



# MOVING THE NEEDLE ON HEALTH

HEALTHY PEOPLE | EDUCATION | HEALTHY COMMUNITIES

IMPLEMENTING STRATEGIES  
TO IMPROVE HEALTH



THE RAPIDES FOUNDATION



# THE RAPIDES FOUNDATION

## CONTENTS

- 1 MESSAGE FROM THE PRESIDENT AND CHAIRMAN
- 2 HEALTHY PEOPLE
- 8 EDUCATION
- 12 HEALTHY COMMUNITIES
- 16 RAPIDES HEALTHCARE SYSTEM
- 18 PHILANTHROPIC OBJECTIVES / PROGRAM SUMMARY
- 19 2016 GRANTS LIST
- 22 FINANCIAL SUMMARY
- 24 BOARD OF TRUSTEES
- 25 FOUNDATION STAFF
- 26 FOUNDATION SERVICE AREA

## OUR MISSION

The mission of The Rapides Foundation is to improve the health status of Central Louisiana.

## OUR VISION

Our vision is to positively impact Central Louisiana by deploying resources to improve key factors of health status.

## Moving the Needle on Health

### Implementing strategies to improve health

Since our 1994 founding, The Rapides Foundation has undertaken a careful and deliberate process in support of our mission of improving the health status of Central Louisiana. We remain focused while recognizing that change does not happen overnight. The reality is it takes years of careful planning, implementation and critical, ongoing examination of our work to move the needle on the health of our region.

We believe the core of our success has been a discipline to purpose and a sense of urgency and focus with a reliance on best practices and reportable outcomes. To determine if we are making a difference and moving the needle in a positive direction, we conduct Community Health Assessments periodically to measure health indicators that form the basis of our work, which revolves around three priority areas: Healthy People, Education and Healthy Communities.

We realize in order to make the greatest impact over a period of time, our work must be focused, disciplined and outcome-oriented. In 2016 we were in the latter part of a five-year plan of work, implementing deeply and strongly our interconnected priority areas designed to move the health needle for generations to come.

Our Healthy People grantmaking activities are intended to move the needle by increasing people's access to care and helping residents adopt healthy behaviors that could prevent them from getting sick. Our Education priority area seeks to increase the level of educational attainment and achievement in our schools, while our Healthy Communities priority area seeks to move the health needle two ways: by improving economic opportunity and family income, and by enhancing civic and community opportunities for more effective leaders and organizations. On these pages, you'll see 2016 highlights from each of these priority areas.

Improving health status can be generational work. But by being results-oriented and committed to continuous improvement, we're moving the needle in the right direction.



Joseph R. Rosier, Jr., CFA, CPA (Inactive)  
President and CEO



Jacquelyn Daenen, CPA, CCIFP  
Board Chairman

# HEALTHY PEOPLE



The objective of the Healthy People priority area is to improve access to healthcare and promote healthy behaviors. This work is implemented through the Healthcare Access and Healthy Behaviors Initiatives.

CMAP partners with Rapides Regional Medical Center to provide medications to patients who visit the HP Long Outpatient Clinics. Pictured, Patient Assistance Program Specialist Rachel Rachal (right) assists CMAP client Gail Afemon.

## HEALTHCARE ACCESS

*The Healthcare Access Initiative fosters the establishment and expansion of primary, behavioral and oral health services through integration with community health clinics; and also addresses medical manpower issues in the region. Through grant funding to its Cenla Medication Access Program, the Foundation addresses medication access and cancer screenings.*

The Cenla Medication Access Program has been offering free or reduced-cost prescriptions to eligible clients since 2001. Patient Assistance Program Specialists work closely with rural health clinics and primary care practices to provide patients' prescriptions, and CMAP is able to expand its pharmaceutical offerings through its Central Fill Pharmacy and partnerships with pharmaceutical companies. In addition, CMAP partners with Rapides Regional Medical Center to provide free or low-cost

medications to patients who visit the hospital's two HP Long Outpatient Clinics. In 2016, CMAP filled 17,359 prescriptions through its Central Fill Pharmacy and Patient Assistance Program for a wholesale cost savings of approximately \$8.4 million. An additional 10,875 prescriptions were filled through CMAP's VRx card for patients at the HP Long Outpatient Clinics with an average copay paid by the patient of \$4. And through its CMAP Extra prescription drug benefit card, participants filled 1,219 prescriptions for retail savings of \$171,475.



A Healthcare Access grant is expanding primary care access in Grant Parish through a new Federally Qualified Health Center. Pictured, Winn Community Health Center CEO Deano Thornton at the construction site.

Recognizing the importance of early detection of cancers, The Rapides Foundation in 2009 unveiled the Cancer Screening Project to increase screenings for breast, cervical and colon cancers. Early screening for certain cancers can be cost-effective and promote longer, healthier lives.

Administered by CMAP, the Cancer Screening Project seeks to increase access to important cancer screenings by bringing them to Central Louisiana parishes via a mobile digital mammography unit. The unit is a partnership between The Rapides Foundation, CMAP and the Partners in Wellness Program at Feist-Weiller Cancer Center at LSU Health Shreveport. The mobile unit travels to communities for two-day clinics, where patients receive clinical breast exams, digital mammograms, cervical exams, Pap smears and FIT colon cancer screening take-home tests. In 2016, 803 cancer screens were performed, with seven cases requiring follow-up visits.

CMAP also administers the Community Health Advisor Project, a community-based program that trains community volunteers to help educate their

peers about the importance of cancer screenings and to reach out to those who are diagnosed with cancer. Once trained by the Cancer Screening Project Community Health Advisor, these volunteers provide education, outreach and information to men and women throughout Central Louisiana. The goal is to encourage residents to practice early detection of colon, breast and cervical cancer while it is in the most treatable stages.

The Healthcare Access Initiative created a funding opportunity designed to help Federally Qualified Health Centers and FQHC Look-Alikes establish and expand their primary care, behavioral and oral health services. In addition, the Initiative addressed the shortage of healthcare professionals in rural communities through a series of grants and partnerships. A grant to Northwestern State University's School of Nursing and Allied Health awards a stipend to NSU graduate students who agree to work two years in Central Louisiana as a family medicine, women's health or pediatric nurse practitioner after they graduate. The Foundation also provides funds to NSU, LSUA and CLTCC nursing programs to support nursing instruction.



A Healthy Behaviors Program Grant to the YWCA funds Girls on the Run programs at schools in the region, including D.H. Huddle Elementary.

