

2013 ANNUAL REPORT

# MAKING A DIFFERENCE

Working together for healthier communities



THE RAPIDES FOUNDATION

HEALTHY PEOPLE • EDUCATION • HEALTHY COMMUNITIES

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## OUR 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.*



# MAKING A DIFFERENCE



## MAKING A DIFFERENCE / THE VIDEOS

For our 2013 Annual Report, we interviewed Central Louisiana residents about how they are making a difference in their communities through their partnerships and affiliations with The Rapides Foundation. We touched on some of their stories on these pages. Their full stories can be viewed in our online Annual Report, which can be accessed on our website. For your convenience, we've included the symbol at right to let you know there is an accompanying video.



# A DIFFERENCE

The Rapides Foundation provides funding for projects which effectively address the following Philanthropic Objectives:

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## **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**

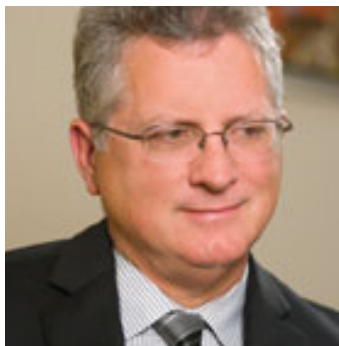
To improve economic opportunity and family income; and enhance civic and community opportunities for more effective leaders and organizations.



**THE RAPIDES FOUNDATION**



## MESSAGE FROM THE PRESIDENT AND CHAIRMAN



Joe Rosier, CFA  
President and CEO



Howard Wold, M.D.  
Board Chairman

**W**ith our mission of improving the health status of Central Louisiana, The Rapides Foundation funds projects intended to improve the health of Central Louisiana's residents. We continually evaluate these projects to ensure that we are making a difference and that this work is lasting, and we have made adjustments as they have been needed.

As stewards of these funds, it is rewarding to hear our partners report to us that they are indeed making a difference in the communities in which they work, live and play. Some of our partners are sharing their stories in this Annual Report.

Our Healthcare Access projects are making a difference by increasing cancer screenings and providing life-saving medications for Cenla residents. Our Healthy Behaviors initiatives are making a difference

throughout the region. Residents are using Foundation-funded walking trails, visiting farmers markets, growing community gardens and participating in tobacco-free events, to name just a few examples. Young people and adults are learning the importance of making healthy lifestyle choices.

Local educators are seeing more student engagement in the classroom, which in turn means higher academic achievement and improved test scores in public schools. Students are preparing for their futures by earning career-ready certificates that can help them get employment after high school, while others are receiving coaching to guide them through the college admissions process.

**"It is rewarding to hear our partners report to us that they are indeed making a difference in the communities in which they work, live and play."**

The Foundation's economic development efforts are making a difference as well. We saw an increase in economic development investments in our area among some of our major employers, while local entrepreneurs continued to expand and thrive in Cenla. Local nonprofit organizations were able to make differences in their communities by utilizing the various projects offered by our Community Development Works program.

These projects and initiatives were the result of a five-year strategic plan created by the Foundation's board and implemented in 2008. The work continues even beyond the five-year mark. Our board of trustees gathered for a retreat in 2013 to determine how to reshape these strategic plans so our partners can continue making a difference. We will be announcing and implementing these renewed strategies in 2014.



## HEALTHY PEOPLE HEALTHY BEHAVIORS



### A DIFFERENCE

“Don’t count yourself out. You can make a difference and improve your community. You just have to care enough.”

**A** 2002 study estimated that as many as 40 percent of premature deaths in the United States are attributed to behavioral factors. The daily choices we make, particularly with respect to nutrition, physical activity and tobacco use, are important determinants of health.

The Rapides Foundation addresses these particular determinants of health through its Tobacco Prevention and Control Initiative, and Diet and Physical Activity Initiative.

### TOBACCO PREVENTION AND CONTROL

2013 marked the end of the initial five-year strategic plan for the Tobacco Prevention and Control Initiative, but because this work requires a long-term view, The Rapides Foundation board extended the funding to ensure this work continues in Central Louisiana schools and communities.

The initiative in 2013 included an awareness campaign intended to counter the messages put out by

the tobacco industry. The campaign included ads that showed the dangerous consequences of tobacco and spit tobacco use, as well as secondhand smoke.

Grant funding to area schools and to the Central Louisiana Area Health Education Center and the Southwest Louisiana AHEC also provided for various activities throughout the year. Students participated in Kick Butts Day and Great American Smokeout events, and some led and participated in Tar Wars, a tobacco-free education program.

