

ANNUAL REPORT

# Shifting with the landscape of health care

2021 Giving Report





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## We share a mission.

Throughout the Highmark Health enterprise, we share a mission to create a remarkable health experience, freeing people to be their best. We also have a shared vision of a world where everyone embraces health.

Our promise to live our mission and vision is visible every day through our commitment to our customers and the communities of Highmark Health. Each year, Highmark Health and our affiliates, including our affiliated foundations, collectively provide millions of dollars and volunteer thousands of hours to build stronger, healthier communities.

As the COVID-19 pandemic persisted through 2021, Highmark Health continued to support our members, patients, providers, and communities every step of the way. Allegheny Health Network, in partnership with retail, community, academic and religious organizations, led a successful COVID vaccination campaign across western Pennsylvania, hosting more than 70 large-scale clinics and administering more than 430,000 vaccines through March 2022.

In total, Highmark Health has invested nearly \$1.4 billion in community related support since the pandemic began two years ago. In addition, we've continued providing charity care and medical education to our physicians.

The Highmark Foundation played a key role in those efforts. In 2020, \$128 million was pledged to the Highmark Foundation to continue a multi-year commitment to support the myriad of community needs, including advancing critical social determinants of health and diversity, equity, and inclusion initiatives. These included the establishment of two restricted funds under the Highmark Foundation – an \$18 million West Virginia Charitable Fund for Health, whose mission is to improve the health, well-being, and quality of life for individuals who reside in West Virginia, and a \$10 million United Concordia Charitable Fund, which supports workforce development initiatives, programs focused on oral health, and dental care for the uninsured and underinsured.

I personally want to acknowledge and thank the Highmark Foundation for its philanthropic efforts to support community-based organizations focused on health across our markets. Its long history of giving back, strengthening the capacity of organizations, and meeting the needs of so many is critical to the successful pursuit of our vision to create a world where everyone embraces health.

**David Holmberg**  
President and Chief Executive Officer,  
Highmark Health



## Welcome to the 2021 Highmark Foundation Annual Giving Report.

As we reflect back on another year of facing unique challenges and obstacles globally and locally, we have seen community needs remain and even grow. As the Highmark Foundation celebrates its 22nd year, we remain committed to helping improve health outcomes for communities whenever and wherever possible. We've even launched new initiatives in 2021 that we are excited to share with you today.

This past year, the Highmark Foundation awarded \$7.3 million in grant funding to support charitable organizations, hospital systems, and schools that develop programs focused on the Foundation's four funding priorities: chronic disease, community health, family health, and service delivery systems. We prioritize funding for evidence-based initiatives that address health, including social, behavioral, and physical health.

The Foundation expanded its focused, impactful giving footprint as a result of two new restricted charitable funds that launched in 2021. The United Concordia Dental Charitable Fund took our funding nationwide, helping those in need across the country with workforce development initiatives and programs focused on oral health. The Highmark West Virginia Charitable Fund for Health also kicked off its inaugural year in 2021 with tackling oral health needs as well as addressing social determinants of health for West Virginia residents. These funds — coupled with the

Foundation's successful school grants program, new and ongoing partnerships with dozens of organizations, and a host of impactful health-related programs and initiatives — help us feel honored to do what we do every day, promoting positive change.

Throughout this report, we've highlighted examples of the Highmark Foundation's efforts to help our neighbors. It's through partnerships with community partners regionally, nationally, and globally that are aligned with our mission of creating sustainable solutions that we truly make a difference. We look forward to continuing this work together.