# HEALTHY PEOPLE

## HEALTHY BEHAVIORS

*The Healthy Behaviors Initiative addresses prevention of tobacco use, poor diet, lack of physical activity, and alcohol and substance abuse prevention.*

Each year, The Rapides Foundation invites Central Louisiana public school districts to apply for Healthy Behaviors School District Partnership Grants. Schools use these grants to fund activities that positively impact students, educators and staff in the areas of tobacco prevention and control, substance and alcohol abuse prevention, physical activity, and nutrition. As a result of the 2016 grants, Central Louisiana students from 108 K-12 schools in seven parishes were exposed to evidence-based projects that address these health behaviors.

In addition to the school district grants, the Foundation invited communities to apply for Healthy Behaviors Program Grants and Healthy Behaviors Mini Grants. These grants funded projects that address the health behaviors that the Foundation supports. Program grants were awarded up to \$300,000 over a three-year period and supported projects that build upon the assets and health needs in local communities. Mini grants were one-year grants of up to \$25,000.

In 2016, the Foundation awarded five Healthy Behaviors Program Grants. These grants provided funding for a regional substance and alcohol abuse prevention project; the Central Louisiana Local Foods Initiative that seeks to increase people's access to fresh, local foods; LaSalle Parish's effort to reduce obesity; additions and improvements to the City of Natchitoches' Healthy Behaviors Program; and improved park and fitness facilities for the City of Winnfield.

The Foundation in 2016 awarded eight Healthy Behaviors Mini Grants that funded a wide variety of community projects, including improvements and additions to existing walking trails, playgrounds, recreation areas, ballparks and a regional food pantry.

In April 2016, the Foundation partnered with The Public Good Projects to kick off the #VegTogether media campaign to encourage Central Louisiana consumers to eat vegetables at least three times a day. Studies show more than four in five Americans do not eat enough vegetables, making them the most under-consumed of all recommended foods, despite their health benefits. The multi-media campaign included a website that offered prep tips and health facts.

In July 2016, the Foundation launched a campaign to highlight the Interactive Map of Healthy Activities, an online resource that makes it easier for individuals and families to get healthy. The map, which is on the Foundation's website, lists free fitness and nutrition community assets such as walking trails, playgrounds, fitness stations, community gardens, farmers markets and local producers in Central Louisiana. Communities are asked to update the map to keep it current.

The Foundation's sixth annual Youth Summit on Healthy Behaviors was held in October 2016 and had a record attendance of just over 500 students and teachers from 51 Cenla schools. The summit is a one-day event — designed by youth, for youth — where students learn how to become advocates for healthy choices and policy changes in their schools and communities.



The Youth Summit on Healthy Behaviors attracted just over 500 participants from 51 Cenla schools.



# HEALTHY PEOPLE

A Healthy Behaviors Program Grant funds a substance and alcohol abuse prevention program at Central Louisiana AIDS Support Services. From left are CLASS Executive Director Ann Lowrey, Alex Stallings and Bobbi Hess.





Oakdale High School students and teachers, along with Oakdale Mayor Gene Paul, participate in a Kick Butts Day activity as part of a Healthy Behaviors School District Partnership Grant.

The 2016 summit carried the theme *#MoveMore #EatWell #LiveClean* and focused on the areas of nutrition, tobacco prevention, physical activity, and substance and alcohol abuse prevention.

The Rapides Foundation's Healthy Lifestyle Program provides free nutrition and physical activity counseling to Central Louisiana residents referred by their physicians. A registered dietitian and an exercise specialist work with each client, offering demonstrations and education on proper nutrition and physical activity for good health. Clients are counseled for six months, learning behavior changes they can take with them when they complete the program. In 2016, 336 people were enrolled, with 145 physicians referring their patients to the program.

In the area of tobacco prevention and control, CMAP partnered with the Smoking Cessation Trust to offer cessation counseling to eligible tobacco users from Central Louisiana. Since the program began in 2014, more than 800 Central Louisiana residents have been referred to CMAP, where they obtain free cessation counseling plus medicine to help them quit. Studies show a smoker's chances of quitting for good are higher when receiving personal counseling in addition to cessation medications.

The Foundation partnered with the American Heart Association to support a Louisiana coalition's efforts to reduce tobacco use by increasing the state's tobacco tax. These efforts paid off in 2016 with the Legislature increasing the tobacco tax by 22 cents a pack. This increase was in addition to the 50-cents-a-pack increase the Legislature approved in the 2015 regular session.

Students from seven Central Louisiana school districts in March 2016 participated in Kick Butts Day, a nationally recognized day that empowers young people to stand out, speak up and take control against Big Tobacco. Kick Butts Day events were implemented with Healthy Behaviors School District Partnership Grant funding and supported by the Foundation because of their proven effectiveness. The activities give students the opportunity to join the national day of activism presented by the Campaign for Tobacco-Free Kids.

The Foundation concluded 2016 with its "Have a Healthy Holiday" campaign, which provided healthier holiday recipes and preparation videos, simple exercise videos, and tips to keep people on track with their health goals during the busy holiday season.

# EDUCATION

The objective of the Education priority area is to increase the level of educational attainment and achievement as the primary path to improved economic, social and health status. This work is implemented through the Effective Schools and School Readiness component, and the Career and Postsecondary Readiness component.



Top photo: Wendy London, Project Director for the University of Washington's Center for Educational Leadership, works with educators participating in the Aspiring Leaders training program.

Bottom photo: Cenla school administrators complete the three-year Leading for Better Instruction program.

## EFFECTIVE SCHOOLS AND SCHOOL READINESS

*This component of the Education Initiative focuses on enhancing professional development for teachers and increasing the leadership capacity for administrators in the nine public school districts within the Foundation's service area. Building upon the long-standing work and relationships between the Foundation and school districts, professional and leadership development opportunities are provided through grants to the districts, as well as funding provided to The Orchard Foundation for training institutes. Research and advancement of successful School Readiness approaches are also included as part of The Rapides Foundation's Education Initiative.*

At the district level, The Rapides Foundation offers the Effective Schools Grant, which is designed to support district-wide school improvement plans aimed at increasing educational attainment and improving student achievement. This annual grant opportunity for the nine public school districts in the Foundation's service area is aimed at deepening work being performed by the school districts, and it allows for districts to customize their plans based on need. Our partnership with districts at the system level ensures students and teachers at district-led schools are involved in a well-coordinated, highly-targeted effort.

