, Grant, LaSalle, Natchitoches, Rapides, Vernon and Winn parishes.
\$1,300,000

The Orchard Foundation

To conduct Kagan Institutes focused on science and math for elementary and high school teachers.
\$100,000

The Orchard Foundation

To offer Kagan Train-the-Trainer and follow-up in the classroom for science and math teachers in Central Louisiana.
\$100,000

The Orchard Foundation

To meet federal programming responsibilities for the Cenla Academic Residency for Teachers (CART) program.
\$220,000

The Orchard Foundation

To offer leadership training for participants selected through an application process.
\$150,000

The Orchard Foundation

Operating support for advancement of the strategic plan in support of the Foundation's Philanthropic Objectives for its Education Initiative.
\$250,000

2012 ANNUAL REPORT GRANTS LIST

HEALTHY COMMUNITIES GRANTS

ECONOMIC DEVELOPMENT

Central Louisiana Economic Development Alliance

To continue implementation and refinement of an entrepreneurship system for Central Louisiana called the Business Acceleration System that includes a broad array of education, training and support activities.

\$300,000

Central Louisiana Economic Development Alliance

To provide WorkKeys profiles to area employers and provide certified profiling capacity in the region.

\$35,000

CTE School District Grants

To continue implementation of Career and Technical Education programs to prepare students with 21st century workplace skills in Allen, Avoyelles, Catahoula, Grant, LaSalle, Natchitoches, Rapides, Vernon and Winn parishes.

\$150,000

The Orchard Foundation

To provide continued implementation and training for the Cenla Work Ready Network and for Industry-Based Certification implementation.

\$550,000

The Orchard Foundation

To contract with Career Compass of Louisiana to provide coach partners for high school counselors as an added resource to students. The counselors will act as a liaison between students in Central Louisiana and post-secondary institutions in the state.

\$200,000

COMMUNITY DEVELOPMENT WORKS

Nonprofit Works Capacity Building Grants

To expand the governance, organization and leadership capacity of nonprofits to maximize their impact on the community and constituents they serve. (Up to \$50,000 each)

Alexandria Country Day School

CASA of Central Louisiana

Rapides Children's Advocacy Center



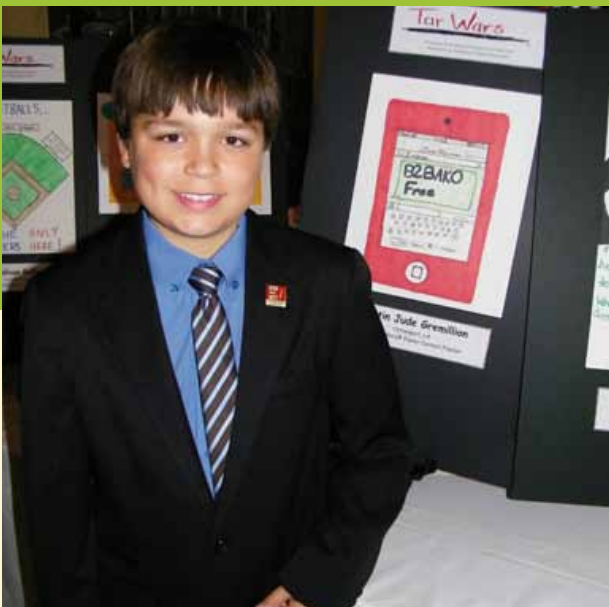
2012 GRANT APPLICATION PROCESS

The Rapides Foundation offers Program Opportunity Grants and Mini Opportunity Grants focused on teen pregnancy prevention, alcohol abuse prevention or select immunizations.

Qualified organizations requesting funds through the Program Opportunity Grant Program should submit a Letter of Intent prior to the deadline. Letters of Intent will be reviewed and the applicants will be notified if a full proposal is desired for further evaluation. Applicants will be notified of selection decisions approximately 30 days after the May 15 or October 15 deadline for the Letter of Intent.

Applicants requesting funds for Mini Opportunity Grants (up to \$10,000) can submit at any time.

Application materials and eligibility criteria are contained in the booklet titled, "Applying for Funds" from The Rapides Foundation. Any group or organization interested in applying for funds is encouraged to call the Program Department at 318-443-3394. Your call will be directed to the appropriate Program staff person. Calls and e-mails are strongly encouraged prior to any formal written submission.



FIRST STAGE: LETTER OF INTENT

(Program Opportunity Grants)

Before submitting a Letter of Intent, an applicant should view the booklet "Program and Funding Interests," which details complete requirements and guidelines. The booklet can be found on the Foundation's website at www.rapidesfoundation.org. Applicants are also encouraged to discuss their project with a Foundation Program Officer.

