

As we invest resources into the community, we seek a return on that investment. But the return is not financial – it is in the health of the community.



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Vernon Parish children get fit during a Turnoff Week event. Turnoff Week is celebrated twice a year.



Fresh produce is offered at farmers markets, including the Cane River Green Market in Natchitoches, throughout Central Louisiana.

Philanthropic Objectives

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

Healthy People: To promote healthy behaviors and improve access to healthcare.

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

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

Message from the President and Chairman



2010

In 2010 the Foundation saw success in pursuit of its mission to improve the health status of Central Louisiana. This came during a difficult time as the nation dealt with a sluggish economy and the uncertainty with regard to health and healthcare reform.

Nevertheless, we continued our outcome-based strategic grant-making framework, which is a continuous loop where we seek to understand what the drivers of health are in the community. To understand the issues and determine our priorities, we turned to our 2010 Community Health Assessment. While our assessment showed some health improvements in Central Louisiana, such as in the areas of tobacco use, we also noted areas that need further attention.

During 2010 we continued implementation of our strategic priorities in the areas of Healthy People, which represents 50 percent of our work, and Education and Healthy Communities, which divide the other half. In this Annual Report you will see examples of work in each of these areas. You will read about community farmers markets, anti-tobacco activities, science and mathematics institutes for local educators, nonprofit board member trainings and entrepreneurial assistance, to name just a few.

We are serious and intentional about the work that we do. As we invest resources into the community, we seek a return on that investment. But the return is not financial – it is in the health of the community. So we monitor, we work with our grantees, we evaluate and track the progress of all of our projects so that we can make improvements and refine them for success. At the end of the road, that is our purpose: to improve the health of the community with these resources.

It is very important for the Board of Trustees to be engaged with the work the Foundation does. We encourage board involvement so that board members are well informed regarding the activities of the Foundation. It is very important for our board to make sure that the Foundation is financially stable. We've had a rough few years economically, nationally and locally, but the Foundation, we are proud to say, has done very well. We managed to re-establish our corpus and we continued our spending policy.

Foundation trustees and staff are devoted stewards of the Foundation's mission. I hope you'll see in this Annual Report that we have a sense of urgency, and are very intentional about achieving these successes for improved health in Central Louisiana.



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



Dr. Bruce Barton
Board Chairman

Healthy People



Top and bottom left: Students wore Tar Wars T-shirts and created displays at school to show support for Kick Butts Day 2010.
Bottom right: Former baseball player Rick Bender came to Central Louisiana to warn students about the dangers of spit tobacco.

Healthy People



It's never too late to quit tobacco!

Louisiana Tobacco Quitline
at 1-800-QUIT-NOW
(1-800-784-8669).

Funded by

 **Cenla Medication Access Program**
cmaprx.org

 **THE RAPIDES FOUNDATION**

Central Louisiana physicians — working with the CMAP program— refer their patients to the Louisiana Tobacco Quitline.

HEALTHY BEHAVIORS

Tobacco Prevention and Control

One of the key Initiatives of The Rapides Foundation that promotes healthy behaviors is Tobacco Prevention and Control. This program focuses on delaying the initiation of smoking and helping people stop smoking once they started. This programs targets youth in the schools, and has a presence in the community and the workplace.

Work with Central Louisiana schools includes promotion of Kick Butts Day and the Great American Smoke-Out; these are evidence-based programs recommended by the CDC that target grades 6-12. Participating schools are also invited to attend the statewide Youth Tobacco Summit. The counter-marketing component includes a social marketing campaign featuring hard-hitting commercials designed to create awareness and urge smokers to try to stop using tobacco. In 2010 the Foundation brought Rick Bender to Central Louisiana to talk to thousands of students about the dangers of spit tobacco. Bender is known as the man without a face because he lost most of his jaw, and almost his life, when he was diagnosed with cancer caused by spit tobacco.

Through its community grants, the Foundation funds two organizations with expertise in the area of tobacco prevention and control: the Southwest Louisiana Area Health Education Center and the Central Louisiana AHEC. They extend our work in the schools by providing the Tar Wars program and in the workplace by helping employers create smoke-free policies.

In addition, CMAP works with local physicians to encourage and support them in their efforts to help their patients stop smoking. Physicians refer their patients to the state quitline and prescribe medications that help patients kick the habit.