Part of the objective of the grant funding is empowering local communities. One example of that is when one of the Foundation’s grantees, the Southwest Louisiana AHEC, worked with the Allen Parish Health and Resource Coalition in a successful push to adopt a tobacco-free ordinance in the city of Oakdale. Today, thanks to the advocacy of these community members, children and families can play at city parks in a smoke-free environment. “Oakdale is the first municipality in the state to have this comprehensive of an ordinance because it includes all forms of tobacco, electronic cigarettes and advertising,” said Rene’ Stansbury, Tobacco Control Coordinator for the Southwest Louisiana AHEC. “Once it passed we were very excited because we knew what it was going to do for the community.”

Also in the year, more than 350 Cenla students and teachers gathered at the 2013 Youth Summit on Healthy Behaviors to learn how to become advocates for healthy choices and policy changes in their schools and communities. Participants used the training to implement Diet and Physical Activity and Tobacco Prevention and Control grants during the 2013-14 school year. The high-energy summit was put together by a Youth Advisory Council, whose members are young leaders interested in making a difference in their communities. One of those members was LeAnn Bennett from Simpson High School. “I learned that it doesn’t matter where you are from. Don’t count yourself out. You can make a difference and improve your community. You just have to care enough.”





# A DIFFERENCE



## DIET AND PHYSICAL ACTIVITY

Grants under the Diet and Physical Activity Initiative funded a wide variety of projects in 2013, all with the goal of increasing people's access to physical activity and fresh, nutritious foods.

Recognizing the importance of teaching young people about healthy behaviors, Central Louisiana school districts implemented either the nationally recognized SPARK or CATCH physical education programs in grades K-8 and Living Healthy Clubs in high schools.

Schools like Leesville High School in Vernon Parish coordinated activities in the areas of Tobacco Prevention and Control, and in Diet and Physical Activity. Teacher Debbie Smith said these activities are making a difference. "Participating in this grant has helped us raise awareness and spread the word to our entire school community – students, teachers, and families – about the importance of living a healthy lifestyle."

The Foundation used two awareness campaigns to get important messages out to as many people

"Our overall goal is to introduce students to healthy eating in an imaginative way. Teaching them from the ground up how to have a garden will give them the tools they need to grow their own healthy food at home."

as possible. The "5+30" campaign emphasized the importance of getting five servings of fruits and vegetables a day, plus 30 minutes of moderate physical activity five days a week. At the end of the year, the Foundation partnered with Santa to offer ways to stay healthy during the holidays through the "Make it a Healthy Holiday Habit" campaign.

The Healthy Lifestyle Program provided one-on-one nutrition and physical activity counseling to approximately 600 people referred by their doctors. Residents like Arthur Collins of Jonesville were able to make lifestyle changes by making healthy food choices





“DASH is not a diet. It’s a lifestyle change. It has made a difference at Mt. Calvary.”

and increasing their daily physical activity. “And after entering the program and eating properly and doing a little more exercise than I was doing, I felt very good,” he said.

An additional 400 residents participated in DASH for a Healthy Lifestyle, a nutrition and physical activity program at 24 Central Louisiana churches. Beverly Joan Brown coordinated and participated in DASH for a Healthy Lifestyle at Mt. Calvary Missionary Baptist Church in Alexandria. “One thing that I would reiterate at every meeting is that it’s not a diet. It’s a lifestyle change. It has made a difference at Mt. Calvary.”

The Foundation’s Community Implementation Grants funded walking trails, fitness equipment, community gardens and similar projects throughout Cenla communities in 2013. One of those was the Southern University Ag Center’s Youth Garden Project

in Avoyelles Parish, where students at five elementary schools learned to plant, grow and taste their own crops. “Our overall goal is to introduce students to healthy eating in an imaginative way, and an extension to that is introducing them to gardening. Teaching them from the ground up how to have a garden will give them the tools they need to grow their own healthy food at home,” said Stephanie Elwood, Extension Associate at Southern University Ag Center.

The Foundation also provided matching funds to a Blue Cross and Blue Shield of Louisiana Foundation grant to the Central Louisiana Economic Development Alliance for the Central Louisiana Local Foods Initiative. The initiative aims to strengthen Central Louisiana’s local foods economy, while also increasing access to fresh foods for all the region’s residents.





## HEALTHY PEOPLE ACCESS TO CARE

**T**he Rapides Foundation's Access to Care Initiative focuses on healthcare access to ensure that Central Louisiana residents are able to get access to potentially life-saving healthcare services that are so important to maintaining their health.

The Cenla Medication Access Program has been providing free medications to eligible individuals since it was established in 2001. CMAP is now offered statewide, and in 2013 partnered with the HP Long Outpatient Clinic in Alexandria to reach even more patients. Alexandria resident Clara Harrell said her diabetes is under control, thanks to medications from CMAP. "I tell everybody about CMAP. I am much healthier now, thanks to them."