In 2016 the Foundation began offering another opportunity for the districts called the Strategic Solutions Fund. The fund is designed to encourage districts to be creative and forward thinking while adding depth to their current strategic visions. Eight districts were awarded these new, three-year grants.

The Foundation also seeks to improve student performance by funding regional institutes for Cenla educators. Research tells us that strong school leadership and instructional strategies ultimately lead to improved student achievement. Administered by The Orchard Foundation, these institutes consist of leadership training from the University of Washington's



The Foundation's Education Initiative funds leadership institutes for educators in the region.

Center for Educational Leadership, and training from Kagan in their Cooperative Learning Strategies and Kagan Structures. This content is delivered to participants from across the region, allowing for consistency of training and better measurement of progress in the region.

The Orchard Foundation, a local education fund established by The Rapides Foundation, works with school districts, businesses and communities to improve educational opportunities in Central Louisiana. It administers many of the programs developed under The Rapides Foundation's Education Initiative.

In 2016 The Orchard Foundation received the honor of being named a partner in the *100Kin10* network, a national network that coordinates and accelerates efforts to bring 100,000 new science, technology, engineering and mathematics (STEM) teachers into schools by 2021. Orchard joins over 280 of the country's top businesses, nonprofits, foundations and academic institutions working toward this common goal. Membership allows Orchard to be exposed to model programs across the country and bring ideas back to Central Louisiana.

The Education Initiative's focus on School Readiness seeks to ensure more children are ready to enter kindergarten by providing training opportunities to Cenla Pre-K, Head Start and childcare providers who are participating in the state of Louisiana's effort to expand access to high quality, publicly funded early childhood education programs. The Orchard Foundation administered 23 School Readiness trainings during 2016, reaching 240 educators and providers in Central Louisiana.



Bolton High School teacher Charmelle Joffrion works in the computer lab with students Jordan Guillot (left) and Will Passman, who both earned the highest possible level of achievement on the National Career Readiness Certificate.

## CAREER AND POSTSECONDARY READINESS

*This component of the Education Initiative focuses on achieving career and postsecondary success through implementation of counseling, credential and advance credit programs.*

The Rapides Foundation's Education Initiative supports the Cenla Work Ready Network to prepare Cenla residents for careers in the workplace with the understanding that workforce is the driver for economic development and income growth. The network, administered by The Orchard Foundation, links education and workforce development efforts and aligns them with regional economic needs. Through the network, high school students and

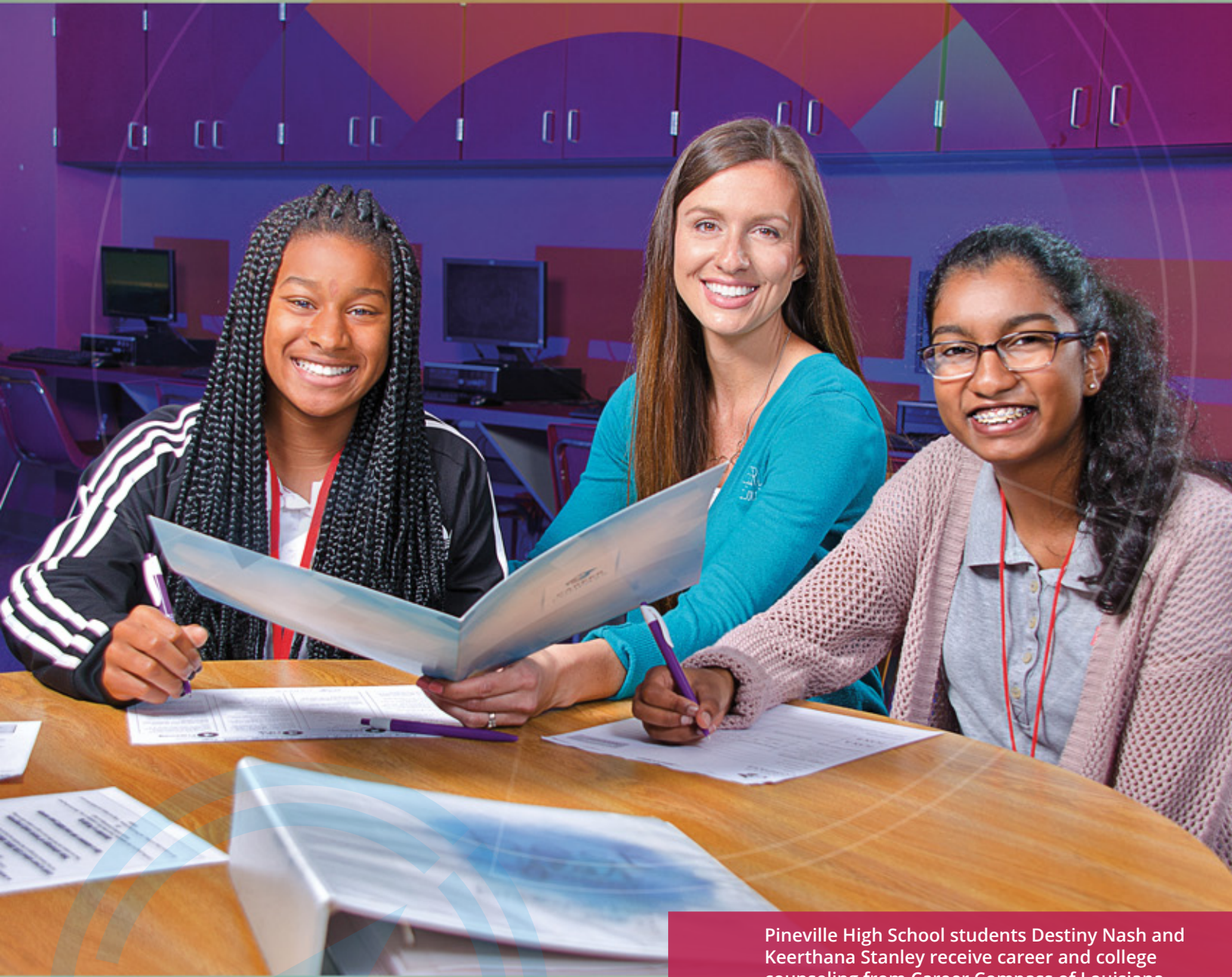
unemployed or under-employed adults are able to earn a nationally recognized certificate that demonstrates their work ready skills to a potential employer. In the 2015-16 school year, 5,220 students received National Career Readiness Certificates.

