

A YEAR LIKE NO OTHER

# 2020

ANNUAL REPORT



THE RAPIDES FOUNDATION

HEALTHY PEOPLE / EDUCATION / HEALTHY COMMUNITIES

## Table of Contents

Message from the President and Chairman	01
2020: A Year Like No Other	02
Healthy People	08
Education	14
Healthy Communities	20
The Rapides Foundation Symposium	25
Rapides Healthcare System	26
Philanthropic Objectives / Program Summary	28
2020 Grants List	29
Financial Summary	34
Board of Trustees	35
Foundation Staff	36
The Story Behind the Ripple Icon	37
Foundation Service Area	38

## Mission

To improve the health status of Central Louisiana.

## Vision

Central Louisiana will be positively impacted by the Foundation deploying resources to improve key factors of health status.



2020

## MESSAGE FROM THE PRESIDENT AND CHAIRMAN

## A YEAR LIKE NO OTHER

A global pandemic and a record-setting year for hurricanes brought unprecedented challenges to Central Louisiana. It's safe to say that 2020 was a year like no other, but we were able to meet the challenges strategically and effectively under the guidance of our Board of Trustees and with help from our community partners and stakeholders.

2020 marked the first year since 2005 that the Foundation had gone outside its strategic grantmaking framework to respond to a crisis – and in this extraordinary year, it happened twice: first in response to the COVID-19 pandemic and then in response to back-to-back Hurricanes Laura and Delta.

In April 2020, we awarded grants to two agencies that worked to provide relief and assistance to residents whose lives were impacted by the coronavirus pandemic. The funds were used in a variety of ways, such as providing quarantine kits to people who tested positive, delivering goods to at-risk residents and senior citizens who were unable to safely leave their homes and addressing the increase in demand for food amid the crisis.

Foundation programs also had to be adjusted as the state and rest of the world coped with stay-at-home orders, mask mandates and social distancing guidelines. In-person workshops were held virtually, counseling and coaching sessions were conducted by phone and some programs were temporarily suspended for the safety of our clients and staff. We provided resources to help nonprofits and small businesses deal with the pandemic, and we worked virtually with our school district partners as they faced the challenges of school closures, virtual learning and reopening.

When Hurricanes Laura and Delta brought catastrophic damage and flooding to Central Louisiana later in the year, we knew it was necessary to respond again and help our neighbors in need. In October we announced two hurricane relief and recovery funds available to nonprofits, faith-based organizations and Long-Term Recovery Groups to address needs caused by these devastating storms.

Through all the disruptions and uncertainties of 2020, the Foundation stayed the course and continued its mission of improving the health status of Central Louisiana.

We just did it a little differently.



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



Doug Godard  
Board Chairman





2020

## A Year Like No Other

### Pandemic, double hurricanes create unique challenges

**E**xtraordinary events lead to extraordinary solutions. A global pandemic and two catastrophic hurricanes in 2020 tested the resilience of Central Louisiana residents, nonprofits, community partners and stakeholders. It was a year like no other, causing The Rapides Foundation to conduct its work differently than ever before.

When the coronavirus pandemic hit Central Louisiana in the spring of 2020, The Rapides Foundation went outside its Strategic Grantmaking Framework to respond to the crisis. But in a year like no other, the Foundation was compelled to go outside its grantmaking framework again in the fall to respond to yet another crisis: the widespread destruction from Hurricanes Laura and Delta.

“There have only been a few times in our history that the Foundation has gone outside its Strategic Grantmaking Framework,” said Joe Rosier, the Foundation’s President and CEO. The first time was in 2005 following Hurricanes Katrina and Rita. “We are very focused and intentional as a grantmaker, but the extraordinary events of 2020 required us to respond to the needs of the communities we serve.”

“At the same time, we realized it was important for us to stay the course in the strategic areas of the Foundation’s work,” Rosier said. “The people being hit the hardest by the pandemic were especially at risk because of the underlying conditions the Foundation focuses on every day – having access to quality healthcare, understanding how behaviors improve health, attaining education to ensure a good-paying job with health benefits, and trying to increase the median household income. By continuing our work in these areas identified as behavioral and social determinants of health, we can improve health in the community and provide greater resilience against all disease, including the coronavirus.”

The global pandemic began impacting Central Louisiana in March of 2020. A statewide stay-at-home order shut down non-essential businesses and schools while Rapides Regional Medical Center and other hospitals were handed the daunting task of treating a rising number of COVID-19 patients. The Foundation knew early on that it would need to respond quickly to help the growing number of residents who were negatively impacted by this new and deadly virus.

In April 2020, the Foundation awarded grants totaling \$400,000 to two agencies that worked to provide relief and assistance to residents whose lives were impacted by the pandemic. The funds were used in a variety of ways, such as providing quarantine kits to people who tested positive, delivering goods to at-risk residents and senior citizens who were unable to safely leave their homes and feeding an increased number of hungry residents amid the crisis.

The United Way of Central Louisiana, which received a \$100,000 grant from the Foundation, created a network of partnerships in Central Louisiana parishes to quickly and efficiently reach people affected by the pandemic. As a result, the United Way’s Coronavirus Response Fund provided funding for its partners, who purchased and delivered food, masks, household cleaning supplies and other essential items to families and individuals in need.

“Very early on, there were so many senior citizens who couldn’t go to the store so we would take them groceries and say ‘we got you. You don’t need to get out.’ It wasn’t an economic issue at all. It was letting our neighbors know that we care,” said Kevin Gebhart, who served as director of the United Way’s Strong Neighborhood Project during the crisis.

The Food Bank of Central Louisiana used its \$300,000 grant to feed the increased number of people who went hungry during the pandemic. In addition to



## 2020: A YEAR LIKE NO OTHER

the high number of coronavirus cases, the pandemic brought about job losses and resulting losses in health insurance, which made it more difficult for struggling families to put food on their tables.

To meet the increased demand, the Food Bank adapted and expanded its food distribution programs. Some local pantries had to close their doors, not having the capacity to adapt to new pandemic safety guidelines. To fill in the gaps, the Food Bank expanded its daily distribution hours and deployed mobile food distributions to sites across Central Louisiana.

To exacerbate the pandemic's impact, the cost of food increased as demand increased, "making every charitable dollar received more precious in the effort to meet the needs of hungry families during this crisis," said Linda Hutson, the Food Bank's Director of Development & Community Relations.

Foundation programs under its Healthy People, Education and Healthy Communities priority areas also had to be adjusted in response to the pandemic. The Foundation was able to continue most of its programs virtually in order to keep Central Louisiana residents and Foundation staff safe.

Most Healthy People programs were conducted over the phone or virtually. Those that required in-person contact, such as the Cenla Medication Access Program, were done so with safety measures in place. The Cancer Screening Van was temporarily suspended but operations later resumed.

Foundation staff supported grantees in modifying their work plans and timelines to accommodate COVID guidelines and restrictions..

In its Education priority area, Foundation staff worked virtually with school district partners as they faced the challenges of school closures, virtual learning and reopening, utilizing grant funding to train teachers on how to take learning virtual. The Orchard Foundation worked with its partners to transition leadership





2020



development and instructional engagement training for teachers and career and postsecondary coaching for high school students to a virtual format. Read to Soar early literacy workshops were temporarily suspended, and the popular Students Exploring Career Opportunities expo was canceled.

Under the Healthy Communities priority area, Business Acceleration System and Community Development Works held workshops and meetings virtually to reach Central Louisiana businesses and nonprofits.

With small businesses hit hard by the pandemic, the Business Acceleration System – which provides entrepreneurial coaching funded by the Foundation's Economic Development Initiative – offered current and former BAS clients virtual training and one-on-one coaching sessions to help them develop new business approaches to survive the year.

CDW also provided an ongoing list of COVID-19 emergency response programs and resources issued by federal, state and local organizations to help nonprofit organizations and small businesses. Resources included information about applying for COVID-relief loans and grants, keeping staff healthy and fundraising in times of a pandemic. For Central Louisiana residents, the Foundation sought out and posted information to its social media platforms about coping with the coronavirus, such as how to recognize the symptoms and where to get tested.

The Foundation received a \$60,000 grant from HUMANA to develop and implement an awareness campaign to encourage safe pandemic behaviors, improve community knowledge about the risks of COVID-19 and share information about resources available to get help.

Through the HUMANA partnership, The Rapides Foundation coordinated with the NSU Early Childhood Center to manage and distribute \$25,000 of HUMANA funds to Type I & II early childcare centers in the Foundation's service area.