Healthy People



HEALTHY BEHAVIORS

Diet and Physical Activity

Our Healthy Behaviors work also includes a Diet and Physical Activity Initiative. The largest investment under this initiative has been in Central Louisiana schools. The school program aims at the obesity crisis of children; it provides them with tools to develop healthy habits and behaviors that they will carry into adulthood. The grants to elementary schools (pre-K through 8) provide for a nutrition curriculum and extra and enhanced physical activity. Schools are using innovative programs called CATCH (Coordinated Approach to Child Health) and SPARK (Sports, Play and Active Recreation for Kids) as well as the Healthy Lifestyles program to do this work.

Grants also provided support to community organizations seeking improved nutrition and enhanced physical activity. Awards were made for things such as community gardens, farmers markets, playgrounds and walking trails. Communities and schools took part in Turnoff Week, a twice-yearly national event that challenges people to go a week without TV and electronics and do something healthy instead.

Proper nutrition is important especially at the earliest ages. For that reason a grant was awarded to the Central Louisiana Breastfeeding Coalition. They are working with employers to have them implement Mom at Work programs in the workplace.

Central Louisiana students and adults are eating healthier foods and becoming more active as a result of the Foundation's Diet and Physical Activity Initiative.

Healthy People



Dr. Heather Guillot (left), assistant professor of clinical family medicine at the LSU Family Medicine Residency in Alexandria, talks about the success of the Cancer Screening Project.

HEALTHCARE ACCESS

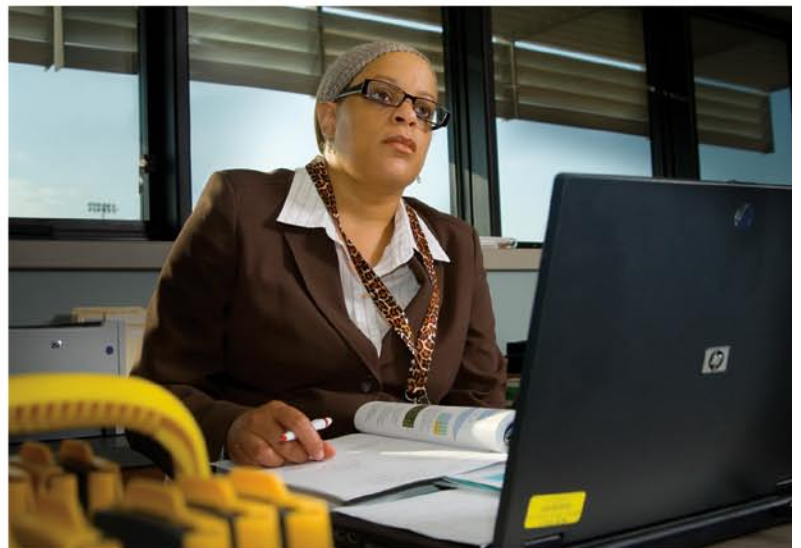
The Cenla Medication Access Program (CMAP) continues to be a resource for Central Louisiana. CMAP increases the availability of prescription drugs, particularly for people with chronic diseases. Through CMAP individuals are enrolled into manufactured prescription programs and prescriptions are filled at a Central Fill Pharmacy or via a prescription assistance program (PAP). CMAP is working with multiple pharmaceutical companies, offering more than 200 different medications in its formulary. Through a contract with the Louisiana Department of Health and Hospitals, Bureau of Primary Care, CMAP became a resource for all of Louisiana in 2010.

A new Cancer Screening Project was introduced 2010. This project is a partnership between The Rapides Foundation, CMAP and Partners in Wellness/Feist-Weiller Cancer Center of LSU Health Sciences Center-Shreveport. It provides a cancer screening van which travels to all nine of the parishes in the Foundation service area. Breast, cervical and colorectal cancer screening services are available on the mobile unit for qualified individuals. Through an additional partnership with LSU-HSC Family Medicine Residency in Alexandria, medical residents perform Pap smears, pelvic exams and clinical breast exams on the van. In 2010, 492 patients were seen in stops throughout the nine parishes; 214 Pap smears, 231 pelvic exams, 437 mammograms and 250 clinical breast exams were completed and 225 take-home colorectal cancer screening kits were handed out.

In 2010 the Northwestern State University and Louisiana State University at Alexandria were awarded one-year, one-time funding from The Rapides Foundation to maintain their current programs. This was an effort to ensure those students who had already started their clinical program had an opportunity to complete on time.