**Daniel A. Onorato**  
Chairman of the Board,  
Highmark Foundation

**Yvonne Cook**  
President,  
Highmark Foundation

## Highmark Foundation Board Members and Officers



**Daniel A. Onorato, Chair**  
Executive Vice President,  
Corporate Affairs,  
Highmark Health



**R. Quinn Dufurrena, DDS, JD**  
Chief Dental Officer,  
United Concordia



**Doris Carson Williams,**  
**Vice Chair**  
President & CEO,  
African American Chamber  
of Commerce



**Kenya Boswell**  
Senior Vice President,  
Community Affairs  
Highmark Health



**Janine Colinear**  
Senior Vice President, Finance,  
Highmark Health



**Judy W. Sjostedt**  
Executive Director, Parkersburg  
Area Community Foundation



**Yvonne Cook**  
President,  
Highmark Foundation

## Highmark Foundation Staff Members



**Jane Brooks**  
Program Analyst



**Nina Sexton**  
Community Affairs Analyst



**Kate Hancock**  
Program Officer

# Mission

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The Highmark Foundation is a 501 (c)(3) private, charitable organization dedicated to improving the health, well-being, and quality of life for people who live in the communities served by Highmark, Inc. and its subsidiaries and affiliates. We realize our mission by awarding high-impact grants to charitable organizations that use evidence-based programs to improve community health. The Foundation's mission is rooted in identifying and continuously reevaluating our region's ongoing health care needs. The Foundation remains at the forefront of those demands, fully equipped to target the issues that need the most support.

In 2021, two new restricted funds were established at the Highmark Foundation – the Highmark West Virginia Charitable Fund for Health and the United Concordia Dental Charitable Fund. These funds support the ongoing work of the Highmark Foundation across its footprint and beyond.

For more information, visit [highmarkfoundation.org](https://highmarkfoundation.org) and follow us on Twitter @HighmarkFdn.







The past two-plus years have brought about a true shift in the approach of providers, patients, advocates, and community-based organizations. The COVID-19 pandemic and its economic impacts – plus an intense focus on social justice and equity – has reshaped the health care landscape. The Highmark Foundation’s grants reflect that.

The Foundation’s four main priorities are:

- Chronic disease.
- Community health.
- Family health.
- Service delivery systems.

#### Chronic Disease

According to the Centers for Disease Control and Prevention, chronic diseases are the leading causes of death and disability in the U.S. These diseases and conditions – like heart disease, stroke, cancer, type 2 diabetes, obesity, and arthritis – are among the most common, costly, and preventable health problems.

Highmark Foundation funds evidence-based prevention programs and interventions such as HIV/AIDS education, cancer screenings, cardiovascular disease treatment, and diabetes management. Interventions may include nutrition guidance programming, physical activity, weight management, and chronic disease education and measurement.

### Family Health

Family health encompasses a range of issues that impact the family unit. These issues include maternal and child health, adult and childhood obesity prevention, mental health, family-centric nutrition, physical activity programming, and programs focused on improving senior health.

### Service Delivery Systems

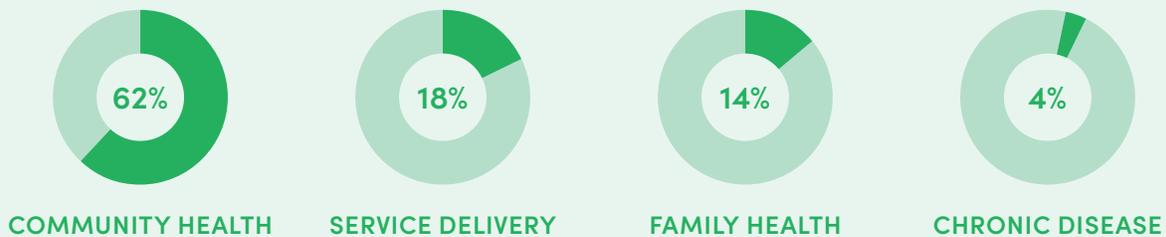
Highmark Foundation has provided funding to health organizations that provide uninsured or underinsured individuals with improved health care availability and access. This support reduces barriers to quality health care across different economic, cultural, ethnic, and racial demographics. Interventions include free dental and eye exams, connecting at-risk individuals with health and social services, and building capacity

for Free Clinics and Federally Qualified Health Centers (FQHCs) across our footprint.

### Community Health

Community health programs address disparities by ensuring equitable access to health resources. The Foundation recognizes the importance of improving community health by increasing access to high-quality health care services, addressing health disparities and social determinants of health, and advancing the health equity agenda. Interventions include connecting individuals with care to reduce hospital readmissions, partnering with community-based organizations (CBOs) to hold vaccination clinics and provide health information to minority communities, and addressing food insecurity.

## Our Four Priorities: Percent of Total Giving



Total Giving: \$7,343,704

Education accounted for 1.6% of total giving. Other: > 0.5%



# Partnership Success Stories

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The landscape is changing. See how we're working with our partners to address today's unique challenges.

1

How do we work with trusted community partners to meet individuals' most basic needs?