The Rapides Foundation also provides funding for Career Compass of Louisiana to work with area high schools to provide critical career and college counseling. In the 2015-16 school year, nearly 3,000 high school seniors received career coaching and another 13,354 students from other grade levels attended career seminars.

The Orchard Foundation coordinated a "Students Exploring Career Opportunities" career expo, which is an interactive, student-focused event that exposes young people to different careers so they will be better prepared in high school when choosing a pathway into the workforce, a technical school or college. Cenla students traveled to Alexandria to attend the event that featured hands-on activities at stations staffed by area businesses with the goal of fostering student engagement and sparking an interest in future careers. Thirty-one business partners representing 11 career clusters and 2,799 students attended the event.

Orchard also coordinated the summer Workplace Experience Exchange Camp for Cenla teachers to engage in business and industry activities to learn how classroom content and learning strategies are applied in the workplace. The goal is to increase a teacher's ability to connect theory with practice and bring an understanding of workplace practices and policies into the classroom, increasing the relevance of student learning. Twenty selected educators attended the 2016 WEE Camp.

# EDUCATION



Pineville High School students Destiny Nash and Keerthana Stanley receive career and college counseling from Career Compass of Louisiana Coach Regina Gaudet.

# HEALTHY COMMUNITIES

The objective of the Healthy Communities priority area is to improve economic opportunity and family income; and to enhance civic and community opportunities for more effective leaders and organizations. This work is implemented through the Economic Environment and Social Environment focus areas.



A grant to the Central Louisiana Economic Development Alliance funds Business Acceleration System, an entrepreneurial development program. Pictured, BAS Coach Lee Rubin (left) and BAS Executive Director Gary Perkins (right), work with business clients Kyra Hall-Turner and Al Turner.

## ECONOMIC ENVIRONMENT

*The Economic Development Initiative addresses incomes and occupations through grants, as well as through funding provided to the Central Louisiana Economic Development Alliance to address workforce development in the region; increased business startups and expansions; and support for regional economic development focused on value-added goods and services in traded sectors.*

The Economic Development Initiative seeks to improve the health status of Central Louisiana by improving economic opportunity and family income. 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.

To help increase training and education for in-demand, above-median income occupations in Central Louisiana, the Foundation partnered with the Central Louisiana Economic Development Alliance to launch and implement the Workforce Opportunity Grant program. Two postsecondary institutions worked with three employers to implement these grants in 2016. As a result, 35 Central Louisiana residents received certifications in the areas of optometric and optical technology, commercial driving and logging, and variable refrigerant flow system technology.

Because Workforce Opportunity Grant funds can be used to train instructors, develop curriculum and purchase training equipment, postsecondary institution partners are poised to continue providing these new educational opportunities even after the grant cycle is complete.

The Economic Development Initiative also began implementing the new Healthcare Occupations Program, which is designed to help attract and retain more high-quality healthcare employees in Central Louisiana. The program seeks to ensure a sufficient healthcare workforce to meet provider needs for improved access and quality of care, and to provide education and training for high-wage employment in the economic driver sectors of the Central Louisiana economy.

The Foundation partnered with invited postsecondary institutions to implement the Healthcare Occupations Program, awarding six of these grants in 2016. Healthcare occupations targeted by the Foundation include: Associate Providers (physician assistants or nurse practitioners), Registered Nurses, Licensed Practical Nurses, Certified Nursing Assistants, and Licensed Clinical Social Workers.

The Foundation in 2016 continued its investment in CLEDA as a means of handling many of the economic development and workforce needs in the community. CLEDA is the vehicle to build cooperation, coordination, teamwork and cohesiveness for regional economic development objectives. These efforts were key to the progress made in the retention and expansion of businesses in the Central Louisiana region throughout the year.

The Economic Development Initiative includes a component designed to build a regional entrepreneurship system for Central Louisiana. The Business Acceleration System, funded by the Foundation and administered by CLEDA, coordinates this effort.

BAS provides technical assistance for entrepreneurs and their companies, and coaching and mentoring services for entrepreneurs who want to grow their businesses. In 2016 BAS worked one-on-one with 50 business owners, offered 40 free trainings and workshops designed to help entrepreneurs improve their businesses and brought in quarterly motivational speakers to reach even more business owners. To cultivate young entrepreneurs, BAS led entrepreneurial workshops and computer coding classes targeted for middle school, high school and college students.

# HEALTHY COMMUNITIES



Sixteen nonprofit leaders graduated from Community Development Works' Cenla Boardbuilders program.



## SOCIAL ENVIRONMENT

*The Community Development Initiative addresses social capital by supporting leadership and nonprofit development, and increased civic engagement through Foundation funding provided to its Community Development Works program.*

Community Development Works provides an integrated, comprehensive approach to enhance civic and community opportunities for more effective nonprofit leaders and organizations. Its strategies seek to foster increased civic engagement, develop enhanced leadership skills, and improve the effectiveness of nonprofit organizations. Improving local nonprofits means that those organizations will operate with greater success in pursuit of their missions.

Among its many programs, CDW offers free, skill-building trainings on a wide variety of topics for people interested in improving their communities. Workshops are targeted for nonprofit staff and volunteers, for people in the community who are looking to create nonprofits, or for individuals who are trying to create a community project that is addressing a need in their community.

In 2016, CDW offered 35 free trainings, both online and on-site, to 314 individuals, bringing the total number trained by the program to date to 4,771. Training sessions range from nonprofit management to grant proposal writing and are offered in the fall and the spring.

The CDW Learning Lab is a civic engagement resource center located in the CDW offices on the first floor of The Rapides Foundation Building in Alexandria. The Learning Lab provides assistance for researching community issues, analyzing relevant data, and promoting residents' increased involvement in their community through volunteerism, voting and giving. CDW's Learning Lab also offers the CDW eLibrary where books on nonprofit management, governance and other topics can be checked out online.



Instructor Mary Gilliam (standing) works with participant Adrienne Honore in a Community Development Works training workshop.

Every year, CDW offers Cenla Boardbuilders, a program for emerging leaders to become active in their communities as members of nonprofit boards. Sixteen nonprofit leaders graduated from this program in 2016 and now join a group of 193 Cenla Boardbuilders alumni.

In addition, CDW offers Cenla Execbuilders, a leadership development program for nonprofit senior staff. Six nonprofit leaders graduated from the program in 2016, and they now join a group of 44 Cenla Execbuilders alumni who participate in the program's peer leadership network.