CMAP has helped approximately 20,000 people across Louisiana get the free prescriptions they need to maintain their health. CMAP has approximately 6,200 active clients, with more than 800 physicians referring their patients to the program. In addition, CMAP has collaborations with nine major pharmaceutical companies who donate medications in bulk to the CMAP Central Fill Pharmacy.

The Foundation's Cancer Screening Initiative recognizes the importance of early detection of cancer. The Foundation partners with the LSU Health Shreveport Feist-Weiler Cancer Center to have its mobile unit travel to Central Louisiana parishes throughout the year to make it more convenient for patients to get screened for breast, colon and cervical cancers. Patient Diana McGlothlin of Rapides Parish credited the mobile unit for catching her cancer in the early stages while it was treatable. "It's very important to get screened because with me, they found it so early. The doctors always talk about early detection, and now I know why."

The initiative also includes an awareness campaign, and a partnership with the American Cancer Society to implement its Community Health Advisor Project, which trains volunteers to educate their peers about the importance of cancer screenings.



"It's very important to get screened because with me, they found it so early. The doctors always talk about early detection, and now I know why."

Access to care also means opening doors to other health services. Foundation grants in 2013 provided funding for NSU's Nurse Practitioner Program to increase the number of qualified nurse practitioners in Cenla; the Louisiana Primary Care Association to offer behavioral health services in a primary care setting; the Louisiana Action Coalition for the Future of Nursing, to help Louisiana prepare the nursing profession to address our most pressing healthcare challenges; and funding to NSU, LSUA and CLTCC nursing programs to support nursing instruction.



## EDUCATION

**T**he Rapides Foundation's Education Initiative seeks to increase the level of educational attainment and achievement among Central Louisiana residents. Research tells us that people with higher education levels are healthier and live longer.

The Foundation provides grants to nine public school districts in Central Louisiana to help them bring greater emphasis and awareness to the areas of Science, Technology, Engineering and Math (STEM). This focus should allow our high school graduates to compete in the global market.

One of the core strategies for these efforts is providing professional development and leadership opportunities for teachers and school leaders throughout

Cenla. The Orchard Foundation, a nonprofit local education fund established by The Rapides Foundation, administers these efforts. As a result of this intensive training, principals and teachers become instructional leaders, teachers learn new and better instructional strategies, and, ultimately, student achievement improves.

"It's easy to get everyone on board. We send our emerging leaders to training through The Orchard Foundation, so they are prepared when they take on leadership roles. This all comes together to improve our student outcomes," said Diane Marcantel, Personnel and School Improvement Supervisor for the Allen Parish School District.



"CART increases the number of qualified math and science teachers in rural high schools by providing advanced education to people interested in teaching these subjects."

A DIFFERENCE



# A DIFFERENCE

"From the first few minutes of that very first session I knew that this was where I needed to be. It gave me practical things that I could take back to the faculty."

Through the Foundation's partnership with the University of Washington's Center for Educational Leadership, emerging and current leaders learn how to recognize highly effective practices within the classroom, and how to coach other educators to implement those practices. Implementing these strategies resulted in higher test scores and rankings in school districts like Allen and Grant parishes, where teachers conduct peer observations to learn from one another and students are engaged in the learning process. "It has helped teachers feel like they have more support. If they are struggling they can say 'I need help' and they will get help. They don't feel isolated," said Rebecca Reeder, Elementary Supervisor for the Grant Parish School District.

Educators from throughout the region also participate in summer institutes focused on Kagan Cooperative Learning, where teachers learn simple, step-by-step instructional strategies called Kagan Structures, which are designed to increase student engagement.

Kagan is encouraged in parishes like Rapides, which sees the benefit of student participation. "When students are actively engaged, they are motivated and their learning is ultimately enhanced," said Tony Authement, Superintendent of Schools for Rapides Parish. Acadian Elementary Principal Peggy Kessler said, "Teachers find that Kagan complements everything they already do in their classroom. Kagan is not an academic program. It is a set of structures they can use to increase student engagement and learning. It is providing teachers with additional resources, tools and strategies that they can use to have their students be successful."

The Orchard Foundation also coordinates the Central Louisiana Academic Residency for Teachers. "CART increases the number of qualified math and science teachers in rural high schools by providing advanced education to people interested in teaching these subjects," said Joe Rosier, President and CEO



# A DIFFERENCE



“Teachers find that Kagan complements everything they already do in their classroom. Kagan is not an academic program. It is a set of structures they can use to increase student engagement and learning. It is providing teachers with additional resources, tools and strategies that they can use to have their students be successful.”