In a Letter of Intent applicants will be asked to address the following:

- Organizational mission
- Desired outcomes
- Problem or need
- Strategy
- Risk factors
- Sustainability

NOTE REGARDING GRANT CYCLE DEADLINES

Through December 2013, The Rapides Foundation will focus on refining our program initiatives. The Foundation will be conducting a growth planning process to set priorities for the coming years, as well as evaluating and assessing its programs. Grantmaking will be suspended until that process is completed. Please contact the Foundation or visit www.rapidesfoundation.org to learn more.

2012 GRANT APPLICATION PROCESS

SECOND STAGE: PROJECT PROPOSAL

(Program Opportunity Grants)

If your Letter of Intent is favorably reviewed, you will be asked to submit a complete Project Proposal on or before the announced proposal deadline. You will have about 60 days to complete the full proposal. This second stage of the application includes a complete business plan with project description, workplan and timeline, staffing and other resource requirements, and an evaluation plan. A project budget and narrative describing the assumptions for preparation of the budget will be a part of the proposal. You will be provided an outline for the proposal requirements, as well as a budget worksheet and instructions when you are notified that your Letter of Intent has been favorably reviewed.

EVALUATION CRITERIA

Grant decisions are made through the combined effort of the Budget and Grants Committee and the Board of Trustees. Staff provides recommendations to the Budget and Grants Committee based upon some or all of the following procedures: analysis of the written proposal, consultation with experienced program leaders and researchers in the field, site visits and meetings with project

staff and Board, and experience with your organization or contributing personnel on prior grants. Applicants will hear of decisions regarding their submissions via a letter. Award/decline letters will communicate the decisions of the Board and will also include information on various contingencies or pre-funding requirements.

Please keep in mind that grant awards may contain significantly different terms of award than originally proposed by your group. Also, a contract (Grant Agreement) must be signed between your group and The Rapides Foundation which spells out requirements and expectations for superior performance.

Decline letters will generally not indicate specific reasons for Committee or Board action. Groups who are unsuccessful are encouraged to contact the Program Department. In many cases, staff are able to highlight certain areas of the proposal that may require additional refinement for program excellence.



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FINANCIAL SUMMARY

COMBINED STATEMENTS OF ACTIVITIES AND CHANGES IN NET ASSETS

For the Years Ended December 31, 2012, 2011, and 2010

	2012	2011	2010
	Consolidated	Consolidated	Consolidated
CHANGES IN UNRESTRICTED ASSETS			
INVESTMENT INCOME			
Income on cash and long-term investments	\$3,156,659	\$4,542,607	\$5,275,426
Gains and losses on securities	15,958,785	(3,599,725)	15,334,274
Equity in earnings of jointly owned companies	6,287,696	4,237,650	3,110,675
TOTAL INVESTMENT INCOME	\$25,403,140	\$5,180,532	\$23,720,375
INVESTMENT EXPENSE	910,899	858,988	827,020
NET INVESTMENT INCOME	\$24,492,241	\$4,321,544	\$22,893,355
CONTRIBUTIONS	604,934	709,497	825,565
PROGRAM EXPENSES			
Grants	5,235,361	3,566,183	4,636,610
Direct charitable expenses	4,212,005	4,303,130	3,899,031
Development	575,928	639,809	558,991
TOTAL PROGRAM EXPENSES	\$10,023,294	\$8,509,122	\$9,094,632
ADMINISTRATIVE EXPENSES	\$1,408,466	\$1,447,361	\$1,426,069
INCREASE (DECREASE) IN UNRESTRICTED NET ASSETS FROM OPERATIONS	\$13,342,626	\$(5,276,840)	\$13,404,515
INCREASE (DECREASE) IN NET ASSETS	\$13,665,415	\$(4,925,442)	\$13,198,219
NET ASSETS, BEGINNING OF YEAR	\$210,249,781	\$215,175,223	\$201,977,004
NET ASSETS, END OF YEAR	\$223,915,196	\$210,249,781	\$215,175,223