Health improvement is difficult work, especially in a time of economic recession and the uncertainties of healthcare reform. This will be challenging work in the coming years. Foundation staff is continuously working with local, state and national leaders to stay abreast of changes, especially with regard to how those changes will affect Central Louisiana.

Education



Top: the first members of the Central Louisiana Academic Residency for Teachers began their journey in 2010. Bottom left: Kinder Middle School Principal Tracey Odom works with students on a problem-solving activity. Bottom right: CART resident Leslie Smith works on lesson plans at Peabody Magnet High School.

Education



Left and below: Teachers from Central Louisiana take part in science and math demonstrations at a STEM/CTE institute.

The Rapides Foundation has a longstanding interest in supporting education in Central Louisiana. The level of educational attainment of an individual or a larger population drives the health status of the community. Research tells us that mothers with more than a high school education experience half the infant mortality of mothers with less than a high school education.

In 2010 the Foundation's work in education focused on implementation of Science, Technology, Engineering and Math (STEM) and (Career and Technical Education) CTE programs. The Foundation recognizes the importance of these two areas in preparing 21st century learners for global competitiveness. These grants were provided to assist the districts in implementing strategic plans built by the districts in 2009.

The success of a school is greatly affected by the quality of its teachers and leaders. To support the STEM/CTE grants awarded to the districts; funding is also provided to The Orchard Foundation, to implement regional institutes focused in these areas. Nationally known education leaders AIMS and Kagan presented Central Louisiana educators with best knowledge and research in teaching and learning of STEM areas.

The Orchard Foundation also identifies additional sources of educational funding that could be brought into Central Louisiana. A great example of that is CART, the Central Louisiana Academic Residency for Teachers, a five-year grant from the U.S. Department of Education to Louisiana State University. CART began full implementation in June of 2010 when the first cohort of 13 residents attended a very intensive summer of academic learning at the LSU-Baton Rouge campus. In the fall they went to their assigned schools in Central Louisiana where they served as residents in those schools. At the completion of their program CART residents will become highly qualified math and science teachers for Cenla schools. Over the course of the five-year grant term up to 60 of these teachers will be trained. This program will greatly strengthen the teaching core and type of rigorous courses offered to Central Louisiana students.



Healthy Communities



ECONOMIC DEVELOPMENT

The social determinants of health consider economic development to be a key driver of health. When talking about healthy people and the health of Central Louisiana, economic development must be part of the conversation.

As part of the Foundations Economic Development Initiative, Cenla Advantage Partnership was awarded a grant to continue to implementation of its entrepreneurial coaching model. They also began development of a comprehensive entrepreneurial system. This new system would continue to identify those entrepreneurs ready grow a company and broaden the scope to include folks that are just beginning to think about starting a business. This was a move to make the program more comprehensive in nature. That resulted in their development of the Business Acceleration System (BAS).

The potential for workforce economic development advantage emerged in 2010 with the development of the Cenla Work Ready Network. This network will begin with high school students. Students will have an opportunity to develop their skills and achieve a credential that represents their level of readiness for the workplace. The program has two steps; first the student completes the Career-Ready 101 course which prepares them for the second step – taking the WorkKeys assessment. Students receive a portable, national career-ready certificate when they score a three or better on a scale of 1-6. This program represents a partnership with The Orchard Foundation, nine Central Louisiana school districts and area business leaders.

Left: Kenny Sayes, owner of Sayes Office Supply, was named the Central Louisiana Chamber of Commerce's Business Person of the Year in 2010 (and won the state title in 2011). Right: Darlene St. Romain, owner of Sylvia's Caring Companion Home Health Care Services, works with a client. St. Romain said BAS coaches helped her expand and grow her business. Both are members of the Business Acceleration System.

Healthy Communities



Cenla Boardbuilders graduated its seventh class in 2010. The program helps professionals learn about service on nonprofit boards.

COMMUNITY DEVELOPMENT WORKS

Community Development Works, a program of The Rapides Foundation, saw continued success and growth in its impact during 2010. CDW maintained its Learning Lab, a place where nonprofits and individuals can obtain information about grants, board governance or other information. Visitors can use the Foundation Center Library and get assistance from our staff. CDW continues to provide a full set of training opportunities each year. These trainings, from topics ranging from fundraising to grant-writing, were available for nonprofits and individuals. CDW had 431 participants during the year.