# A DIFFERENCE

“In addition to kids graduating from our district with their high school diploma, the Cenla Work Ready Network allows students to earn a National Career Readiness Certificate which identifies their work skills to potential employers.”



of The Rapides Foundation. Residents earn a Master of Natural Science degree from LSU and teach in Central Louisiana schools for three years. In 2013, the third group of CART residents completed their graduate degrees while the fourth group of nine residents began their program.

The project also provided leadership training for participating CART schools in an effort to support the school environment in which the CART resident was placed and provided additional opportunities for success.

Felicia Pinkney spent two weeks in the leadership training when she was Assistant Principal at Natchitoches Central High. “From the first few minutes of that very first session I knew that this was where I needed to be. It gave me practical things that I could take back to the faculty.” Pinkney was later promoted to the Central Office, where she serves as Secondary Supervisor.

The Rapides Foundation provides a grant to The Orchard Foundation to administer several college and career readiness programs. The Cenla Work Ready Network provides high school students and

under-employed or unemployed adults the chance to earn a nationally recognized certificate that demonstrates their work-ready skills to potential employers.

Over 8,000 of these National Career Readiness Certificates have been awarded in the first two years the program has been in operation. “In addition to kids graduating from our district with their high school diploma, the Cenla Work Ready Network allows students to earn the NCRC which identifies their work skills to potential employers,” said Dwayne Lemoine, Superintendent of Schools for Avoyelles Parish. Additional components of the Cenla Work Ready Network are implemented under the Foundation’s Economic Development Initiative.

To further support the college and career readiness effort, the Foundation brought Career Compass of Louisiana to Cenla to work with area schools to provide college and career coaching to students. Career coaches reached out to high school students individually or through seminars.





## HEALTHY COMMUNITIES ECONOMIC ENVIRONMENT



"We had arguably the best year that Central Louisiana has ever had in terms of new projects and expansions for our major employer groups."

**T**he Rapides Foundation's Economic Development Initiative seeks to improve economic opportunity and family income in Central Louisiana. This is based on the correlation between higher incomes in a population with better health. 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.

In 2013, the Foundation continued its investment in the Central Louisiana Economic Development Alliance (CLEDA) as a means to reach the Foundation's goals to improve our region's business culture and environment, strengthen our workforce and increase business startups and expansions. CLEDA's business retention and expansion efforts paid off with the announcement of several major economic development investments during the year, resulting in more jobs in the area. "We had arguably the best year that Central Louisiana has ever had in terms of new projects and expansions for our major employer groups," said Jim Clinton, CLEDA President and CEO.

The Foundation recognizes that a skilled workforce is a driver for economic development and higher wages. In 2013, The Rapides Foundation – along with The Orchard Foundation and CLEDA – continued its support of the Cenla Work Ready Network, a program that links education and workforce development efforts and aligns them with regional economic needs. It offers high school students and under-employed or unemployed adults the chance to earn a nationally recognized certificate that demonstrates their work-ready skills.

"The existence of the Cenla Work Ready Network gives this region a substantial advantage over other similar regions in the country. We had more qualified certificate-holding workers or potential workers than any other region in the state," Clinton said.

The Foundation also continued a grant to CLEDA during 2013 to profile jobs for area employers. These job profiles allow employers to connect the skills needed for job openings to the work ready certificates earned through the Cenla Work Ready Network, which is valuable information to have during the hiring process for both the employer and the certificate holder. Local employers like Gilchrist Construction Company see the benefit of the Cenla Work Ready Network as it increases the pool of qualified employees. "It's the only proven system that links job skills to proven workforce success," said Valerie Aymond, Chief Resource Officer at Gilchrist.

In 2013 Avoyelles and Rapides parishes were accepted as two of only 16 participants for the national pilot for the ACT Certified Work Ready Communities Program. The Certified Work Ready designation means the community is demonstrating they have a skilled workforce that is valued by their local industry. Being an ACT Certified Work Ready Community helps local communities better compete for new business opportunities.

The Business Acceleration System, an entrepreneurial development program funded by The Rapides Foundation and administered by CLEDA,



# A DIFFERENCE



"The Cenla Work Ready Network is the only proven system that links job skills to proven workforce success."

allows the Foundation to support business startups and expansions, which typically result in the creation of jobs and an increase in revenues. In 2013, BAS continued its work to provide coaching services to a core group of entrepreneurs, and specific skills training to the broader

small business population. In addition, BAS hosted a Startup Weekend event that attracted almost 50 participants who created and presented startup business proposals to judges.

In November, CLEDA hosted the Summit for the Future of Higher Education to focus on the current and future workforce needs for Central Louisiana.



## HEALTHY COMMUNITIES SOCIAL ENVIRONMENT

**T**he Rapides Foundation's Community Development Works program supports Central Louisiana nonprofit organizations and individuals in their efforts to build better communities. It does this by offering a variety of training and leadership programs and providing people with the tools and resources they need to support citizen-led community development efforts.