In late 2016, CDW began recruiting schools to participate in the pilot of My Civic Life, an evidence-based civic engagement and service leadership program for high school students. My Civic Life will offer students the opportunity to participate in community service clubs led by CDW staff and AmeriCorps VISTA members using the Youth Volunteer Corps (YVC) Club model. The goal is for youth to become engaged in their communities and to make volunteerism a lifelong habit.

# RAPIDES HEALTHCARE SYSTEM



Rapides Regional Medical Center

As a 26 percent owner of the Rapides Healthcare System, The Rapides Foundation provides oversight to the community benefit delivered by Rapides Regional Medical Center. The hospital's primary focus is to provide excellent medical care to its patients. Through an investment in its community benefit programs, RRMCM works for the better health of all who live in the areas it serves. As a result, it provides many free and low-cost services and collaborates with local partners to improve access to care and quality of life.

RRMCM operates two HP Long Outpatient Clinics to take on the urgent, specialty and primary care previously offered through the state-run Huey P. Long Medical Center. In 2016, 42,938 patients visited these clinics, which serve Medicare, Medicaid and uninsured patients. Specialty services include primary care, general surgery, cardiology, orthopedics, gynecology, ophthalmology, oral and maxillofacial surgery, dental care and urgent care. Work began on a permanent building in Pineville, with plans to open in 2017.

The clinics partner with The Rapides Foundation's Cenla Medication Access Program to provide free or

low-cost medications to patients who visit these clinics. In 2016, 11,904 free prescriptions were filled through CMAP's Central Fill Pharmacy and CMAP Patient Assistance Program. An additional 10,875 prescriptions at a reduced cost of \$4 each were filled through a pharmacy card program offered at the clinics. Eligible patients also received free diabetic testing equipment and supplies through CMAP.

Rapides Regional employed 1,660 individuals with a payroll of \$94.3 million. In 2016, 15,952 patients were admitted to Rapides Regional Medical Center, 1,927 babies were delivered at Rapides Women's and Children's Hospital, 86,315 patients were treated through the hospital's Emergency Department and 8,767 surgeries were performed. The completion of the second of three phases of a \$12.5 million Emergency Department expansion project in 2016 added 22 beds to the hospital's Emergency Room.

RHS also continued its support of LSU Health Sciences Center-Shreveport's Alexandria Family Medicine Residency Program, providing \$3.6 million in financial support in 2016. The program graduated



six family physicians in the 2016-17 academic year. This brings the total number of graduates to 109 since the program began in 1997, supporting its mission to address the shortage of primary care physicians throughout Louisiana. The hospital also supports residents from Tulane University in the areas of gynecology and ophthalmology and from LSU Health Sciences Center-Shreveport in the area of oral maxillofacial surgery.

Rapides Regional has the prestigious distinction of being named a Level II Trauma Center from the American College of Surgeons, a Certified Advance Primary Stroke Center from The Joint Commission and a Certified Chest Pain Center by The Joint Commission.

In 2016, RPMC added to its surgical offerings the da Vinci Xi robotic surgical system. The da Vinci Xi is the most technologically advanced robotic system available, providing surgeons with revolutionary anatomical access. The system is a



tool that utilizes advanced, robotic, computer and optical technologies to assist surgeons during an operation. It does not act on its own, as its movements are controlled by the surgeon. Among the benefits to patients are less pain, fewer side effects, smaller incisions, less blood loss, reduced risk of infection, shorter hospital stays and a quicker return to normal activities.

For the fourth straight year, RPMC won the National Research Corporation's consumer choice award for highest quality and image in Alexandria. U.S. News and World Reports recognized RPMC as a higher performer in Chronic Obstructive Pulmonary Disease and Heart Failure, and in 2016 all of the hospital's medical and surgical units were recognized as HCA Units of Distinction.

Rapides Regional Medical Center also achieved the following quality designations in 2016: Cancer Treatment Accreditation, Certified Cardiac Rehabilitation Program, GIFT Designated Birthing Facility, Nuclear Medicine Gold Seal Accreditation, Computed Tomography Gold Seal Accreditation, MRI Gold Seal Accreditation, Mammography Gold Seal Accreditation, Vascular Testing Accreditation, CAP Laboratory Accreditation, and Gold Level Fit-Friendly Worksite.

# PHILANTHROPIC OBJECTIVES PROGRAM SUMMARY



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

## HEALTHY PEOPLE

### TO IMPROVE ACCESS TO HEALTHCARE AND TO PROMOTE HEALTHY BEHAVIORS.

**HEALTHCARE ACCESS:** The Healthcare Access Initiative fosters the establishment and expansion of primary, behavioral and oral health services through integration with community health clinics; and also addresses medical manpower issues in the region. Through grant funding to its Cenla Medication Access Program, the Foundation addresses medication access and cancer screenings.

**HEALTHY BEHAVIORS:** The Healthy Behaviors Initiative addresses tobacco use, poor diet, lack of physical activity, and alcohol and substance abuse prevention.

## EDUCATION

### TO INCREASE THE LEVEL OF EDUCATIONAL ATTAINMENT AND ACHIEVEMENT AS THE PRIMARY PATH TO IMPROVED ECONOMIC, SOCIAL AND HEALTH STATUS.

**EFFECTIVE SCHOOLS AND SCHOOL READINESS:** This component of the Education Initiative focuses on enhancing professional development for teachers and increasing the leadership capacity for administrators in the nine public school districts within the Foundation's service area. Building upon the long-standing work and relationships between the Foundation and school districts, professional and leadership development opportunities are provided through grants to the districts, as well as funding provided to The Orchard Foundation for training institutes. Research and advancement of successful School Readiness approaches are also included as part of The Rapides Foundation's Education Initiative.

**CAREER AND POSTSECONDARY READINESS:** This component of the Education Initiative focuses on achieving career and postsecondary success through implementation of counseling, credential and advance credit programs.

## HEALTHY COMMUNITIES

### TO IMPROVE ECONOMIC OPPORTUNITY AND FAMILY INCOME; AND ENHANCE CIVIC AND COMMUNITY OPPORTUNITIES FOR MORE EFFECTIVE LEADERS AND ORGANIZATIONS.

**ECONOMIC ENVIRONMENT:** The Economic Development Initiative addresses incomes and occupations through grants, as well as through funding provided to Central Louisiana Economic Development Alliance to address workforce development in the region; increased business startups and expansions; and support for regional economic development focused on value-added goods and services in traded sectors.

**SOCIAL ENVIRONMENT:** The Community Development Initiative addresses social capital by supporting leadership and nonprofit development, and increased civic engagement through Foundation funding provided to its Community Development Works Program.