The Cenla Boardbuilders program graduated 19 individuals in 2010, the seventh class since this program began. It matches professionals looking for board service opportunities with local nonprofits. This is a program for those who would like to serve and make a difference, and for nonprofit boards who are looking for fresh ideas and talent.

Nonprofit Works is a program that provides long-term effective capacity-building education. It's a two-year grant made to nonprofit organizations. The reward at the end of the process is the ability for these organizations to work on themselves to become stronger. There has been great response in the number of organizations that want to do this work; this should yield for the community a stronger nonprofit base in the future.



Michael Robertson, president of the Spectral Sisters Productions board, looks over paper work at a CDW training session.

Rapides Healthcare System



Rapides Healthcare System

As a healthcare provider, The Rapides Foundation saw a continued growth in service to the region through its ownership interest in Rapides Healthcare System. An important part of that is the involvement of our trustees and staff in the governance of Rapides Regional Medical Center. With changes facing healthcare providers, we encouraged and supported a key strategic planning retreat involving the RHS governing board during 2010. We advocated the creation and adoption of RHS patient care objectives that ensure the hospital meets the healthcare needs of Central Louisiana with continued high quality.

The primary focus of RHS's Rapides Regional Medical Center is to provide excellent medical care to its patients. Through an investment in community benefit programs, RRMC extends that focus by working for the better health of all who live in the areas it serves. It provides many free and low-cost services and collaborates with local partners to improve access to care and quality of life.

RHS continued its financial support of \$3.3 million for the LSU Family Practice Residency program, which provided medical care to 15,843 patients in 2010. Along with recruiting six new resident interns to Central Louisiana, the program graduated five other family physicians. To date, the residency program has graduated 70 physicians, with 77 percent practicing in Louisiana.

In 2010, RRMC cared for 15,936 patients admitted to the facility, delivered 1,980 babies at Rapides Women's and Children's Hospital and treated 55,019 patients through the RRMC Emergency Department. In 2010, RHS provided charity medical care to those patients unable to pay that equaled \$2 million in unreimbursed hospital expenses to the hospital alone. In addition to charity care, RHS is the area's largest provider of services to low-income patients enrolled in the Medicaid program.

Also in 2010, RHS continued its support for local universities, including Northwestern State University, Louisiana State University at Alexandria, and served as a continuing education provider for hospital personnel.

RRMC became an "Accredited Chest Pain Center," the only Cycle III Chest Pain Center in Central Louisiana. This designation from the Society of Chest Pain Centers means that RRMC achieved a higher level of expertise in dealing with patients who arrive with symptoms of a heart attack. RRMC once again received the state's highest level healthcare quality award from eQHealth Solutions. It was the fourth consecutive year that RRMC has received such an award.

RRMC employees volunteered thousands of hours to community organizations and raised more than \$175,000 for the American Heart Walk, March of Dimes Walk America, American Cancer Society and the United Way. As part of its annual community outreach, RRMC donated food to the homeless, office/classroom spaces to local nonprofits and updated the walking trail and gardens at Friendship House, an adult day care facility.

RHS employed more than 2,000 employees with a payroll of \$74,940,209. RHS also paid more than \$2 million in property taxes that support efforts such as schools, roads and other area needs.

Program Priority Summary

Healthy Behavior

HEALTHY PEOPLE

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 mental 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.

STEM / CTE

EDUCATION

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.

Citizen and Nonprofit Training and Organizational Development

HEALTHY COMMUNITIES

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.

2010 The Rapides Foundation Grants

Healthy People Grants

Access to Care

LSUA Division of Nursing

To enable the nursing school to retain educator faculty and retain already admitted clinical nursing students.

\$84,200

Northwestern State University

To enable the nursing school to retain educator faculty and retain already admitted clinical nursing students.

\$100,500

Healthy Behaviors

DIET AND PHYSICAL ACTIVITY

Diet and Physical Activity Initiative School Partnership Grants

To implement a Foundation-developed workplan of nutrition and physical activities for schools using an evidence-based curriculum in Allen, Avoyelles, Grant, LaSalle, Natchitoches, Rapides, Vernon and Winn school districts.