In 2013, CDW offered free trainings both online and on-site to nearly 300 individuals on topics such as nonprofit marketing, volunteer management and grant writing. These workshops are beneficial to people like Diana Kimble, a Grant Parish community volunteer who enjoys learning about the nonprofit world. "These classes give you valuable, free information that can improve your life. The classes will give you the tools you need to help your community."

The CDW Learning Lab offered valuable resources for nonprofits and individuals needing information about grants, board governance and other related information. The CDW eLibrary started in 2013, allowing patrons to check out online books and resources related to nonprofit management, business and technology.

In June, seven Executive Directors graduated from the Cenla Execbuilders training program, and then began working with executive coaches to design and implement personal Leadership Action Plans. The group then returned for peer sessions to share their knowledge for leading change in their nonprofits. Cenla Execbuilders graduate Tommy Edwards uses his experience to lead CASA West Cenla. "It really helped me refine my leadership skills," he said. "I definitely see that we have the potential to expand and improve the quality of our



**Cenla**BOARD  
Builders

"We were all going to be placed in different organizations, but we all shared the goal to develop and help Central Louisiana."



# A DIFFERENCE



services at CASA as we advocate for children. It's been a big help to me knowing how to accomplish that."

CDW also offered Nonprofit Works, a two-year grant program that provides long-term capacity-building education for nonprofits.

2013 marked the 10-year anniversary of Cenla Boardbuilders, a program for emerging leaders to become active in their communities as members of nonprofit boards. Fifteen individuals graduated from the 2013 program and were matched to serve on local nonprofit boards. In all, 153 participants have now graduated from the Cenla Boardbuilders program.

"These classes give you valuable, free information that can improve your life. The classes will give you the tools you need to help your community."

2013 graduate Cole Bryant said the program prepared him for service on the United Way of Central Louisiana board and allowed him the opportunity to positively impact the region. "We were all going to be placed in different organizations, but we all shared the goal to develop and help Central Louisiana."







**A**s a 26 percent owner of Rapides Healthcare System, The Rapides Foundation provides oversight to the community benefit provided by Rapides Regional Medical Center. Rapides Regional is committed to providing excellent medical care to its patients, and the community benefit it provides. The hospital extends its focus by working for the better health of all who live in the area it serves. It provides many free and low-cost services and collaborates with local partners to improve access to care and quality of life.

In 2013, RRMC cared for 15,855 patients admitted to the facility, delivered 2,020 babies at Rapides Women's and Children's Hospital and treated 69,201 patients through its Emergency Department. It provided charity medical care to patients unable to pay that equaled \$2.6 million in unreimbursed hospital expenses. 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, which reside on the RRMC campus, and the Louisiana State University of Alexandria and Louisiana College nursing programs. The hospital provides NSU and LSUA with endowed professorships that support healthcare programs at the hospital.



## RAPIDES HEALTHCARE SYSTEM COMMUNITY BENEFIT REPORT

RHS also continued its financial support of LSU Health-Shreveport's Alexandria Family Medicine Residency Program, which provided medical care to 16,000 patients in 2013. The program recruited six new resident interns to Central Louisiana and graduated six other family physicians. It produced 87 graduates since 1997, fulfilling its mission to address the shortage of primary care physicians throughout Louisiana. Forty-eight percent currently practice in Central Louisiana.

In 2013, Rapides Regional employed 1,564 employees with a payroll of \$85.5 million.

In December 2013, RRMCM began taking on much of the urgent care, outpatient care and specialty care previously offered through Huey P. Long Medical Center by opening the initial HP Long Urgent Care Clinic in Alexandria. The clinic is the result of Louisiana's transition from a state-run charity hospital system to a health system run by private entities.

For the third year, RRMCM was ranked No. 3 in Louisiana in U.S. News and World Report's rankings of Best Hospitals. It won Modern Healthcare magazine's 2013-14 Consumer Choice Award for Best Overall Quality, Best Image/Reputation, Best Doctors and Best Nurses categories in its market.

CareChex, a division of Comparion Medical Analytics, named RRMCM as one of the top five healthcare facilities in Louisiana in five specialties: Trauma Care, Hip Fracture Repair, Cardiac Surgery (Major), Coronary Bypass Surgery, and Gall Bladder Removal. Rapides After Hours Urgent Care in Pineville received the Certified Urgent Care designation as a true urgent care center.

For the third straight year, RRMCM was recognized as a Top Performer on Key Quality Measures by The



Joint Commission accrediting agency for the nation's hospitals. It earned the Joint Commission's Gold Seal of Approval™ for accreditation by demonstrating compliance with commission's standards for healthcare quality and safety in hospitals. In 2013 the hospital was honored with the American Heart Association and American Stroke Association's Get With The Guidelines® Stroke – Silver Plus award.