## Hurricanes Laura and Delta

As Central Louisiana continued to cope with the coronavirus pandemic, two major hurricanes struck the area, adding to the extraordinary events of 2020.

Hurricane Laura was the first to strike, with its hurricane-force winds leaving a trail of destruction throughout Central Louisiana on August 27. Residents were still recovering from the first storm when Hurricane Delta landed in Cenla on October 9, causing major flooding throughout the region.

Once again, the Foundation's Board of Trustees mobilized quickly to respond to the crisis. In October it announced the creation of two hurricane relief and recovery funds available to nonprofits, faith-based organizations and Long-Term Recovery Groups to address needs caused by these hurricanes.

The Central Louisiana Nonprofit and Faith-Based Hurricane Relief Fund was set up to reimburse eligible organizations for hurricane-related expenses associated with providing relief services to individuals and families between August 28 and November 1, 2020. Organizations could receive only one award from the Fund, with a minimum amount of \$500 and a maximum of \$5,000. Funds could be used for hurricane-related

expenses such as food and water; tarps; gas; cleaning supplies; personal items; clothing; equipment; and facility sheltering costs. The Foundation distributed \$17,631 to agencies from this fund.

The Hurricane Disaster Recovery Fund was set up to support the efforts of disaster Long-Term Recovery Groups (LTRG) operating and serving individuals and households affected by the two hurricanes through November 2021.

An LTRG is a cooperative body made up of representatives from faith-based, nonprofit, government, business and community organizations working collaboratively to assist individuals and families with unmet needs during disaster recovery by identifying, pooling and coordinating resources. Funds were to be used after all federal, local, state and personal resources have been exhausted and the LTRG has determined they do not have the resources to fully address the need. Funding can be used for items such as building supplies; medical supplies; construction; contract labor; mental health counseling; convening and facilitating meetings; and reporting.

As 26% owner of Rapides Regional



2020



Medical Center, the Foundation recognized the extreme toll that 2020 had on hospital employees – from their efforts responding to an overload of critically ill patients battling coronavirus to coping with personal losses due to the pandemic and back-to-back hurricanes.

Under the guidance of its Board of Trustees, the Foundation in late 2020 contributed \$150,000 to the HCA Healthcare Hope Fund. The Fund is a colleague-run, colleague-supported charity that provides emergency funds to employees when significant hardships arise due to illness, injury, natural disasters or other difficult situations. By the end of the year, more than 135 employees had applied to the fund for assistance.

In April, as the hospital was coping with the first wave of the pandemic, the Foundation showed appreciation to RRMC staff throughout the week by delivering food and treats from local restaurants and bakeries. The Foundation recognized hospital staff again during the holidays.

“We wanted to show our appreciation to RRMC staff, who dealt with the unexpected challenges that came with multiple surges of coronavirus patients during the year. In addition, in the aftermath of the hurricanes, hospital staff had to work through water supply shortages and other issues caused by power outages while still delivering quality patient care,” Rosier said.

**“2020 was extraordinary, but under guidance from our Board of Trustees and through some creative thinking from our staff and community partners, we were able to continue to deliver services designed to improve the health status of Central Louisiana.”**

Joseph R. Rosier, Jr.

President and CEO, The Rapides Foundation

The pandemic and hurricanes also had a major impact on the Foundation’s annual Symposium, traditionally held in September to honor the Foundation’s 1994 creation. For the first time ever, the Symposium was planned to be delivered in a virtual format to accommodate pandemic mitigation measures. However, in a year like no other, the Symposium’s original September date had to be rescheduled because of the catastrophic impacts from Hurricane Laura. It was finally held virtually on October 7.

“2020 was extraordinary, but under guidance from our Board of Trustees and through some creative thinking from our staff and community partners, we were able to continue to deliver services designed to improve the health status of Central Louisiana,” Rosier said.





## 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.*



Regional Site Director De'Marquis Hamilton and Medical Assistant Shanticqua Smith check records at the Vernon Parish Community Health Center, a Healthcare Access grantee.





## Healthcare Access

*The Healthcare Access Initiative fosters the establishment and expansion of primary, behavioral and quality patient-centered services through integration with community health clinics, and addresses screenings, medication access and related medical manpower.*

Access to quality healthcare is important to reduce health disparities and improve health status for people in The Rapides Foundation's service area. Factors limiting care include: financial barriers; personal and cultural barriers; not knowing what to do or where to go; physical or geographic barriers; and shortages in healthcare professionals and facilities. The initiative has a four-component approach to improve healthcare access in the region.

### PRIMARY CARE ACCESS, INCLUDING INTEGRATED BEHAVIORAL HEALTH

The goal of this component is to support and increase the capacity of Community Health Centers to integrate behavioral health services and provide quality patient-centered care.

The Rapides Foundation in 2016 offered a funding opportunity that expanded access to healthcare services in Central Louisiana communities by supporting the establishment of four community-based Federally Qualified Health Centers (FQHCs) and seven school-based Federally Qualified Health Centers. Then in 2019, it created the Healthcare Quality Improvement Grant opportunity to assist these centers with their efforts to improve specific quality-of-care measures or health outcomes and disparities in their clinic populations.

Access Health Louisiana, SWLA Center for Health Services and Winn Community Health Center are using these grant funds to improve hemoglobin A1c levels for diabetes patients and to control blood pressure levels for their heart patients. By supporting these quality improvement efforts, the Foundation is helping to ensure Central

Louisiana residents receive high-quality healthcare services in their communities.

### MEDICATION ACCESS

This component provides a grant to the Cenla Medication Access Program to address the cost barrier to accessing prescription drugs. CMAP's Central Fill Pharmacy and Patient Assistance Programs provide free or low-cost prescriptions for uninsured patients of private-practice physicians, rural clinics and health centers, and for Medicare patients who do not have prescription coverage or need prescriptions not covered under their current plans. In addition, Rapides Regional Medical Center contracts with CMAP to provide free or reduced-cost medications to HP Long Clinic clients.

During the pandemic, CMAP adapted to safety protocols by mailing paperwork to clients, bringing papers and forms to their vehicles, and providing masks, gloves, sanitizer and temperature checks when meeting with them in person. Patients picked up medications at their physicians' offices, calling ahead so that medications could be either brought to them in their vehicles or be ready for hands-free pickup in the office. In all, CMAP was able to fill 14,835 prescriptions for Central Louisiana residents throughout the year.

### EARLY CANCER SCREENING

This component consists of three programs to promote early screening among adults in the areas of colorectal, cervical and breast cancers.

Through a partnership with the Partners in Wellness Program at Feist-Weiller



## HEALTHY PEOPLE

Cancer Center at LSU Health Shreveport and CMAP, the Foundation supports a mobile cancer screening van that travels throughout Central Louisiana to offer breast, cervical and colorectal cancer screening to uninsured and Medicaid patients. Follow-up services are available to patients who qualify under the Breast and Cervical Cancer Early Detection Program guidelines. In addition, CMAP staff distribute take-home colon cancer tests at health fairs, local clinics and pharmacies.

The van suspended services temporarily during the coronavirus pandemic. Cervical screenings were suspended for the remainder of the year, but mammograms resumed mid-year. A total of 492 patients received services on the van, with 22 patients requiring follow-up screens.

CMAP's Community Health Advisor Program uses a lay health advisor to increase awareness of screening

guidelines and help residents in the region overcome challenges to participating in regular screenings. The lay health advisor partners with faith-based and community organizations to establish strong relationships with community members.

The Foundation implements a multi-media cancer screening awareness campaign to deliver key messages to promote awareness and the benefits of screening and early detection.

## MEDICAL MANPOWER

This component addresses the shortage of healthcare professionals in rural communities through grants to postsecondary institutions to support nursing and behavioral health programs. These grants have funded programs that have the goal of increasing the number of nurses and behavioral health specialists.



CMAP PAP Specialist Joni Longlois and other PAP Specialists throughout the Foundation's service area safely delivered enrollment paperwork to client's vehicles during the pandemic when buildings were closed to the public.



## Healthy Behaviors

*The Healthy Behaviors Initiative addresses tobacco prevention and control, substance and alcohol abuse prevention, healthy eating and active living.*

The Rapides Foundation has invested more than \$25 million since 2007 to address tobacco use, substance and alcohol abuse, poor nutrition and lack of physical activity. These health behaviors are directly linked to premature death and disability from heart disease, stroke, diabetes, certain types of cancer, unintentional injury and arthritis. Evidence suggests an integrated, comprehensive, multi-level, multi-target initiative that focuses on these behaviors can have a meaningful impact on chronic disease prevention in the region. The Foundation's comprehensive Healthy Behaviors Initiative consists of four components.