\$840,000

Diet and Physical Activity Community Partnership Grants (Up to \$50,000 each)

Cane River Green Market

To encourage eating of more fruits and vegetables by providing access to fresh produce to low-income populations through the “Eat Healthy Natchitoches” campaign at Cane River Green Market.

City of Leesville

To promote healthy eating and physical activity through a community gardening project to link the Third Street Farmers Market for Vernon Parish residents.

LSU Agricultural Center

To develop a community garden at Camp Grant Walker 4-H Camp and to provide education and training for community participants in Grant, LaSalle and Rapides parishes.

Town of Oberlin

To promote healthy eating and physical activity built around the establishment of an open-air Farmers Market in Oberlin and a “Lighten Up” program for seniors in Kinder through park renovations.

2010 Grants

Central Louisiana Breastfeeding Coalition

To implement a foundation-directed workplan of activities providing education and resources on breastfeeding nutrition for mothers and to provide personal counseling for healthy eating and breastfeeding.
\$50,000

TOBACCO PREVENTION AND CONTROL

Tobacco Prevention and Control Initiative School Partnership Grants

To implement a required Work Plan of evidence-based activities as outlined by the Foundation in schools serving grades 7-12 in several schools within the Allen, Avoyelles, Catahoula, Grant, Natchitoches, Rapides and Vernon school districts.
\$235,000

Tobacco Prevention and Control Initiative Community Partnership Grants

Central Louisiana Area Health Education Center

To implement a Foundation-directed workplan of activities to reduce tobacco advertising near schools and in communities in seven parishes: Avoyelles, Grant, LaSalle, Natchitoches, Rapides, Vernon and Winn.
\$150,000

Southwest Louisiana Area Health Education Center

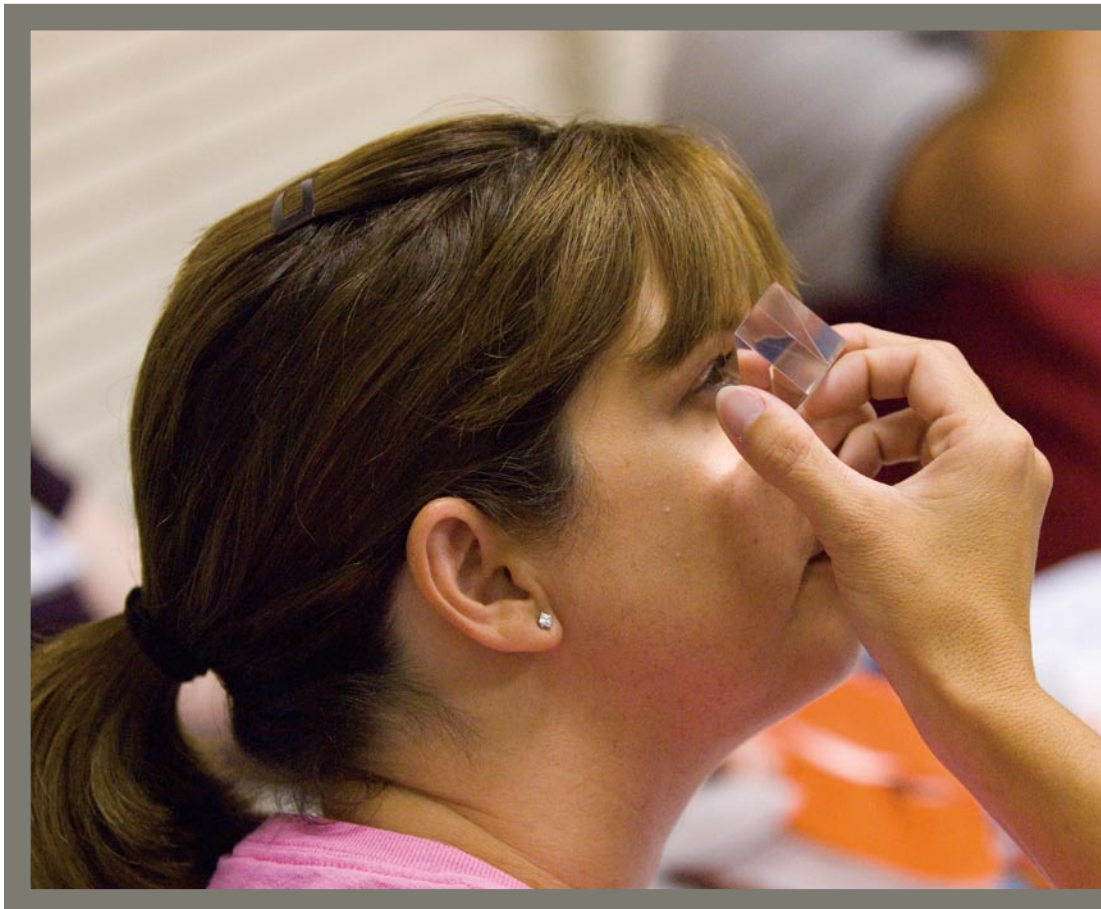
To implement a Foundation-directed workplan of activities to reduce tobacco-sponsored events and advertising near schools and in communities in Allen Parish.
\$29,000