FINANCIAL SUMMARY

STATEMENTS OF FINANCIAL POSITION

For the Years Ended December 31, 2012 and 2011

	2012	2011
ASSETS		
Cash and cash equivalents	\$3,030,109	\$7,461,445
Marketable securities	181,524,125	163,085,636
Investments at cost plus equity in undistributed earnings	39,961,544	39,623,730
Accounts receivable	61,507	49,765
Prepaid expenses	38,223	49,345
Property and equipment, net	1,993,566	2,084,507
Assets whose use is limited	104,295	139,304
Total Assets	\$226,713,369	\$212,493,732
LIABILITIES		
Accounts payable	\$431,586	\$482,032
Payroll, payroll taxes and benefits payable	164,145	144,888
Grants payable	2,098,147	1,477,727
Annuity obligations payable	104,295	139,304
Total Liabilities	\$2,798,173	\$2,243,951
Net Assets - Temporarily Restricted	1,006,294	683,505
Net Assets - Unrestricted	222,908,902	209,566,276
Total Liabilities and Net Assets	\$226,713,369	\$212,493,732

2012 TRUSTEES

Mike Newton
Board Chairman
President, Exchange Bank
of Natchitoches

James R. "Rusty" Baker, Jr.
President and Owner,
Baker Manufacturing

Joan Brunson, M.D.
Physician

Laura L. Dauzat
Community Volunteer

Rosa Fields
State Farm Insurance Agent

David R. "Randy" Gilchrist
Owner, Gilchrist Construction

Cynthia Gillespie, Ph.D.
Retired Superintendent
Vernon Parish School Board

Ernest Kelly, M.D.
Physician

Donald Kramer
Retired Bank President
and Consultant

Donald R. Mallet
Director, Civilian Personnel
Advisory Center, Fort Polk

Nancy McCabe, RN
Registered Nurse and
Community Volunteer

Craig Pearce, M.D.
Physician

Frankie Rosenthal, MSN, RN
Retired Nurse

Joseph R. Rosier, Jr., CFA
President and CEO,
The Rapides Foundation

Tammi Salazar
Executive Vice President,
Red River Bank

Howard Wold, M.D.
Physician

2013 APPOINTED:

Jacquelyn S. Daenen, CPA, CCIFP, CGMA
Daenen Henderson & Company, LLC

Robert C. Hughes, P.E.
President, Meyer, Meyer, LaCroix and Hixson

Michael D. Reese
President and CEO,
American Moving and Storage, Inc.

Dennis E. Wimmert
Manufacturing/Project Management,
Procter & Gamble



2012 ADVISORS:

TOBACCO TECHNICAL ASSISTANCE CONSORTIUM
Rollins School of Public Health, Emory University
Atlanta, Georgia

TOM FARLEY, M.D., MPH
New York City Health Commissioner
New York, New York

WILMA HAMILTON DELP, PH.D.
Retired Superintendent
Sarasota County Public Schools
Wadsworth, Illinois

REGIONAL TECHNOLOGY STRATEGIES, INC.
Chapel Hill, North Carolina

PROFESSIONAL EDUCATION CONSULTING, LLC
Sarasota, Florida

CAROL TODD
Shoemaker and Todd Consulting
Sarasota, Florida

KERSTIN OHLANDER
Ohlander Consulting Services
Carrboro, North Carolina



2012 FOUNDATION STAFF

Joseph R. Rosier Jr., CFA
President and Chief Executive Officer

Annette Beuchler, MBA, FACHE
Director of Programs and
Communications

Kathy Gunn
Communications Officer

Donna Hernandez
Administration Assistant

Yalanda Jones
Receptionist

Pat LaCour
Accounting and Systems Manager

Loretta Magee
Assistant to the President

Tammy Moreau
Program Officer

Kathleen Nolen, MBA
Director of Administration

Paula Owen
Bookkeeper

Karol Scully
Senior Administrative Assistant

Akeshia Singleton, MBA
Program Officer

Trayce Snow
Program Officer

Ashley Stewart, MPH
Evaluation Officer



CENLA MEDICATION ACCESS PROGRAM:

Wendy Roy, MHA
Program Director

Lori Belgard
Cancer Screening Specialist

Tammy Billings
Patient Assistance Program Supervisor

Kevin Brown, PharmD
Program Pharmacist

Kira Guidry
Healthy Lifestyle Coordinator

Kayla LaBorde
Pharmacy Technician

Amy Litton
Exercise Specialist

Crystal Watts
Administrative Assistant

Jorie Asperstrand
Cheryl Chambers
Mindy Hancock
Joni Longlois
Jessica Paul
Patient Assistance Program Specialists

COMMUNITY DEVELOPMENT WORKS:

Carol Anne Handy
Administrative Assistant

Felicia Walker
Learning Lab Technician

THE ORCHARD FOUNDATION:

Marjorie Taylor, Ed.D.
Executive Director

Jennifer Cowley
Program Manager

Flora Keys
Senior Administrative Assistant

Kay Knotts
CART Field Coordinator

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The Rapides Foundation Service Area