# 2016 GRANTS LIST

## HEALTHY PEOPLE

### HEALTHCARE ACCESS

#### **CMAP Express**

To support the Community Health Advisor Program for Cancer Screening, which seeks to implement and expand a strategic plan for screening and follow-up with uninsured, disparate populations in all parishes served by The Rapides Foundation. \$150,000

#### **Louisiana State University of Alexandria**

To provide Nurse Capitation Support to enable the university to hire and retain nursing staff to support additional student clinical studies. \$100,000

### HEALTHY BEHAVIORS

#### **American Heart Association**

To support a Louisiana-based coalition with the objective of reducing tobacco use by increasing the state tobacco tax through legislative action. \$122,375

#### **Town of Bunkie**

Healthy Behaviors Mini Grant to continue renovations and enhancements to an existing city-owned park by adding playground equipment at the John Guillory Little League Park in Bunkie, Louisiana. \$25,000

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

Healthy Behaviors Program Grant to design and implement "Central La. Communities That Care," a substance and alcohol abuse prevention program designed around a more modernized psychology model validated by researchers and implemented into program designs by drug addiction counselors. \$300,000/3-year grant

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

Healthy Behaviors Program Grant to increase access to, production of, and consumption of locally grown, healthy foods through the Central Louisiana Local Foods Initiative, which seeks to strengthen local farmers markets, develop a leadership pipeline, and connect farmers to opportunities. \$297,860/2-year grant

#### **Food Bank of Central Louisiana**

Healthy Behaviors Mini Grant to acquire coolers and freezers for the agency's food pantry partners to improve the availability of fresh food and meats; and to provide education on food safety for pantry partners. \$25,000



# 2016 GRANTS LIST

## Healthy Behaviors School District Partnership Grants

To implement a work plan of healthy behavior activities designed to prevent and reduce tobacco use, substance and alcohol abuse, and overweight/obesity by focusing on changing policy, social norms and environments. Activities are conducted district-wide, with the following school districts participating during the 2016-2017 school year: Allen Parish, Avoyelles Parish, Catahoula Parish, Grant Parish, Natchitoches Parish, Rapides Parish, and Vernon Parish. \$170,400

## Town of Jena

Healthy Behaviors Mini Grant to add playground equipment for two existing recreational areas at a ballpark and a walking track in Jena, Louisiana. \$25,000

## LaSalle Economic Development District

Healthy Behaviors Program Grant for the "Healthy Places LaSalle! Phase 2" project to reduce obesity in LaSalle Parish by shifting the cultural norm toward healthier lifestyle choices, including healthier eating, better life choices, and safer active living opportunities. \$300,000/3-year grant

## LaSalle Recreation District 10

Healthy Behaviors Mini Grant for the "Physical Fun Zone Phase II" project to make safety improvements and add recreational equipment to an existing community park. \$24,990

## Town of Mansura

Healthy Behaviors Mini Grant to replace playground equipment to provide opportunities for physical activity for youth in a public park in Mansura, Louisiana. \$25,000

## Rapides Parish Police Jury

Healthy Behaviors Mini Grant to construct a paved walking trail near the Rapides Parish Fire District #6 fire station in Deville, Louisiana. \$24,125

## City of Natchitoches

Healthy Behaviors Program Grant to grow Cane River Market and implement a new mobile market, a new portable playground, and a Mayor's Health and Fitness Council through the City of Natchitoches Healthy Behaviors Program. \$300,000/3-year grant

## City of Natchitoches

Healthy Behaviors Mini Grant to provide playground equipment for youth fitness at the Ross Williams Park in the City of Natchitoches. \$25,000

## Town of Urania

Healthy Behaviors Mini Grant to enlarge and improve facilities and playground equipment within the Town of Urania as a means of providing opportunities for activity for children and families. \$25,000

## City of Winnfield

Healthy Behaviors Program Grant to provide safe recreation and fitness facilities for citizens of all ages by providing local parks with new equipment and building a new centrally located park; and to improve the overall fitness and quality of life of Winn Parish residents by offering exercise and nutrition classes for all ages to help people learn healthy lifestyle habits. \$300,000/3-year grant

## EDUCATION

### Effective Schools - School District Grants

To support school district plans during the 2016-17 school year to address professional development for teachers and strengthen leadership capacity for administrators in Allen, Avoyelles, Catahoula, Grant, LaSalle, Natchitoches, Rapides, Vernon and Winn parishes. \$1,500,000

### Strategic Solutions Fund

To support projects within the public school districts served by The Rapides Foundation aimed at increasing educational attainment and improving student achievement. The Strategic Solutions Fund was designed to encourage districts to be creative and forward thinking while adding depth to their current strategic vision over a three-year grant term. Eight grants were awarded through the Strategic Solutions Fund totaling \$2,250,310.

Individual grant awards are as follows:

- **Allen Parish School Board** - Deepening the Understanding of Data \$197,388
- **Avoyelles Parish School Board** - Every Student Succeeds When Every Student Reads \$232,757
- **Catahoula Parish School Board** - Building Interactive School Teams to Improve Student Achievement \$236,660

- **Grant Parish School Board** – Professional Learning Framework for Math \$313,400
- **LaSalle Parish School Board** – Summer Reading Camp: Addressing Summer Slide \$157,697
- **Natchitoches Parish School Board** – MASS (Math Assessment Strategic Solutions): Making It All Add Up \$346,950
- **Rapides Parish School Board** – Student-Centered Classrooms \$525,000
- **Vernon Parish School Board** – The Boot Camp Challenge \$240,458

#### **The Orchard Foundation**

To provide school readiness training for Pre-K, Head Start and childcare providers participating in the state of Louisiana’s effort to develop a unified Early Childhood System of Local Networks to expand access to high quality, publicly funded early childhood education programs and ensure more children are ready to enter kindergarten. \$500,000

#### **The Orchard Foundation**

To provide professional development and leadership institutes for administrators and teachers in Allen, Avoyelles, Catahoula, Grant, LaSalle, Natchitoches, Rapides, Vernon and Winn parishes during the 2016-17 school year. \$600,000

#### **Central Louisiana Technical Community College**

Healthcare Occupations Program Grant for the Practical Nursing Student Retention Strategies Program to address the prevalent issue of practical nursing programs’ high attrition/low completion rates, and to focus on retention strategies in decreasing attrition rates among practical nursing students. \$572,935/3-year grant