Mini Opportunity Grants:

Rapides Parish District Attorney's Office

To create a diversion program in the DA's Office for eligible low-level offenders with alcohol and substance abuse problems in which offenders will be supervised, sanctioned and treated after assessment and screening.
\$10,000

2010 The Rapides Foundation Grants



A Central Louisiana teacher examines a prism during a science demonstration at a STEM/CTE conference.

Education Grants

STEM District Grants

To support implementation for Science, Technology, Engineering and Math programs and related in-district leadership development in Allen, Avoyelles, Catahoula, Grant, LaSalle, Natchitoches, Rapides, Vernon and Winn parishes.

\$1,960,000

The Orchard Foundation

To conduct professional development institutes focused on the areas of science and math for elementary, middle and high school teachers in Central Louisiana.

\$300,000

2010 Grants



Fresh produce is offered at local farmers markets. Bottom row, l-r: Steve Barkley, executive vice-president of Performance Learning Systems, talks to educators at a Kagan Career and Technology Education Institute; Central Louisiana communities take part in Turnoff Week; Tyrone Pichon (left) and Leslie Smith (right) help Peabody Magnet High School students in a dual enrollment algebra class.

2010 The Rapides Foundation Grants

Healthy Communities Grants

Economic Development

Cenla Advantage Partnership

To support continued funding to build an entrepreneurship system in Central Louisiana. CAP assumes responsibility for implementation and begins to extend reach and impact and work toward financial sustainability.

\$600,000

The Orchard Foundation

To coordinate the implementation of WorkKeys Assessment in high schools in cooperation with the Louisiana Workforce Commission and Louisiana Community and Technical College System.

\$190,000

The Orchard Foundation

To conduct professional development institutes focused on 21st century workplace skills.

\$150,000

CTE District Grants

To support implementation of Career and Technical Education and related in-district leadership development in Allen, Avoyelles, Catahoula, Grant, LaSalle, Natchitoches, Rapides, Vernon and Winn parishes.

\$150,000

Community Development Works

Nonprofit Works Capacity Building Grants

To support enhanced governance, organization and leadership development through participation in Nonprofit Works assessment and consulting services.

\$50,000 each

Boys & Girls Clubs of El Camino Real

Boys & Girls Clubs of Central Louisiana

Central Louisiana Coalition to Prevent Homelessness

Rapides Station Community Ministries

Go to our website www.rapidesfoundation.com to learn more about grant programs.

Grant Application Process

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

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

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

Application materials and eligibility criteria are contained in the booklet titled, "Applying for Funds" from The Rapides Foundation. Any group or organization interested in applying for funds is encouraged to call the Program Assistant at 318-767-3013. She will direct your call to the appropriate Program staff person. Calls and e-mails are strongly encouraged prior to any formal written submission.

FIRST STAGE: LETTER OF INTENT

(Program Opportunity Grants)

Before submitting a Letter of Intent, an applicant should request the booklet "Program and Funding Interests" from the Foundation which details complete requirements and guidelines. Applicants are also encouraged to discuss their project with a Foundation Program Officer.