### SCHOOLS

School is a chief part of most young people's lives and therefore provides a critical setting for prevention and intervention efforts. Activities that fall under this Initiative component build upon the Foundation's long-standing and strong relationship with Central Louisiana school districts and advance school-based efforts to improve health behaviors.

Districts are invited each year to apply for Healthy Behaviors School District Partnership Grants that are used to fund projects and activities that positively impact students and school personnel in the areas of tobacco prevention and control, substance and alcohol abuse prevention, physical activity and nutrition. The goal is to provide students, staff and teachers with the knowledge and skills necessary to make better and more informed behavior decisions leading to healthier lives.

Because of the extraordinary circumstances of 2020, many school activities that had been scheduled for the spring had to be canceled as schools moved to virtual settings. This included activities involving Take Down Tobacco Day, National Drug and Alcohol Facts Week, and school-based Living Healthy Clubs. Although some schools began opening in the fall, larger activities, such as the annual Youth Summit on Healthy Behaviors that typically attracts hundreds of Cenla students, had to be canceled.

To accommodate for the extraordinary year, The Rapides Foundation worked with school grant recipients to help them modify work plans that had been interrupted because of the coronavirus pandemic. Grantees were given flexibility with their grant reporting requirements and timelines as they adapted to COVID-19 regulations.

### COMMUNITY

This component has four approaches to support healthy behaviors in Central Louisiana communities.

The Foundation provides a grant to CMAP to administer the Healthy Lifestyle Program, a physician referral, lifestyle coaching program where staff provide nutrition and physical activity planning, goals and support for their clients for a six-month period. The purpose of the Healthy Lifestyle Program is to provide demonstration and education on proper nutrition and physical activity for good health aimed at fighting chronic disease in Central Louisiana.

Healthy Lifestyle Program staff adjusted to the coronavirus pandemic by holding



## HEALTHY PEOPLE



Volunteer Cabe Bruce (left) participates in a garden-planting day at the Ben D. Johnson Educational Center in Natchitoches with Collin Lewis, (center), a participant in the Center's Legacy Youth Workforce Development Program and JoAnna Cooper, Executive Director of the Educational Center.

counseling sessions virtually with its clients. In addition to one-on-one meetings, staff connected with current and former clients through a virtual social media group designed to keep residents engaged after they complete the program.

Research shows smoking cessation services are an important part of a comprehensive tobacco prevention and control program. The Foundation supports cessation counseling through a grant to CMAP to provide administration and oversight to CMAP's partnership with the Smoking Cessation Trust. This program offers direct cessation services to Louisiana residents who started smoking before September 1, 1988. CMAP staff provided counseling services virtually to 51 residents during 2020.

The Foundation offered multi-year Healthy Behavior Program Grants for community projects that address healthy behaviors. These funding opportunities are open to nonprofit organizations, community groups and government entities to support the implementation of evidence-based, community-driven solutions for preventing and reducing obesity and preventing and controlling tobacco use. The Foundation awarded 10 Healthy Behavior Program Grants in 2020, including a project to fight the youth vaping epidemic in Central Louisiana, community walking and biking trails, and community programs that encourage fitness and nutrition.

The Foundation offered the multi-year Substance and Alcohol Abuse Prevention Program Grant opportunity to support implementation of evidence-based,



2020

## Healthy Behaviors



Shannon Tucker, Community Resources Coordinator VISTA at the Ben D. Johnson Educational Center in Natchitoches, works in the garden with Adarius Perrow, a participant in the Center's Legacy Youth Workforce Development Program.

community-driven solutions for preventing substance and alcohol abuse. This grant opportunity encouraged communities to work together across agencies, departments, and sectors for planning and implementing interventions and for gaining support from the populations most impacted by them. The Foundation awarded four Substance and Alcohol Abuse Prevention Program grants in 2020.

Foundation staff worked with Healthy Behavior and Substance and Alcohol Abuse Prevention grant recipients to help them modify work plans that were adversely affected by the extraordinary events of 2020.

### MARKETING/COUNTERMARKETING

The Healthy Behaviors Initiative includes marketing campaigns designed to raise awareness of the importance of diet and physical activity, to counter tobacco advertising and to provide awareness and resources in the area of alcohol and substance abuse. These campaigns also are intended to provide information and tools to facilitate healthy behavior choices.

### POLICY AND ADVOCACY

Policy and advocacy efforts are addressed under Healthy Behaviors activities in schools and communities. The Foundation also forms partnerships with local, state, national and federal agencies to coordinate Healthy Behaviors campaign rollouts and other advocacy efforts.





## EDUCATION



Angeleisha Butler and her daughter Abrielle Berry take part in an activity at a Math to Build On workshop led by Jamila Farris, Early Childhood Program Coordinator for The Orchard Foundation.

*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 School Readiness, Effective Schools, and Career and Postsecondary Readiness components.*





## School Readiness

*The School Readiness component of the Education Initiative focuses on increasing kindergarten readiness through the support, expansion or establishment of high-quality early childhood programs to support the teacher-child and family-child interactions.*

Studies show children who attend some type of early childhood program before kindergarten are more likely to complete high school and go through their entire school careers without repeating a grade. Research shows the most effective strategies are those that focus on improving the quality of existing early education settings. Additionally, high-quality teacher-child interactions are essential for children's learning and development. Work under this component includes three strategies to ensure more children are ready to enter kindergarten.

### PROFESSIONAL DEVELOPMENT FOR TEACHERS AND LEADERS

The Rapides Foundation provides a grant to The Orchard Foundation to build the capacity and quality of Pre-K, Head Start and childcare centers in the region. The Orchard Foundation administers School Readiness training institutes for publicly funded Central Louisiana childcare providers that are part of Louisiana's Early Childhood Care and Education Community Network.

The Louisiana network was established in 2012 to unify the state's early childhood education programs, and it requires publicly funded childcare centers to meet a set of performance and academic standards.

The Orchard Foundation's professional development institutes are presented by Teaching Strategies and Teachstone and are open to any childcare provider within the Foundation's nine-parish service area. Trainings include: Teaching Strategies Gold,

the state's Birth to Kindergarten assessment tool; and Teachstone CLASS (Classroom Assessment Scoring System) Observation Reliability training, which prepares an observer to conduct a CLASS observation.

In 2020, trainings were conducted virtually to adapt to coronavirus mandates. Many sessions were held from noon to 2 p.m., allowing childcare employees the opportunity to gain professional development during the workday. In all, 617 childcare employees received professional development training during 2020.

### EARLY CHILDHOOD LITERACY

In response to a need for added emphasis on developing literacy skills in children before they enter school, the Foundation in 2017 supported the development and implementation of an evidence-based, early literacy program by providing a multi-year Early Childhood Literacy grant to The Orchard Foundation.

The Read to Soar early literacy program was launched in 2018 and features workshops for children ages 5 and under and their parents or caregivers. These family sessions help develop and strengthen a culture of reading at home by educating parents, building a child's home library and increasing awareness about community resources to help ensure the child has the tools for school success. Children earn a certificate of participation and up to 40 books for their home library while parents come away with tips and resources that help them teach their young ones. In Fall 2020, The Orchard Foundation launched a





## EDUCATION



*The first cohort of the 15-month Central Louisiana Instructional Partnership teacher residency program graduated in 2020.*



Central Louisiana Instructional Partnership

COHORT 1 | 2019-2020

pilot of Math to Build On, a mathematics literacy program intended to complement Read to Soar. Math to Build On consists of workshops where children develop and strengthen math skills through reading and activities, and families learn how to continue and reinforce the learning at home.

Since its inception in 2018, The Orchard Foundation has held 58 Read to Soar 8-session cohorts throughout Central Louisiana, reaching 673 young children from 509 families. Read to Soar sessions were suspended from March through September of 2020 due to the coronavirus pandemic but resumed in the fall following state guidelines for social distancing and masking. In all 14,089 books have been distributed to children to add to their home libraries.

In addition, 11 children attended the Math to Build On pilot in 2020, collecting 275 books for their homes.