## PROGRAM PRIORITY SUMMARY

### HEALTHY PEOPLE

#### HEALTHY BEHAVIORS

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.

Stay connected





## 2013 GRANTS LIST

### Healthy People Grants

#### Access to Care

##### **CMAP Express/Central Fill Pharmacy**

To support the Central Fill Pharmacy operations and Patient Assistance Programs in Central Louisiana.  
\$600,000

##### **CMAP Express/Cancer Screening Project**

To support access to no-cost breast, cervical and colorectal screenings through a mobile unit and partnerships with healthcare providers, and to promote awareness of cancer screening guidelines.  
\$175,000

##### **Louisiana Community & Technical College System Foundation**

To promote healthy behaviors and improve access to healthcare in Central Louisiana by providing funding to retain practical nursing faculty at three Central Louisiana technical college campuses.  
\$200,000

##### **Louisiana State University at Alexandria**

To promote healthy behaviors and improve access to healthcare in Central Louisiana by providing funding to retain nursing faculty and increase student clinical studies.  
\$277,428

##### **Northwestern State University**

To promote healthy behaviors and improve access to healthcare in Central Louisiana by providing funding to retain nursing faculty at the Alexandria campus.  
\$200,000

#### 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, Catahoula Parish, Grant Parish, Natchitoches Parish, Rapides Parish, and Vernon Parish.

\$252,500, 2 years

##### **DASH for a Healthy Lifestyle (Up to \$4,000 per group of 20 participants)**

To provide a grant opportunity that helps church congregations get healthier together by using the DASH for a Healthy Lifestyle program. DASH (Dietary Approaches to Stop Hypertension) is a proven, evidence based nutrition and exercise plan studied at the Pennington Biomedical Research Center in Baton Rouge.

- Abundant Life International Ministry
- Bayou Des Glaises Baptist Church
- Ellen Burr Baptist Church
- First Baptist Church Amulet
- First Baptist Church of Oberlin
- First Baptist Church, North Street
- First St. Mark Baptist Church
- First United Methodist Church
- Grace Christian Center
- Morning Star Baptist Church
- Mount Pisgah Baptist Church
- Mount Calvary Missionary Baptist Church
- Mount Triumph Baptist Church
- New Bethel Community Baptist Church
- Rose of Sharon Baptist Church
- Second Evening Star Missionary Baptist Church
- St. John Community Church
- St. Mark Baptist Church
- St. Matthew Baptist Church
- St. Peter Baptist Church
- The Pentecostals of Alexandria
- True Vine Missionary Baptist Church

## 2013 GRANTS LIST

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

- Cenla Educational Community Service Foundation – To promote healthy eating for 25 low income families within a 10-block radius of Lower Third Street, Alexandria.
- Grace Christian School – To conduct school-based Diet & Physical Activity Initiative curriculum for nutrition, physical activity, the promotion of staff wellness and school nutrition continuing education in grades K-8.
- House of Praise Full Gospel MBC – To build a walking trail and to encourage church and community members to get more physically fit by walking in a safe environment.
- Southern University Agricultural Research & Extension Center – To implement school-based gardens in five collaborating schools and pre-schools in Avoyelles Parish.
- Town of Olla – To install outdoor fitness equipment at an existing walking track and playground area to provide exercise options for the public.
- Town of Tullos – To install outdoor exercise stations for the use of teens and young adults in an existing walking park.
- Village of Moreauville – To add a Water Splash Park to the newly opened playground.

### **CMAP Express/Healthy Lifestyle Program**

To continue implementation of the Healthy Lifestyle Program as a resource for Central Louisiana physicians, residents and work sites. This is a demonstration and educational program on proper nutrition and physical activity for good health aimed at fighting obesity in Central Louisiana.

\$700,000, 2 years

### **Central Louisiana Area Health Education Center**

To implement a Foundation-developed workplan to implement the Tar Wars program; to coordinate a high-impact Kick Butts Day; and to do outreach related to tobacco-free workplace policies.

\$150,000

### **Southwest Louisiana Area Health Education Center**

To implement a Foundation-developed workplan in Allen Parish to coordinate Kick Butts Day; to engage in discussions within the parish about tobacco-free workplace policies; and to continue working to decrease tobacco prevalence rates and increase community involvement in a local coalition for cessation of tobacco use.

\$30,000

### **Mini Opportunity and Program Opportunity Grants**

#### **Baton Rouge AIDS Society**

To continue 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.

\$134,000, 2 years

#### **Central Louisiana AIDS Support Services**

To implement the evidence-based education program, Be Proud! Be Responsible!, to provide teen pregnancy and HIV/AIDS education to African-American male teens. The program will be implemented in partnership with other organizations including: CLASS, Zion Hill Baptist Church, Christian Love Baptist Church and Kappa Alpha Psi fraternity.