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

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

SELECTION CRITERIA

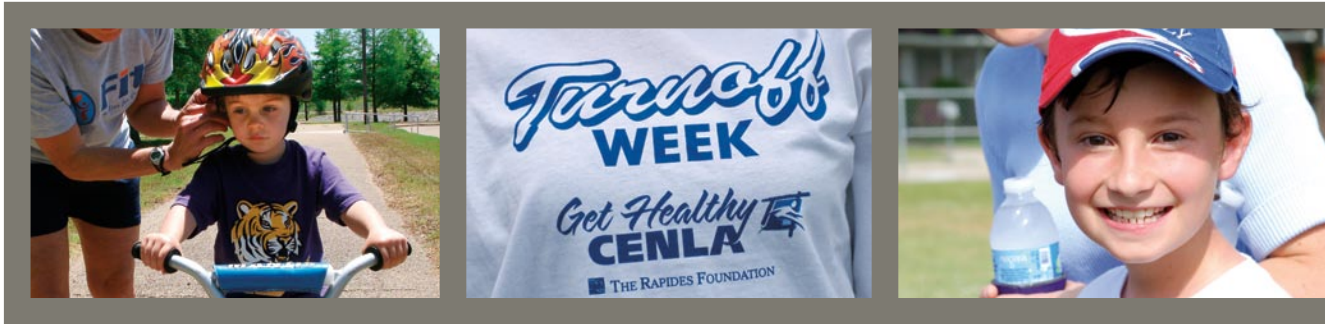
Successful applicants will look to maximize use of existing local, state and federal funds and services in an effort to develop and sustain more effective systems.

Successful applicants will propose to develop or provide services to a sufficient number of community residents to make an impact.

On the other hand, proposals calling for large grants to serve thousands of individuals across multiple parishes are rarely funded, at that scale. Successful applicants will, at a minimum, recognize the importance of evaluation in developing and supporting services that go beyond goodwill or charity.

Applicants with weak or non-functioning Board of Directors are generally not successful.

Grant Application Process



SECOND STAGE: PROJECT PROPOSAL

(Program Opportunity Grants)

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

GRANT CYCLE DEADLINES

Contact the Foundation for grant cycle deadlines or visit www.rapidesfoundation.org.

EVALUATION CRITERIA

Grant decisions are made through the combined effort of the Budget and Grants Committee and the Board of Trustees. Staff provides recommendations to the Budget and Grants Committee based upon some or all of the following procedures: analysis of the written proposal, consultation with experienced program leaders and researchers in the field, site visits and meetings with project staff and Board, and experience with your organization or contributing personnel on prior grants. Applicants will hear of decisions regarding their submissions via a letter. Award/decline letters will communicate the decisions of the Board and will also include information on various contingencies or pre-funding requirements. Please keep in mind that grant awards may contain significantly different terms of award than originally proposed by your group. Also, a contract (Grant Agreement) must be signed between your group and The Rapides Foundation which spells out requirements and expectations for superior performance.

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

Financial Summary

COMBINED STATEMENTS OF ACTIVITIES AND CHANGES IN NET ASSETS

For the Years Ended December 31, 2010, 2009, and 2008

	2010 Consolidated	2009 Consolidated	2008 Consolidated
CHANGES IN UNRESTRICTED ASSETS			
INVESTMENT INCOME			
Income on cash and long-term investments	\$5,275,426	\$5,236,268	\$6,475,557
Gains and losses on securities	15,334,274	25,078,372	(48,183,621)
Equity in earnings of jointly owned companies	3,110,675	(1,363,439)	(152,405)
Rental income	—	—	3,875
TOTAL INVESTMENT INCOME	\$23,720,375	\$28,951,201	(\$41,856,594)
INVESTMENT EXPENSE	827,020	766,884	910,274
NET INVESTMENT INCOME	\$22,893,355	\$28,184,317	(\$42,766,868)
CONTRIBUTIONS	825,565	1,150,610	1,001,004
PROGRAM EXPENSES			
Grants	4,636,610	4,562,506	3,212,032
Direct charitable expenses	3,899,031	3,678,740	4,763,408
Development	558,991	785,830	1,493,954
TOTAL PROGRAM EXPENSES	\$9,094,632	\$9,027,076	\$9,469,394
ADMINISTRATIVE EXPENSES	\$1,426,069	\$1,367,503	\$1,073,728
INCREASE (DECREASE) IN UNRESTRICTED NET ASSETS FROM OPERATIONS	\$13,404,515	\$18,675,669	(\$52,573,124)
INCREASE (DECREASE) IN NET ASSETS	\$13,198,219	\$18,940,348	(\$52,308,986)
NET ASSETS, BEGINNING OF YEAR	\$201,977,004	\$183,036,656	\$235,345,642
NET ASSETS, END OF YEAR	\$215,175,223	\$201,977,004	\$183,036,656