## INCREASE ACCESS FOR THE BIRTH TO THREE POPULATION

This subcomponent seeks to increase the number of at-risk children ages 3 and under who are enrolled in an early childhood education program. Foundation staff participate in Early Childhood Care and Education Community Networks and Ready Start Networks within the Foundation's service area. These Networks implement strategies to increase access and improve the quality of early childhood care and education programs.



2020

## Effective Schools

*The Effective Schools component of the Education Initiative focuses on enhancing the instructional core in the nine public school districts within the Foundation's service area by supporting instructional leadership and professional development.*



Lynda McCullough, one of The Orchard Foundation's facilitators for its Center for Educational Leadership Training, conducts a virtual Aspiring Leaders training session.

The Effective Schools component focuses on professional development for teachers and increasing the leadership capacity for administrators. These opportunities are provided through grants to the districts and funding to The Orchard Foundation for training institutes.

The Effective Schools Grant supports district-wide school improvement plans that seek to increase educational attainment and improve student achievement. Districts use these funds to deepen their work by enhancing professional development for teachers and strengthening leadership

capacity for administrators. These district-level grants fund coaching and mentoring of teachers; leadership development for administrators; and participation in institutes provided by The Orchard Foundation. Each district is assigned a technical assistant to guide and assist the progress of their grant. Technical assistants provide on-site visits, relevant research and a national perspective.

In addition to trainings led at the district level, The Rapides Foundation provides The Orchard Foundation with grant funding that is used to administer Instructional Leadership Institutes and Kagan Cooperative Learning Institutes for Central Louisiana educators.

Throughout the school year, regional institutes from the University of Washington's Center for Educational Leadership (CEL) provide Cenla educators with the opportunity to receive instructional leadership training. The two-year Aspiring Leaders program prepares educators for administrative roles while the three-year Leading for Better Instruction program is for current administrators. These institutes are tailored to meet the challenges faced by today's administrators.

In addition, the District Leaders' Network and Superintendents' Network provides an opportunity for these two groups to meet together and with their colleagues.

Kagan Cooperative Learning Institutes are held during the summer to provide teachers with resources, tools and strategies they can use to increase student engagement and learning. Research



## EDUCATION



Laurel Comeaux, Dean/Instructor at the CLTCC Rod Brady Campus in Jena, assists CLTCC nursing students Remy Yule (left) and Tayari Coe in WorkKeys training, provided through the Foundation's Cenla Work Ready Network.

**CENLA  
WORK READY  
NETWORK**  
PREPARING TOMORROW'S WORKFORCE

shows that when teachers actively engage students in the classroom, the students pay attention, are motivated and ultimately learn more, leading to improved student achievement. Five-day Kagan summer workshops are open to Central Louisiana school teachers from all grade levels, as well as curriculum specialists, site coach trainees, and administrators.

In-person CEL and Kagan institutes had to be suspended once the pandemic began in mid-March. The Orchard Foundation partnered with the providers to determine which trainings could be quickly moved to a virtual format and which institutes should be deferred to 2021 to allow for more development of the training format. In

all, 193 educators participated virtually in instructional leadership institutes.

The Orchard Foundation receives a grant from the U.S. Department of Education's Teacher Quality Partnership Program, with matching funding from project partners including The Rapides Foundation, to administer the Central Louisiana Instructional Partnership. CLIP is a teacher residency program that trains, supports and retains math and science teachers for high-needs middle schools in the region. CLIP graduated nine residents in 2020 while another cohort began its work in the summer. By the end of the five-year project, 44 new highly prepared teachers will be in Cenla middle schools.



## 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 Career and Postsecondary Readiness component offers counseling, skill development, credential and advance credit programs for middle and high school students so that they can achieve success beyond high school. This work is carried out through three subcomponents.

### CAREER AND TECHNICAL EDUCATION

The Rapides Foundation funds Career and Technical Education programs to give Cenla residents the opportunity and support to earn a credential or degree that will put them in a position for a higher-wage job that offers a good quality of life. This work is implemented through the Cenla Work Ready Network, a system designed to link education and workforce development efforts and align them with regional economic needs.

Through the Cenla Work Ready 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. They receive preparation through the ACT Career Ready WorkKeys training course and then take the ACT WorkKeys Assessment, which leads to the ACT National Career Readiness Certificate. In the 2019-20 school year, Central Louisiana high school students and adults earned 3,516 National Career Readiness Certificates. An additional 1,648 certificates were earned in Fall 2020.

### CAREER AND POSTSECONDARY COUNSELING

The Orchard Foundation provides career counseling for Central Louisiana

students through a partnership with Career Compass of Louisiana, a nonprofit education organization with coaches across the state. Career Compass staff work with guidance departments in area schools to act as an added resource and a liaison between the students of Central Louisiana and the postsecondary institutions in the state. Career Compass employees are educated on all of the postsecondary schools in the area they serve and the programs each offers, thus helping students find the right school for their needs.

These services come in the form of seminars for middle school and high school students in public high schools. All seniors receive one-on-one coaching to help guide them in the college application process. Seminars were conducted virtually during the coronavirus pandemic. High school seniors from the Class of 2020 were able to continue working virtually with coaches who had been working with them during the months leading up to school closures.

### JUMP START

The Orchard Foundation each year offers two events to connect local businesses with high school students and educators. The Students Exploring Career Opportunities expo, an interactive career expo typically attended by thousands of 10th grade students, was canceled in 2020 due to the pandemic. The summer Workplace Experience Exchange camp is for teachers to learn how to translate the skills needed in today's workforce into their classrooms. WEE camps were also canceled in 2020.





## HEALTHY COMMUNITIES



Lena Phillips with Training Logic (left) trains LaSalle Lumber employees Adam Bruce, Jesse Cox, Spencer Clark and Dakota Clark. The training is funded through a Workforce Opportunity Grant to CLCC.

*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 Development and Social Environment Initiatives.*



2020

## Economic Development

*The Economic Development Initiative addresses median household income through workforce development; business startups and expansions; and support of regional economic development.*

The Economic Development Initiative makes the link between healthy economies and healthy people. Healthy economies with low unemployment rates and higher-wage jobs provide people with the means to purchase medical insurance, make better healthcare choices and live healthier lifestyles. The goal of the initiative is to raise the household income of people living in Central Louisiana by improving the region's capacity to produce higher-wage jobs for all income levels and generate more wealth in its communities.

Building upon the work that was started in 2007, the Economic Development Initiative consists of three components.

### BUSINESS STARTUPS AND EXPANSIONS

This component supports a comprehensive and coordinated entrepreneurship support system focused on businesses that have the potential to sell products or services outside of the region. The Foundation provides a grant to the Central Louisiana Economic Development Alliance for continued support of the Business Acceleration System. BAS provides training, technical assistance, coaching and mentoring support services for local entrepreneurs and small businesses.

BAS staff worked closely with local businesses and entrepreneurs to help them navigate the unexpected challenges associated with the coronavirus pandemic.

Staff helped business owners learn how to pivot to adapt to the changing environment, such as selling their products and services online or remotely. In many cases, businesses were able to increase their profits by broadening their customer base. Other assistance included helping clients apply for emergency state and federal grants and loans.

BAS trainings and seminars moved to the virtual setting in 2020. Coaches worked one-on-one with the 63 clients enrolled in the BAS coaching program. In addition, BAS held 42 trainings, reaching 748 participants.

### WORKFORCE SKILLS AND DEVELOPMENT

This component supports efforts to build a cohesive and effective workforce development system in Central Louisiana that meets the demands of employers, has the capacity to quickly respond to change, and provides training opportunities and career paths for employment and advancement for Cenla residents. This includes efforts to fill workforce gaps identified in the areas of manufacturing workforce and healthcare.

The Foundation continues to monitor a \$2 million matching grant to the Louisiana Community and Technical College System Foundation that is being used by the Central Louisiana Technical Community College to establish the Central Louisiana Manufacturing Technology Center and to



BAS client Geneva Burrell, Owner of Excel Driving Academy, is coached by BAS Executive Director Gary Perkins.

add and expand high quality, state-of-the-art manufacturing programs on campuses throughout the region. It also continues to monitor CLTCC's ongoing pursuit to meet the workforce needs for Central Louisiana by offering technical training programs that produce graduates and employees for high-wage, high-demand jobs in the region.

The Foundation's Workforce Opportunity Grant is an ongoing funding opportunity for accredited postsecondary institutions in Louisiana to partner with Central Louisiana businesses to address training needs. In 2020, two Workforce Opportunity Grants were awarded to the Central Louisiana Technical Community College in partnerships with LaSalle Lumber and RoyOMartin.