#### **Louisiana College**

Healthcare Occupations Program Grant for the “Success for BSN Students Identified as At-Risk” to implement a strategy for the early identification of and intervention for students at-risk for non-completion and/or failure of the licensure exam. \$65,436/3-year grant

#### **Louisiana College**

Healthcare Occupations Program Grant to address a gap in healthcare delivery through a new Master of Social Work degree. \$554,146/3-year grant

#### **Louisiana State University of Alexandria**

Healthcare Occupations Program Grant to promote the academic success of first level ASN nursing students through a “Nursing Peer Mentor Program.” \$224,875/3-year grant

#### **Northwestern State University**

Healthcare Occupations Program Grant to increase the number of registered nurses available for employment in Central Louisiana by expanding associate and baccalaureate offerings, and increasing the admission of clinical students to the NSU clinical campuses in Alexandria, Leesville and Natchitoches. \$606,800/3-year grant

## HEALTHY COMMUNITIES

### ECONOMIC DEVELOPMENT

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

To provide continued support of regional economic development activities by matching corporate and private individual contributions to CLEDA. \$1,500,000/3-year grant

#### **Central Louisiana Technical Community College**

Healthcare Occupations Program Grant to implement a Nursing Assistant Training Program to increase the number of CNAs with the technical and soft skills required for entry into the healthcare workforce. \$144,900/3-year grant

### 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.

More information about funding opportunities available from The Rapides Foundation may be found on the Foundation’s website under the “Grants” tab.

# FINANCIAL SUMMARY

## COMBINED STATEMENTS OF ACTIVITIES AND CHANGES IN NET ASSETS

For the Years Ended December 31, 2016, 2015, and 2014

	2016 Consolidated	2015 Consolidated	2014 Consolidated
<b>INVESTMENT INCOME</b>			
Income on cash and long-term investments	\$3,607,460	\$4,430,784	\$3,246,742
Gains and losses on securities	15,218,435	(6,418,973)	12,410,268
Equity in earnings of jointly owned companies	9,648,067	8,301,468	6,054,657
<b>TOTAL INVESTMENT INCOME</b>	<b>\$28,473,962</b>	<b>\$6,313,279</b>	<b>\$21,711,667</b>
<b>INVESTMENT EXPENSE</b>			
	978,951	996,368	940,736
<b>NET INVESTMENT INCOME</b>	<b>\$27,495,011</b>	<b>\$5,316,911</b>	<b>\$20,770,931</b>
<b>CONTRIBUTIONS</b>			
	\$707,659	\$827,791	\$729,143
<b>PROGRAM EXPENSES</b>			
Grants	\$8,250,405	\$5,684,416	\$2,678,847
Direct charitable expenses	5,218,401	5,075,016	4,952,202
Development	426,705	498,350	625,051
<b>TOTAL PROGRAM EXPENSES</b>	<b>\$13,895,511</b>	<b>\$11,257,782</b>	<b>\$8,256,100</b>
<b>ADMINISTRATIVE EXPENSES</b>			
	\$1,496,384	\$1,478,724	\$1,427,942
<b>INCREASE (DECREASE) IN UNRESTRICTED NET ASSETS FROM OPERATIONS</b>	<b>\$12,311,280</b>	<b>(\$6,902,049)</b>	<b>\$12,299,601</b>
<b>INCREASE (DECREASE) IN NET ASSETS</b>	<b>\$12,810,775</b>	<b>(\$6,591,804)</b>	<b>\$11,816,032</b>
<b>NET ASSETS, BEGINNING OF YEAR</b>	<b>\$250,593,629</b>	<b>\$257,185,433</b>	<b>\$245,369,401</b>
<b>NET ASSETS, END OF YEAR</b>	<b>\$263,404,404</b>	<b>\$250,593,629</b>	<b>\$257,185,433</b>





# FINANCIAL SUMMARY

## STATEMENTS OF FINANCIAL POSITION

For the Years Ended December 31, 2016 and 2015

	2016	2015
<b>ASSETS</b>		
Cash and cash equivalents	\$3,925,312	\$6,668,140
Marketable securities	224,300,208	206,900,482
Investments at cost plus equity in undistributed earnings	40,129,112	38,840,909
Accounts receivable	57,169	135,143
Prepaid expenses	159,609	33,024
Property and equipment, net	1,544,617	1,650,222
Funds held for CLTCC Project	1,155,265	1,160,035
<b>Total Assets</b>	<b>\$271,271,292</b>	<b>\$255,387,955</b>
<b>LIABILITIES</b>		
Accounts payable	\$363,049	\$161,178
Payroll, payroll taxes and benefits payable	172,242	144,691
Grants payable	6,176,332	3,328,422
Funds held for CLTCC Project	1,155,265	1,160,035
<b>Total Liabilities</b>	<b>\$7,866,888</b>	<b>\$4,794,326</b>
<b>Net Assets - Temporarily Restricted</b>	<b>\$1,859,186</b>	<b>\$1,359,691</b>
<b>Net Assets - Unrestricted</b>	<b>\$261,545,218</b>	<b>\$249,233,938</b>
<b>Total Liabilities and Net Assets</b>	<b>\$271,271,292</b>	<b>\$255,387,955</b>



## 2016 BOARD OF TRUSTEES

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

**Laura J. Clark**  
Retired Educator

**Benjamin Close, M.D.**  
Physician

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

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

**Doug Godard**  
Owner and General Manager,  
Turner Teleco

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

**Roseada Mayeux**  
Chief Assistant Coroner,  
Avoyelles Parish

**Murphy McMillin**  
Former Mayor of Jena  
Retired Executive, Gulf Oil Corp.

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

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

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

**Joseph R. Rosier, Jr., CFA, CPA (Inactive)**  
President and CEO,  
The Rapides Foundation

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

**Henry Williams, EA**  
Owner, Williams Tax and  
Financial Services Corp.

**Dennis E. Wimmert**  
Chief Operating Officer,  
Crest Industries

### 2017 APPOINTED:

**Jannease Seastrunk, M.S.**  
Vice President, Community  
Relations  
Red River Bank

## THE RAPIDES FOUNDATION SYMPOSIUM 2016 FOCUS: EDUCATION



The Rapides Foundation Symposium is held every September to recognize the creation of the Foundation on September 1, 1994. The Symposium is an annual gathering around a topic of importance related to the work of the Foundation. The focus of the 2016 event was education, and it was attended by more than 200 educators from throughout Central Louisiana.

Attendees included school district superintendents, school board members, Board of Elementary and Secondary Education members, and administrators and educators from the school districts in the nine parishes served by the Foundation.