\$9,287

### **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

## 2013 GRANTS LIST

### **The Orchard Foundation**

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

### **The Orchard Foundation**

To continue Kagan Train-the-Trainer and follow-up in the classroom for science and math teachers in Central Louisiana.  
\$245,000

### **The Orchard Foundation**

To monitor district efforts to institutionalize sound instructional practices through Professional Development Institutes.  
\$190,000

## **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 continued support of regional economic development activities by matching corporate and private individual contributions.  
\$1,500,000, match required, 3 years

#### **Central Louisiana Economic Development Alliance**

To provide WorkKeys profiles to area employers, and to work with employers to understand how to incorporate these tools into employment practices.  
\$35,000

### **Central Louisiana Economic Development Alliance**

To provide a workforce development report updating the current and projected workforce needs of the manufacturing sector in Central Louisiana.  
\$70,000

### **Central Louisiana Economic Development Alliance**

To provide a workforce development report updating the current and projected workforce needs of the healthcare sector in Central Louisiana.  
\$50,000

### **The Orchard Foundation**

To continue, as well as expand, the work of Career Compass to provide counseling to Central Louisiana high school students.  
\$350,000

### **The Orchard Foundation**

To provide continued implementation and training for the Cenla Work Ready Network at the high school level and at the adult level for unemployed and under-employed.  
\$500,000

### **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)  
YMCA of Central Louisiana



## FINANCIAL SUMMARY

### COMBINED STATEMENTS OF ACTIVITIES AND CHANGES IN NET ASSETS

For the Years Ended December 31, 2013, 2012, and 2011

	2013 Consolidated	2012 Consolidated	2011 Consolidated
CHANGES IN UNRESTRICTED ASSETS			
INVESTMENT INCOME			
Income on cash and long-term investments	\$2,997,981	\$3,156,659	\$4,542,607
Gains and losses on securities	25,320,417	15,958,785	(3,599,725)
Equity in earnings of jointly owned companies	4,529,132	6,287,696	4,237,650
TOTAL INVESTMENT INCOME	\$32,847,530	\$25,403,140	\$5,180,532
INVESTMENT EXPENSE	1,011,299	910,899	858,988
NET INVESTMENT INCOME	\$31,836,231	\$24,492,241	\$4,321,544
CONTRIBUTIONS	954,074	604,934	709,497
PROGRAM EXPENSES			
Grants	4,453,597	5,235,361	3,566,183
Direct charitable expenses	4,755,240	4,212,005	4,303,130
Development	692,106	575,928	639,809
TOTAL PROGRAM EXPENSES	\$9,900,943	\$10,023,294	\$8,509,122
ADMINISTRATIVE EXPENSES	\$1,435,157	\$1,408,466	\$1,447,361
INCREASE (DECREASE) IN UNRESTRICTED NET ASSETS FROM OPERATIONS	\$20,927,484	\$13,342,626	\$(5,276,840)
INCREASE (DECREASE) IN NET ASSETS	\$21,454,205	\$13,665,415	\$(4,925,442)
NET ASSETS, BEGINNING OF YEAR	\$223,915,196	\$210,249,781	\$215,175,223
NET ASSETS, END OF YEAR	\$245,369,401	\$223,915,196	\$210,249,781

# FINANCIAL SUMMARY

## STATEMENTS OF FINANCIAL POSITION

For the Years Ended December 31, 2013 and 2012

	2013	2012
<b>ASSETS</b>		
Cash and cash equivalents	\$6,330,201	\$3,030,109
Marketable securities	202,523,424	181,524,125
Investments at cost plus equity in undistributed earnings	37,187,588	39,961,544
Accounts receivable	222,289	61,507
Prepaid expenses	41,466	38,223
Property and equipment, net	1,860,663	1,993,566
Assets whose use is limited	65,645	104,295
<b>Total Assets</b>	<b>\$248,231,276</b>	<b>\$226,713,369</b>
<b>LIABILITIES</b>		
Accounts payable	\$285,196	\$431,586
Payroll, payroll taxes and benefits payable	154,456	164,145
Grants payable	2,356,578	2,098,147
Annuity obligations payable	65,645	104,295
<b>Total Liabilities</b>	<b>\$2,861,875</b>	<b>\$2,798,173</b>
<b>Net Assets - Temporarily Restricted</b>	<b>1,533,015</b>	<b>1,006,294</b>
<b>Net Assets - Unrestricted</b>	<b>243,836,386</b>	<b>222,908,902</b>
<b>Total Liabilities and Net Assets</b>	<b>\$248,231,276</b>	<b>\$226,713,369</b>