To address Cenla's need for more quality healthcare professionals, the Foundation continued monitoring six multi-year Healthcare Occupations Program Grants, which provide grant funding to Cenla's postsecondary institutions to provide education and training for high-wage employment in their fields of nursing and behavioral health. At the end of 2020, the grants have resulted in 1,519 graduates from the funded healthcare-related programs.

The Rapides Foundation in 2020 researched strategies to address young adults ages 16 to 24 who are neither working nor pursuing an education or training program. The goal is to get these "disconnected youth" engaged in their

communities, either by continuing their educations or working, which not only benefits them from an economic standpoint, but from a health standpoint. In 2020, the Foundation worked with Measure of America on an assessment to determine the level of need in Central Louisiana, and then partnered with JFF to explore, identify and develop multiple interventions to address the problem. The Foundation will pilot some programs under this component in 2021.

## BUSINESS CULTURE AND ENVIRONMENT

This Initiative component supports the Central Louisiana Economic Development Alliance as the vehicle to build cooperation, coordination, teamwork and social cohesiveness for regional economic development objectives. It does this through a matching grant to CLEDA in support of its regional workforce and economic development activities.

CLEDA continues to work with the Foundation's Education Initiative to support the Cenla Work Ready Network, a system designed to link education and workforce development efforts and align them with regional economic needs. CLEDA works with business and industry partners to encourage them to use and recognize the ACT National Career Readiness Certificate, which demonstrates a potential employee is prepared for technical and highly skilled jobs within their companies.





## Social Environment

*The Social Environment Initiative addresses social capital by supporting leadership and nonprofit development and increased community and civic engagement.*

The Social Environment Initiative provides an integrated approach to enhance civic and community opportunities for more effective nonprofit leaders and organizations. This approach seeks to foster increased civic engagement, develop enhanced leadership skills and improve the effectiveness of nonprofit organizations so that they will operate with greater success as they work to achieve their missions. Community Development Works, a program of The Rapides Foundation, implements most of the activities under the Social Environment Initiative. The Initiative consists of two components.

### BUILDING NONPROFIT CAPACITY

This component of the Social Environment Initiative builds the capacity of nonprofits by focusing on the skills of the individuals in the organization and on the organization as a whole.

The nonprofit leadership training subcomponent seeks to build the capacity of nonprofit leaders. Each year, residents are invited to participate in Cenla Boardbuilders, a leadership development program for emerging leaders to become active in their communities as members of local nonprofit boards, and for newly seated board members to seek training. Participants are trained through a series of sessions on the roles and responsibilities of an effective board member. Nonprofit partners enjoy being able to connect with individuals who are trained to join their boards. In 2020,



2020 graduates of the Cenla Boardbuilders nonprofit leadership development program.

eight professionals graduated from Cenla Boardbuilders, which was offered virtually for the first time in its history.

The staff training subcomponent has the goal of building the capacity of nonprofit staff and volunteers through the Spring and Fall Training Calendars, which offer free workshops and webinars on topics related to nonprofit management such as grant writing, financial management, fundraising, evaluations and staff development. These trainings were suspended in the spring due to the pandemic shutdowns. Training sessions resumed in the fall in the form of webinars attended by 198 residents.

To build the organizational effectiveness of local nonprofits, CDW offers customized

## HEALTHY COMMUNITIES

technical assistance to nonprofits to expand their governance, organizational development and leadership capacities.

The CDW Learning Lab offers free access to nonprofit resources, potential funding opportunities, statistics, journals and periodicals, as well as other information pertinent to the nonprofit landscape. Materials are also offered online. In 2020, the Learning Lab moved from the first floor to the Frye Nonprofit Development Center on the second floor of The Rapides Foundation Building.

In March 2020, CDW began offering assistance to help nonprofits adapt to the challenges associated with the coronavirus pandemic. This included a special page on the CDW website where nonprofits could find help on a variety of topics such as fundraising in uncertain times; obtaining emergency funding at the state, federal and local levels; how to reopen safely in order to keep employees and visitors safe; how to convert to virtual meetings and conferences; and how to deal with stress.

## COMMUNITY AND CIVIC ENGAGEMENT

The goal of this component is to increase civic and community engagement. This is carried out through My Civic Life, a program that provides high school students with leadership and volunteer service opportunities through their participation in school-based community service clubs called Youth Volunteer Corps (YVC) Clubs. The community service clubs are implemented through the Youth Volunteer School District Grant. In the 2019-20 and 2020-21 school years, Natchitoches, Rapides and Vernon parish school districts participated in this grant opportunity.



The CDW Learning Lab moved to the Frye Nonprofit Development Center on the second floor of The Rapides Foundation Building.

When schools closed in March 2020 due to the coronavirus pandemic, YVC clubs could not hold in-person meetings or volunteer opportunities. However, by working with the national Youth Volunteer Corps, Cenla YVC activities were offered virtually for the remainder of the school year. Regular, in-person meetings and volunteer projects resumed in the fall.

In its five years as a national affiliate, Central Louisiana YVC Clubs have been in 21 schools, with 945 students participating and recording more than 11,000 service hours in their communities.

In addition to YVC Clubs, My Civic Life offers leadership development training for youth volunteers; capacity-building resources for nonprofit partners working with youth volunteers; and an online platform to connect youth with nonprofits in their communities.







# THE RAPIDES FOUNDATION SYMPOSIUM

2020  
VIRTUAL

## 2020 Focus: Health Status

**T**he Rapides Foundation's seventh annual Symposium focused on how a community can improve its overall health status by addressing behavioral and social determinants of health.

Held every September to recognize the creation of The Rapides Foundation on September 1, 1994, the Foundation presented its Symposium in a virtual format for the first time due to the coronavirus pandemic. Originally scheduled for September 1, the Foundation had to reschedule the Symposium to October 7 when Hurricane Laura, a deadly and destructive Category 4 hurricane, made landfall in Louisiana and spread catastrophic damage and flooding throughout the state and the Foundation's service area.

The event featured Regina Benjamin, M.D., MBA, the 18th Surgeon General of the United States, who explained that improving the overall health of a community and eliminating health disparities of vulnerable populations takes a holistic approach that extends well beyond medical facilities. Dr. Benjamin also said the coronavirus pandemic shed a light on the importance of addressing health disparities in the nation.

Foundation President and CEO Joe Rosier said the pandemic brought to life the importance of the work The Rapides Foundation has done since its 1994 beginnings.



Regina Benjamin, M.D., MBA  
18th U.S. Surgeon General

"From the start of the pandemic it was clear that people with the type of underlying conditions that our work focuses on are being hardest hit by the virus. That's one of the reasons we didn't change our focus away from our existing work," he said. "We chose to stay the course because in continuing to work on the behavioral and social determinants of health, you ultimately improve health in the community and provide greater resilience against all disease, including the coronavirus."





## RAPIDES HEALTHCARE SYSTEM

# 2020

A year that changed the face of healthcare.

**A**s 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 is committed to providing excellent medical care to its patients, and through an investment in its community benefit programs, RRMCM 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 2020, the coronavirus pandemic presented unprecedented challenges to healthcare providers worldwide. RRMCM physicians and staff worked through multiple surges in COVID cases to learn more about the virus and the best way to treat patients.

RRMC chief executive officer Jason Cobb said 2020 was “a year that changed the face of healthcare.”

Rapides Regional saw its first COVID-19 patient in mid-March. Over the course of the next 12 months, the hospital cared for 2,376 COVID-19 patients. The hospital began vaccinating employees on December 16, 2020.

Prior to the pandemic in early 2020, the hospital held the official opening of its new \$5.3 million, 18-bed Universal Trauma Unit, which occupies the fifth floor of the main hospital tower. The additional beds bring RRMCM’s capacity to 380 beds, and provide relief to the hospital’s other two ICUs, which have seen significant growth in recent years.

The hospital employed 1,950 individuals with a payroll of \$97.4 million in 2020. It admitted 14,223 patients, delivered 1,953 babies at Rapides Women’s and Children’s Hospital, treated 38,648 patients in its Emergency Department and performed 10,027 surgeries.

RRMC operates multiple 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 2020, there were 26,540 visits to the clinics, which serve Medicare, Medicaid and uninsured patients. Services include primary care, general surgery, cardiology, orthopedics, gynecology, ophthalmology, oral and maxillofacial





surgery, dental care and urgent care.