Brian Dassler, Ed.D., deputy chancellor of educator quality for the Florida Department of Education, was the featured speaker. His presentation, "Leadership by Design: Keeping Public Schools Strong," stressed the importance quality instruction and leadership have on student success.

I N M E M O R I A M

BRIAN DASSLER, ED.D.  
September 2, 1978 - March 20, 2017

# 2016 THE RAPIDES FOUNDATION STAFF

**Joseph R. Rosier, Jr., CFA, CPA (Inactive)**  
President and CEO

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

**Shondrika Collins**  
Receptionist

**Abid Dyer**  
Accountant & Building  
Services Coordinator

**LaWanda Franklin**  
Administration Assistant

**Matthew LaBorde**  
Program Associate

**Pat LaCour**  
Accounting and Systems  
Manager

**Loretta Magee**  
Executive Assistant to the  
President

**Tammy Moreau**  
Communications Manager

**Kathleen Nolen, MBA**  
Director of Administration

**Rebecca Simoneaux**  
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

**Jackie Bronson**  
Community Health Advisor

**Kevin Brown, PharmD**  
Program Pharmacist

**Kira Davidson, RDN, LDN**  
Healthy Lifestyle Program Coordinator  
and Registered Dietitian

**Kayla Edwards**  
Cancer Screening Specialist

**Lydia Kozlowski**  
Exercise Specialist

**Kayla Laborde**  
Pharmacy Technician

**Brooke Morrow**  
Administrative Assistant/Data Clerk

**Britney Tracy, RDN, LDN**  
Registered Dietitian

**Crystal Watts**  
Senior Administrative Assistant

**Kelly Bentley**  
**Cheryl Chambers**  
**Mindy Hancock**  
**Joni Longlois**  
**Rachel Rachal**  
**Dawn Rajewski**  
Patient Assistance Program  
Specialists

## COMMUNITY DEVELOPMENT WORKS

**Amanda Weatherford**  
Administrative Assistant

**Felicia Walker**  
Learning Lab Technician

## THE ORCHARD FOUNDATION

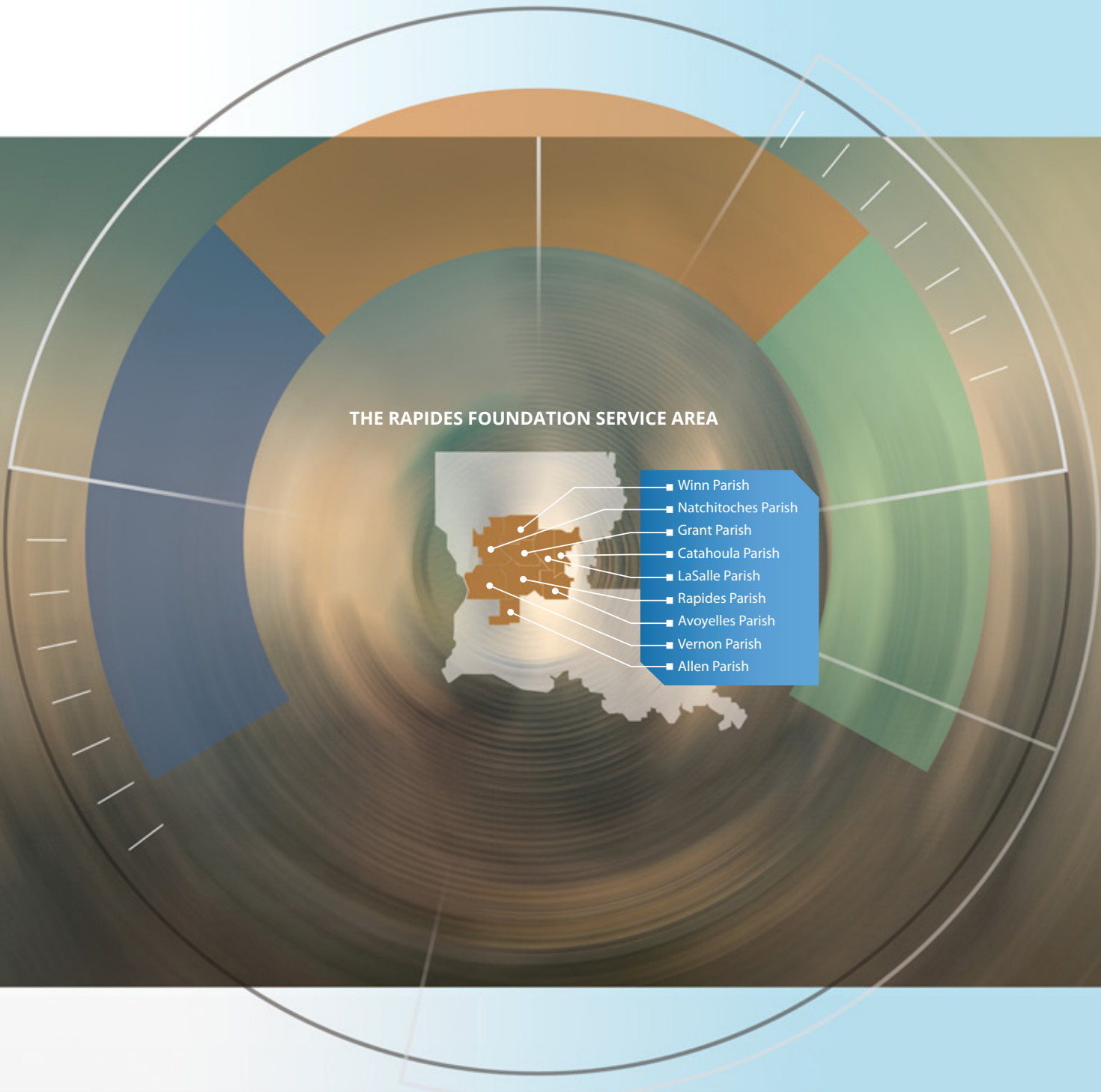
**Marjorie Taylor, Ed.D.**  
Executive Director

**Jennifer Cowley**  
Program Manager

**Flora Keys**  
Senior Administrative  
Assistant

Stay connected





THE RAPIDES FOUNDATION SERVICE AREA

- Winn Parish
- Natchitoches Parish
- Grant Parish
- Catahoula Parish
- LaSalle Parish
- Rapides Parish
- Avoyelles Parish
- Vernon Parish
- Allen Parish



THE RAPIDES FOUNDATION

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