## 2013 BOARD OF TRUSTEES

**Howard Wold, M.D.**  
Board Chairman  
Physician

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

**Joan Brunson, M.D.**  
Physician

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

**Laura L. Dauzat**  
Community Volunteer

**Rosa C. Fields**  
President, Rosa Fields State Farm  
Insurance Agency

**David R. "Randy" Gilchrist**  
Owner, Gilchrist Construction

**Cynthia Gillespie, Ph.D.**  
Retired Superintendent,  
Vernon Parish School District

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

**Ernest Kelly, M.D.**  
Physician

**Mike Newton**  
President, Exchange Bank  
of Natchitoches

**Craig Pearce, M.D.**  
Physician

**Michael D. Reese**  
Co-Owner and CEO,  
American Moving and  
Storage, Inc.

**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

**Dennis E. Wimmert**  
Mobile Executive, Crest Industries

### 2014 APPOINTED:

**Curman Gaines, Ph.D.**  
Retired Superintendent,  
St. Paul Public Schools (Minnesota)

**Anna B. Moreau, D.D.S., M.S.**  
Dentist

**Edwin S. Urbi, M.D.**  
Physician

## 2013 ADVISORS TO THE RAPIDES FOUNDATION

**Wilma Hamilton Delp, Ph.D.**  
Retired Superintendent, Sarasota  
County (Florida) Public Schools  
Wadsworth, Illinois

**Mark F. Keiser**  
Executive Director and CEO  
Access Health Louisiana  
Kenner, Louisiana

**Laura A. Linnan, Sc.D., CHES**  
Professor, Department of Health  
Behavior  
University of North Carolina, Gillings  
School of Global Public Health  
Chapel Hill, North Carolina

**Bruce Lockwood**  
Director, Community Health Division  
Professional Research Consultants, Inc.  
Omaha, Nebraska

**Deborah Markley, Ph.D.**  
Managing Director and Director of  
Measurement, Research and Policy  
Center for Rural Entrepreneurship  
Lincoln, Nebraska

**James S. Marks, M.D., M.P.H.**  
Senior Vice President, RWJF Health  
Group  
Robert Wood Johnson Foundation  
Princeton, New Jersey

**Kerstin Ohlander**  
Ohlander Consulting Services  
Carrboro, North Carolina

**Erik Pages, Ph.D.**  
President  
Entre Works Consulting  
Arlington, Virginia

**Regional Technology Strategies, Inc.**  
Chapel Hill, North Carolina

**Cathy Thompson, Ed.D.**  
Project Director  
University of Washington Center for  
Educational Leadership  
Seattle, Washington

**Tobacco Technical Assistance Consortium**  
Rollins School of Public Health  
Emory University  
Atlanta, Georgia



## 2013 FOUNDATION STAFF

**Joseph R. Rosier Jr., CFA**  
President and CEO

**Annette Beuchler, MBA, FACHE**  
Director of Programs and Communications

**Shelia Graham**  
Receptionist

**Donna Hernandez**  
Administration Assistant

**Pat LaCour**  
Accounting and Systems Manager

**Loretta Magee**  
Assistant to the President

**Tammy Moreau**  
Communications Manager

**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 Manager

### CENLA MEDICATION ACCESS PROGRAM

**Wendy Roy, MHA**  
Program Director

**Tammy Billings**  
Patient Assistance Program Supervisor

**Kevin Brown, PharmD**  
Program Pharmacist

**Kira Guidry**  
Healthy Lifestyle Coordinator

**Veronica Jones**  
Healthy Lifestyle Administrative Assistant /  
Data Manager

**Kayla Laborde**  
Pharmacy Technician

**Amy Litton**  
Exercise Specialist

**Bretta Lutz**  
Healthy Lifestyle Dietitian

**Tessa Myrick**  
Cancer Screening 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

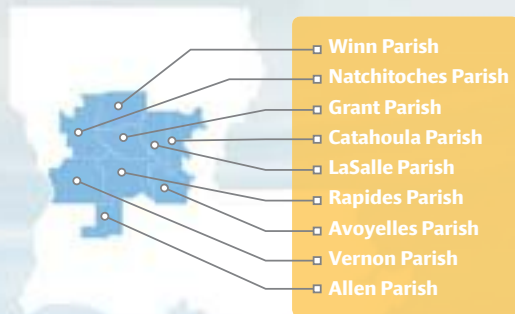
**Flora Keys**  
Senior Administrative Assistant

**Kay Knotts**  
CART Field Coordinator

Stay connected



### The Rapides Foundation Service Area



## THE RAPIDES FOUNDATION

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[grantinfo@rapidesfoundation.org](mailto:grantinfo@rapidesfoundation.org)