The clinics contract with The Rapides Foundation's Cenla Medication Access Program to provide free or low-cost medications to clinic patients. In 2020, CMAP filled 8,655 free prescriptions through its Central Fill Pharmacy and Patient Assistance Program. An additional 2,328 prescriptions at a reduced cost of \$4 or less 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 Healthcare System provided nearly \$4 million in financial support to the LSU Family Medicine Alexandria Residency Program based at RRMCM and sponsored by LSU Health Shreveport. Eighteen residents were in the program in the 2019-20 academic year. Five family physicians graduated at the end of the academic year, bringing the total number of graduates to 131 since the program began in 1997. The hospital also supported 28 residents from Tulane University in the areas of gynecology and ophthalmology and five from LSU Health Sciences Center-Shreveport in the area of oral and maxillofacial surgery.

Rapides Regional Medical Center in 2020 received the American Heart Association/American Stroke Association's Get With The Guidelines®-Stroke Gold Plus Honor Roll Elite Quality Achievement Award for the third consecutive year. The award recognizes the hospital's commitment to ensuring stroke patients receive the most appropriate treatment according to nationally recognized, research-based guidelines supported by the latest scientific evidence.

The hospital's attention to quality healthcare was rewarded when it received an "A" rating for patient safety from The Leapfrog Group, a Washington D.C.-based organization aiming to improve health care quality and safety for consumers. The "A" grade reflects RRMCM's efforts in protecting patients from harm and meeting the highest

safety standards in the U.S.

HCA honored Rapides Regional Medical Center's nursing units through its 2019 Units of Distinction Awards. Rapides Regional Medical Center's Day Surgery unit was ranked No. 3, Labor and Delivery was ranked No. 8 and 3 West was ranked No. 25 among facilities owned by the Hospital Corporation of America.

RRMCM was named a 2020 Guardian of Excellence Award winner by Press Ganey. The award recognizes top-performing healthcare organizations that have achieved the 95th percentile or above in Patient Experience. This award was specifically given for patient experience in the hospital's Newborn Intensive Care Unit. The Press Ganey Guardian of Excellence Award is a nationally recognized symbol of achievement in healthcare.

Rapides Regional Medical Center and Rapides Women's and Children's Hospital have each been recognized as a "Breastfeeding-Friendly Workplace Champion" by the Louisiana Breastfeeding Coalition.

CareChex, a division of Quantros, named Rapides Regional Medical Center in its 2021 Quality Awards with Medical Excellence awards in 19 categories: Cancer Care, COPD, Gall Bladder Removal, Hip Fracture Care, General Surgery, Heart Failure, Orthopedic Care, Pneumonia Care, Pulmonary Care, Sepsis Care, Stroke Care and Trauma Care. In Orthopedic Care and Stroke Care, RRMCM ranked No. 1 in the state and among the Top 100 facilities in the country.

Healthgrades rated Rapides Regional Medical Center 5 stars for Hip Fracture outcomes. Healthgrades is the leading online resource for comprehensive information about physicians and hospitals. This award is part of new findings and data featured in the Healthgrades 2019 Report to the Nation. The report demonstrates how clinical performance continues to differ dramatically between hospitals regionally and nationally.



# 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 quality patient-centered services through integration with community health clinics, and addresses screenings, medication access and related medical manpower.

**HEALTHY BEHAVIORS:** The Healthy Behaviors Initiative addresses tobacco prevention and control, substance and alcohol abuse prevention, healthy eating and active living.

## EDUCATION

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

**SCHOOL READINESS:** The School Readiness component of the Education Initiative focuses on increasing kindergarten readiness through the support, expansion or establishment of high-quality early childhood programs to support the teacher-child and family-child interactions.

**EFFECTIVE SCHOOLS:** The Effective Schools component of the Education Initiative focuses on enhancing the instructional core in the nine public school districts within the Foundation's service area by supporting instructional leadership and professional development.

**CAREER AND POSTSECONDARY READINESS:** The Career and Postsecondary Readiness component of the Education Initiative focuses on counseling, skill development, 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 median household income through workforce development, business startups and expansions, and support of regional economic development.

**SOCIAL ENVIRONMENT:** The Social Environment Initiative addresses social capital by supporting leadership and nonprofit development and increased community and civic engagement.





## Grants List

### 2020 EXTRAORDINARY ACTIVITIES

#### COVID-19 RELIEF

##### THE FOOD BANK OF CENTRAL LOUISIANA – COVID-19 RESPONSE GRANT

To support acquisition, packaging and distribution of food to meet the food assistance needs in Central Louisiana caused by the coronavirus pandemic. \$300,000

##### UNITED WAY OF CENTRAL LOUISIANA – OPERATION CENLA UNITED FUND GRANT

To help nonprofit agencies and congregations purchase food, household cleaning supplies and personal protective equipment for families and individuals impacted by the coronavirus pandemic. \$100,000

#### DISASTER RELIEF AND RECOVERY – CENTRAL LOUISIANA NONPROFIT AND FAITH-BASED HURRICANE RELIEF FUND

To reimburse nonprofit and faith-based organizations for expenses incurred due to providing hurricane relief efforts to individuals and families within The Rapides Foundation's nine-parish service area.

<b>Evergreen Presbyterian Ministries, Inc.</b>	\$5,000
<b>Redefined Project</b>	\$2,931
<b>Veteran Place LLC</b>	\$5,000
<b>Families Helping Families</b>	\$1,881
<b>Cenla Community Action Committee</b>	\$2,819

### HEALTHY PEOPLE

#### HEALTHCARE ACCESS

##### CMAP EXPRESS – 2020 CANCER SCREENING PROJECT

To coordinate, recruit and schedule appointments on a mobile cancer screening unit offering breast, cervical and colorectal cancer screening to the uninsured and underinsured residents in the Foundation's service area, and to support efforts to increase cancer screenings by raising awareness through a Community Health Advisor program. \$205,000

##### CMAP EXPRESS – 2020 MEDICATION ACCESS AND PAP PROGRAM

To provide free or low-cost prescription medications to uninsured and underinsured patients through a Central Fill Pharmacy and Patient Assistance Program. \$554,000

##### LSU HEALTH SCIENCES CENTER – SHREVEPORT – 2020 MOBILE CANCER SCREENING UNIT

To provide a mobile cancer screening unit offering free breast, cervical and colorectal screenings to uninsured and underinsured patients in The Rapides Foundation's nine-parish service area. \$58,000





## Grants List

### HEALTHY BEHAVIORS

#### AMERICAN HEART ASSOCIATION – HEALTHY BEHAVIORS PROGRAM GRANT

“Fighting the Youth Vaping Epidemic in Central Louisiana” – To launch a comprehensive approach to fight the youth vaping epidemic in Rapides, Vernon, Natchitoches and LaSalle parishes in collaboration with school administrators, teachers, parents, students, community leaders and healthcare providers.

\$225,000/3-year grant

#### BEN D. JOHNSON EDUCATIONAL CENTER – HEALTHY BEHAVIORS PROGRAM GRANT

“Healthy Food Project” – To implement a multi-component approach to improve healthy eating through education, access and community input. Implementation strategies include a community garden, development of a retail space to sell healthy food in a low-income community of color, teaching nutrition and healthy living skills, and forming a community advisory council.

\$225,000/3-year grant

#### CATAHOULA PARISH SCHOOL BOARD – HEALTHY BEHAVIORS PROGRAM GRANT

“Tread the Trail” – To encourage and facilitate opportunities for promoting healthy behaviors at Block High School and the surrounding community of Jonesville by building and promoting use of a walking and biking trail on the school campus.

\$73,548/2-year grant

#### CATAHOULA PARISH SCHOOL BOARD – SUBSTANCE AND ALCOHOL ABUSE PREVENTION PROGRAM GRANT

“Too Smart to Start” – To implement drug and alcohol use prevention activities in the

district high schools including a research-based curriculum appropriate for grades 6-12, teacher professional development and community awareness activities.

\$300,000/3-year grant

#### CENTRAL LOUISIANA AIDS SUPPORT SERVICES – TECHNICAL ASSISTANCE GRANT

To support the development of an evidence-based substance and alcohol abuse prevention model for ages 11 through 18.

\$30,000

#### CENTRAL LOUISIANA AIDS SUPPORT SERVICES – SUBSTANCE AND ALCOHOL ABUSE PREVENTION PROGRAM GRANT

To continue, enhance and expand an alcohol and substance abuse prevention program titled “balance,” which utilizes the behavioral therapy model known as Acceptance and Commitment Therapy (ACT).