Financial Summary

STATEMENTS OF FINANCIAL POSITION

For the Years Ended December 31, 2010 and 2009

	2010	2009
ASSETS		
Cash and cash equivalents	\$4,921,703	\$4,297,464
Marketable securities	168,390,015	156,076,012
Investments at cost plus equity in		
Undistributed earnings	40,487,898	40,884,595
Accounts receivable	1,800	–
Grants receivable	249,120	50,239
Prepaid expenses	51,667	44,643
Property and equipment, net	2,703,280	2,863,803
Assets whose use is limited	327,025	354,374
Total Assets	\$217,132,508	\$204,571,130
LIABILITIES		
Accounts payable	\$311,006	\$369,743
Payroll, payroll taxes and benefits payable	134,982	88,597
Grants payable	1,340,280	1,936,043
Annuity obligations payable	171,017	199,743
Total Liabilities	\$1,957,285	\$2,594,126
Net Assets - Temporarily Restricted	332,107	510,756
Net Assets - Unrestricted	214,843,116	201,466,248
Total Liabilities and Net Assets	\$217,132,508	\$204,571,130

Staff

2010 Trustees:

Bruce Barton, M.D.

Board Chairman,
Physician

James R. “Rusty” Baker, Jr.

President/Owner, Baker Manufacturing

Joan Brunson, M.D.

Physician

Laura L. Dautat

Community Volunteer

Kelvin Freeman

Engineer, Dresser Inc.

David R. Gilchrist

Owner, Gilchrist Construction

Cynthia Gillespie, Ph.D.

Superintendent (Retired)
Vernon Parish School Board

Ernest Kelly, M.D.

Physician

Donald Kramer

Retired bank president,
Consultant

Donald R. Mallet

Director, Civilian Personnel Advisory Center
Fort Polk

Nancy McCabe, RN

Registered Nurse and Community Volunteer

Mike Newton

President, Exchange Bank of Natchitoches

Frankie Rosenthal, MSN, RN

Retired Nurse

Joseph R. Rosier, Jr., CFA

President & CEO, The Rapides Foundation

Tammi Salazar

Executive Vice President, Red River Bank

Howard Wold, M.D.

Physician

2011 Appointed:

Rosa Fields

State Farm Insurance Agent

2010 Advisors:

TOBACCO TECHNICAL ASSISTANCE CONSORTIUM

Rollins School of Public Health, Emory University
Atlanta, Georgia

TOM FARLEY, M.D., MPH

New York City Health Commissioner
New York, New York

WILMA HAMILTON DELP, PH.D.

Superintendent (Retired),
Sarasota County Public Schools
Wadsworth, Illinois

REGIONAL TECHNOLOGY STRATEGIES, INC.

Chapel Hill, North Carolina

PROFESSIONAL EDUCATION CONSULTING, LLC

Sarasota, Florida

CAROL TODD

Shoemaker and Todd Consulting
Sarasota, Florida

Staff

2010 Foundation:

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

Lori Belgard
Administrative Assistant

Annette Beuchler, MBA, FACHE
Director of Programs and
Communications

Nancy Borden, MMC
Communications Associate

Christy Frederic
Program Officer

Kathy Gunn
Communications Officer

Donna Hernandez
Administration Assistant

Pat LaCour
Accounting and Systems Manager

Loretta Magee
Assistant to the President

Tammy Moreau
Program Officer

Kathleen Nolen, MBA
Director of Administration
and Evaluation

Paula Owen
Bookkeeper

Karol Scully
Senior Administrative Assistant

Akeshia Singleton, MBA
Program Officer

Ashley Stewart, MPH
Evaluation Officer

Foundation Programs:

Cenla Medication Access Program:

Wendy Roy, MHA
Program Director

Tammy Billings
Patient Assistance Program Supervisor

Kevin Brown, PharmD
Program Pharmacist

Kerri Manuel
Pharmacy Technician

Trayce Snow, RN
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:

Vicki Burns
Interim Executive Director

Patricia Starling
Program Manager

Flora Keys
Senior Administrative Assistant

The Rapides Foundation Service Area



THE RAPIDES FOUNDATION

1101 Fourth Street, Suite 300

Alexandria, Louisiana 71301

318.443.3394

800.994.3394

Fax: 318.443.8312

www.rapidesfoundation.org

grantinfo@rapidesfoundation.org