\$150,000/3-year grant

#### TOWN OF CHENEYVILLE – HEALTHY BEHAVIORS PROGRAM GRANT

“Town of Cheneyville Walking Trail” – To construct a one-eighth-mile long walking trail to promote physical activity and wellness in the community and provide a safe location for town residents to exercise.

\$20,000

#### CMAP EXPRESS – 2020 HEALTHY LIFESTYLE PROGRAM

To provide demonstration and education on proper nutrition and physical activity for good health aimed at fighting chronic diseases in Central Louisiana at the community and individual levels through one-on-one counseling with registered dietitians and an exercise specialist, as well as development and distribution of nutrition and fitness education materials.

\$408,000





## Grants List

### **CMAP EXPRESS – 2020 SMOKING CESSATION PROJECT**

To support a community-based program that helps educate people about the importance of stopping smoking and all tobacco products. In partnership with the Smoking Cessation Trust, CMAP provides one-on-one and group counseling and medications to assist with quitting tobacco.

\$46,000

### **FOOD BANK OF CENTRAL LOUISIANA – HEALTHY BEHAVIORS PROGRAM GRANT**

“Expansion of Distribution of Fresh Produce”  
To provide healthier food options to families served by the Food Bank by increasing the cold storage capacity for its member agencies, as well as an increase in food distribution channels. \$142,500/3-year grant

### **2020-2021 HEALTHY BEHAVIORS SCHOOL DISTRICT PARTNERSHIP GRANT**

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 in the school district. Activities are conducted district-wide, with the following school districts participating during the 2020-2021 school year: Allen, Avoyelles, Catahoula, Grant, Natchitoches, Rapides and Vernon parishes. \$322,000

### **LASALLE ECONOMIC DEVELOPMENT DISTRICT – SUBSTANCE AND ALCOHOL ABUSE PREVENTION PROGRAM GRANT**

“The Strand Village #thrive” – To prevent the use and abuse of substances and alcohol by providing evidence-based substance and alcohol abuse prevention programs to youth and families in LaSalle Parish.

\$300,000/3-year grant

### **LOUISIANA COLLEGE – HEALTHY BEHAVIORS PROGRAM GRANT**

“Step It Up Pineville! and the Parrish Fuller Fitness Trail” – To enhance and update the Parrish Fuller Fitness Trail located on the campus of Louisiana College and to help local residents increase their level of physical activity and decrease their risk for chronic health conditions. \$111,200/3-year grant

### **TOWN OF BUNKIE – HEALTHY BEHAVIORS PROGRAM GRANT**

“Move Bunkie Forward” – To provide the community with opportunities to live a healthier lifestyle by providing physical activity classes, supporting community gardens, providing nutrition and physical activity education and implementing community programs. \$150,000/3-year grant

### **CITY OF NATCHITOCHES – HEALTHY BEHAVIORS PROGRAM GRANT**

“Ready, Set, Go! Natchitoches” – To provide the community with fresh produce and nutrition education through the Natchitoches Farmers Market and Mobile Market, engage residents in physical activity through the Portable Park, and continue the Mayor’s Health and Fitness Council to address health and wellness needs in the community. \$150,000/3-year grant

### **WINN COMMUNITY HEALTH CENTER – SUBSTANCE AND ALCOHOL ABUSE PREVENTION PROGRAM GRANT**

“Winn-CORP (Community Opioid Response Planning Consortium) Rural Substance Use Disorder Prevention Project” – To use evidence-based strategies to strengthen the business environment, improve family functioning for high-risk individuals, improve substance abuse prevention and decrease underage drinking. \$300,000/3-year grant



## Grants List

### **CITY OF WINNFIELD — HEALTHY BEHAVIORS PROGRAM GRANT**

“PARC Project” – To increase access to physical activity opportunities in order to facilitate more active lifestyles for families by enhancing or improving amenities at Grove Street Park and Henderson Holden Park, developing community exercise programming, and providing nutrition education.  
\$150,000/3-year grant

### **YOUNG WOMEN'S CHRISTIAN ASSOCIATION — HEALTHY BEHAVIORS PROGRAM GRANT**

“Girls on the Run Scholarship Expansion” – To fund scholarships for students in high-needs schools to participate in the Girls on the Run program. \$148,530/3-year grant

## **EDUCATION**

### **SCHOOL READINESS**

#### **THE ORCHARD FOUNDATION — 2020-2023 SCHOOL READINESS GRANT**

To enhance and support regional efforts to improve early childhood education and to improve the quality ratings of Pre-K, Head Start and childcare centers by providing professional development, coaching and mentoring, curriculum implementation support, and a business model for childcare centers and Head Start directors. To also support kindergarten readiness through the implementation of two early literacy programs designed to help develop reading skills in young children, strengthen a reading culture at home and support bonding relationships with children and their caretakers.  
\$2,735,000/3-year grant

### **EFFECTIVE SCHOOLS**

#### **EFFECTIVE SCHOOLS — SCHOOL DISTRICT GRANTS**

To support school district plans during the 2020-2021 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

#### **THE ORCHARD FOUNDATION — 2020-2023**

#### **EFFECTIVE SCHOOLS REGIONAL INSTITUTES GRANT**

To provide regional-level professional and leadership development institutes focused on increasing the capacity of administrators to be instructional leaders and improving teacher effectiveness.

\$1,400,000/3-year grant

### **CAREER AND POSTSECONDARY READINESS**

#### **THE ORCHARD FOUNDATION — 2020-2023 CAREER & POSTSECONDARY READINESS GRANT**

To implement a continuum of strategies that address all points along the K-12 spectrum that are crucial to improving the educational status of Central Louisiana students. The strategies are designed to fill gaps that are not addressed by school districts, local/state agencies, or other community groups, and include the Cenla Work Ready Network, career and postsecondary counseling for high school students and Cenla Jump Start support.  
\$4,200,000/3-year grant





## Grants List

### HEALTHY COMMUNITIES

#### ECONOMIC ENVIRONMENT

##### CENTRAL LOUISIANA TECHNICAL COMMUNITY COLLEGE – WORKFORCE OPPORTUNITY GRANT

In partnership with LaSalle Lumber, a Workforce Opportunity Grant to provide training to enhance the skills of its employees, including safety, operations and leadership training. \$75,000

##### CENTRAL LOUISIANA TECHNICAL COMMUNITY COLLEGE – WORKFORCE OPPORTUNITY GRANT

In partnership with RoyOMartin, a Workforce Opportunity Grant to provide training to new employees, including manufacturing processes, safety and OSHA certification. \$25,000

#### SOCIAL ENVIRONMENT

##### 2020-2021 YOUTH VOLUNTEER SCHOOL DISTRICT GRANT

To increase civic engagement and leadership skills among high school students through implementation of youth volunteer clubs at participating high schools using a best practice model developed by Youth Volunteer Corps. The following school districts participated in the Youth Volunteer School District Grant during the 2020-21 school year: Natchitoches, Rapides and Vernon parishes. \$49,050



Winn Parish School District Instructional Supervisor Marianne Little presents Leading for Better Instruction, Year 3, completion certificates to Eric Hardaway (center) and Chase Bartlett, who both serve as Assistant Principals at Winnfield Senior High School.

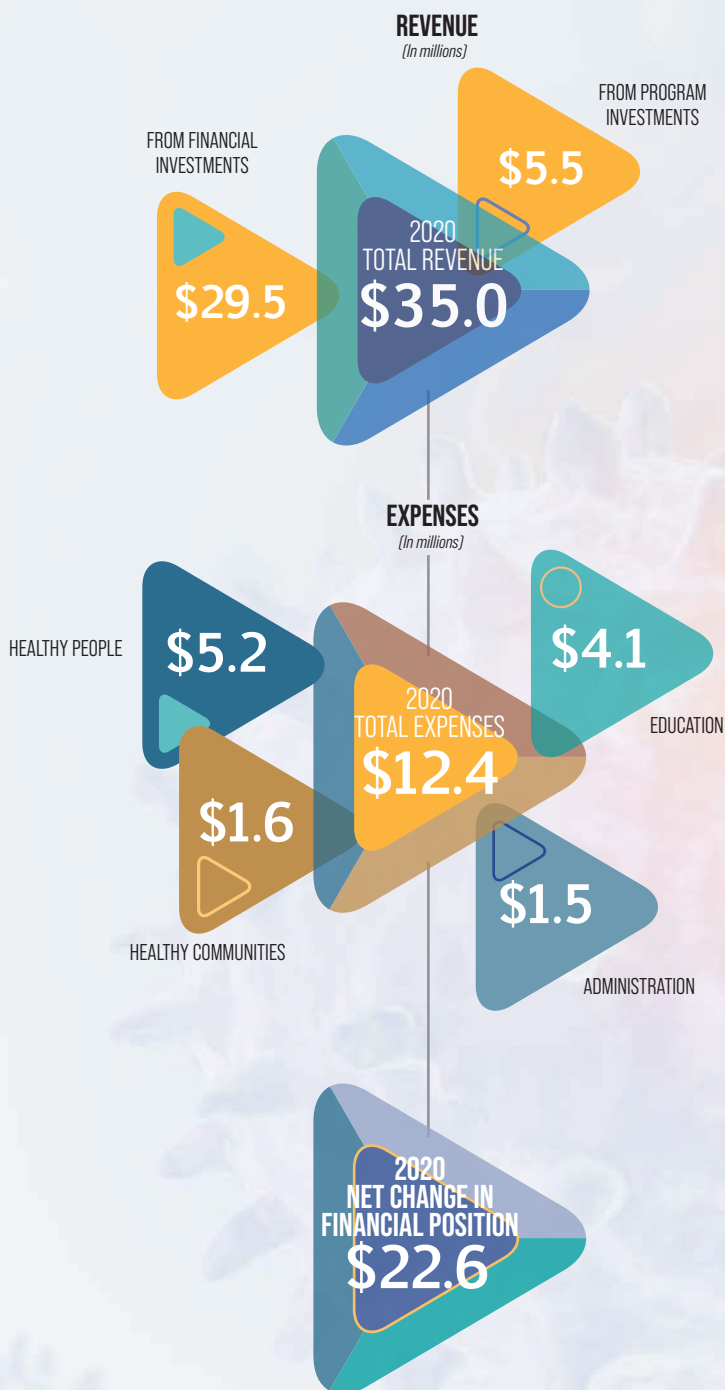
### ELIGIBILITY REQUIREMENTS

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.

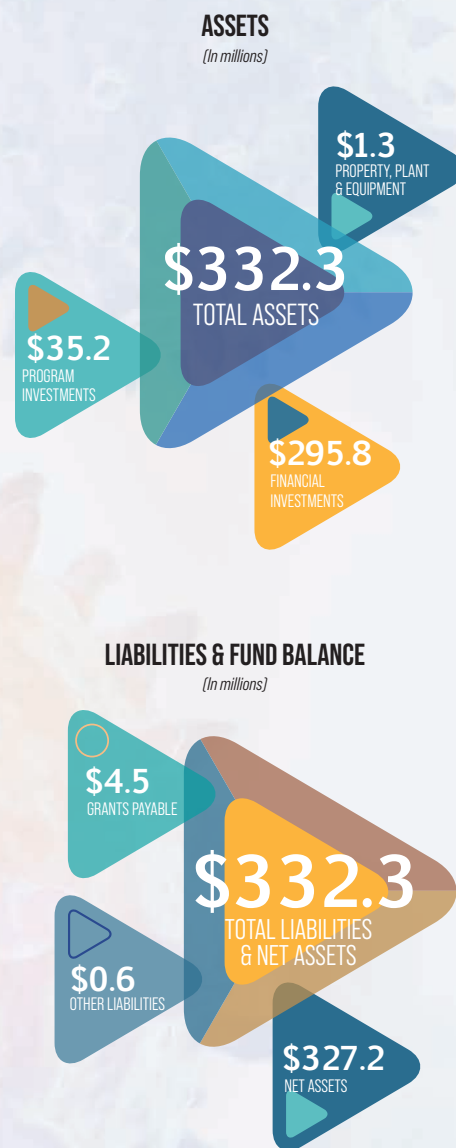
More information about funding opportunities available from The Rapides Foundation may be found on the Foundation's website under the "Grants" tab.

# 2020 Financial Summary

## 2020 CHANGES IN FINANCIAL POSITION



## DECEMBER 31, 2020, FINANCIAL POSITION



The most recent IRS Forms 990 for The Rapides Foundation and its subsidiaries, which provide more detailed financial information, are available on our website at [www.rapidesfoundation.org](http://www.rapidesfoundation.org).



2020

## BOARD OF TRUSTEES



**Doug Godard**  
Board Chairman  
Owner and General Manager  
Turner Teleco

**Valerie Aymond**  
Chief Resource Officer  
Gilchrist Construction

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

**Thomas J. Davis, Jr., M.D.**  
Physician

**Debbie Eddlemon, CPA**  
Retired Chief Financial Officer  
Ratcliff Construction Company

**Lafe Jones**  
Owner & Principal Consultant  
Lafe Jones and Associates

**Corey Lair**  
Senior Vice President  
BancorpSouth Premier Banking

**Dwayne Lemoine**  
Retired Principal  
Holy Savior Menard High School  
Former Superintendent, Avoyelles  
Parish School District

**Shahid Mansoor, M.D.**  
Physician

**Roseada Mayeux**  
Chief Assistant Coroner  
Avoyelles Parish

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

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

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

**Betty Westerchil**  
Former Mayor of Leesville  
Retired Educator

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

**Matthew T. Whitehead, DDS**  
Dentist

**2021 APPOINTED:**

**Mark Brown**  
President and CEO  
Journey Rehab, Premier of  
Southwest Louisiana and  
3 Brown Guys Hospitality Group

## THE RAPIDES FOUNDATION STAFF



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

**Shondrika Collins**  
Receptionist

**Abid Dyer**  
Accountant & Building  
Services Coordinator

**LaWanda Franklin**  
Executive Assistant to the President  
and CEO

**Matthew LaBorde, MBA**  
Program Officer

**Tammy Moreau**  
Director of Communications

**Brooke Morrow**  
Programs Assistant

**Dallas Russell**  
Program Officer

**Kayren Segall, MBA, CPA  
(Inactive)**  
Director of Administration

**Akeshia Singleton, MBA**  
Director of Evaluation

**Trayce Snow**  
Senior Program Officer

**Ashley Stewart, MPH**  
Director of Programs

### CENLA MEDICATION ACCESS PROGRAM

**Wendy Roy, MHA**  
Executive Director

**Jackie Bronson**  
Community Health Advisor

**Kevin Brown, PharmD**  
Pharmacist in Charge

**Kira Davidson, RDN, LDN**  
Healthy Lifestyle Program Coordinator

**Kayla Edwards**  
Cancer Screening Specialist

**Pamela Jones, RDN, LDN**  
Healthy Lifestyle Program Dietitian

**Courtney Keys**  
Healthy Lifestyle Program  
Administrative Assistant

**Lydia Kozlowski**  
Healthy Lifestyle Program  
Exercise Specialist

**Kayla LaBorde**  
Pharmacy Technician

**Crystal Watts**  
PAP and CMAP  
Office Supervisor

**Kelly Bentley**  
**Sunnie Broussard**  
**Cheryl Chambers**  
**Mindy Clingan**  
**Joni Longlois**  
**Dawn Rajewski**  
Patient Assistance Program  
Specialists

### THE ORCHARD FOUNDATION

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

**Jennifer Cowley**  
Program Manager for K-12

**Jamila Farris**  
Early Childhood Program Coordinator

**Lindlay Howell**  
CLIP Field Coordinator

**Flora Keys**  
Senior Administrative Assistant

**Rebekah Simpson**  
Program Manager for  
Early Childhood

### COMMUNITY DEVELOPMENT WORKS

**Felicia Walker**  
Training Specialist





## THE STORY BEHIND THE RIPPLE ICON

**T**he Rapides Foundation's ripple box icon dates back to its 1994 beginnings. The Foundation was created through a joint venture partnership between Rapides Regional Medical Center and HCA (formerly called Columbia/HCA). This partnership extended the hospital's ability to provide quality healthcare in a changing environment and created a wellspring of Foundation resources dedicated to improving the health status of Central Louisiana.

Through its ripple box icon, the Foundation seeks to embody this perpetual pool of resources through the representation of a rippling body of water.

The rippling effect is also symbolic of the way the Foundation's grantmaking, initiatives, programs and capacity building can be a catalyst for change and improvement across the communities it serves.

Finally, the element of water has geographical connection based on the Foundation's location near the historic Red River Rapids, the namesake for our parish, hospital and Foundation.



# THE RAPIDES FOUNDATION

THE RAPIDES FOUNDATION SERVICE AREA



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