→ *Project Destiny (page 13)*

2

How do we integrate diverse providers into our health care systems?

→ *AHN Talent Attraction Program Pittsburgh (page 14)*

3

How do we support providers who provide free care and meet patients where they are?

→ *Free Clinic Association of Pennsylvania (page 16)*

4

How do we advance health through quality initiatives?

→ *American Heart Association (page 18)*

5

How do we support communities by promoting blood donation in our region?

→ *Vitalant (page 20)*

## COMMUNITY HEALTH

### Project Destiny

To provide people and families from all backgrounds with accessible health care and social services, organizations must confront disparities that disproportionately target lower-income communities of color. The Highmark Foundation has the perfect partner in this mission: Project Destiny, a Pittsburgh-based nonprofit focused on helping youth and families.

Project Destiny's ongoing Thrive18 social determinants of health (SDOH) initiative was designed to build direct, trusted relationships with residents of Pittsburgh's North Side to address their critical needs and connect them with community-based support resources.

North Side residents have long struggled with food insecurity, transit access, under-employment, underperforming schools, and worse hospital readmission rates (on average 4% higher) than other areas. The COVID-19 pandemic prompted the Thrive18 team to refocus on providing basic needs to residents. After identifying the five primary needs of individuals and families in the North Side (food, housing, safety, education, and utilities), Thrive18 developed a successful model for monitoring those needs and building strong relationships with community members. The team successfully addressed more than 3,500 individual resident needs in each of the categories while improving access to health care and insurance. The initiative also helped reduce emergency room visits and hospital readmission rates.

These successes closely align with the goals of Project Destiny's early work, which revealed an alarming level of unmet critical needs among residents of the North Side's Marshall-Shadeland and Northview Heights neighborhoods.

"Outreach workers develop trusting relationships with residents and communities over time," said Rev. Brenda J. Gregg, Project Destiny Founder and Executive Director. "We focus on resident-driven processes to meet the needs of our families based on what they identify as a priority in their household. Resources needed to build and sustain relationships are advocacy, food and produce distribution, health education, and access to COVID testing and vaccinations. If people have a need and they know who we are, they will seek our services and support at any given time."

*Learn more at [projectdestinypgh.org](http://projectdestinypgh.org).*

1

**How do we work with trusted community partners to meet individuals' most basic needs?**

*By helping Project Destiny bring food, housing, safety, education, and utilities within reach for North Side residents.*

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**THRIVE 18:**  
**3,500**  
**individual resident needs addressed**

## How do we integrate diverse providers into our health care systems?

*By addressing the most significant barriers to pursuing a career in medicine.*

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### COMMUNITY HEALTH

#### AHN Talent Attraction Program Pittsburgh

Medicine is considered one of the world's noblest professions. But many who strive to be a physician or nurse find their dreams out of reach. The cost of medical school or a mountain of student loan debt can discourage people, especially those who identify as minorities.

Nationwide, just 8 in 100 medical school graduates are minorities. About 6 in 100 Allegheny Health Network (AHN) physicians are considered "underrepresented in medicine" (URiM).

It's essential that these figures improve, not only to provide candidates with opportunities to realize their dreams, but to offer patients an environment that more closely resembles their communities. Plus, institutions that successfully create diverse workforces enjoy higher financial returns than industry medians.

#### **AHN established its Talent Attraction Program Pittsburgh (TAPP) to:**

- Improve recruiting and retention of URiM trainees, physicians, and nurses.
- Jumpstart careers for high schoolers who are URiM.
- Reduce the debt burden for program participants who are hired by and remain with AHN.

The goal is to recruit and retain six clinicians with the help of a \$415,000 grant from the Foundation – offsetting physicians' and nurses' tuition and living expenses, as well as funds for loan repayment, up to \$50,000 per person.

"While pursuing a career in medicine can be rewarding, a medical education can be costly and time consuming in a field that requires a great deal of commitment, persistence, and stress," said Veronica Villalobos, AHN Vice President of Diversity, Equity, and Inclusion.

"Indeed, the debt associated with a medical education has been reported to dissuade some from an impactful and profitable career. This is especially true for those in marginalized communities, who may be the first in their families to pursue a secondary education, limited by access and opportunities. We recognized this ripple effect in disparity and created the loan repayment program to encourage people who are underrepresented in medicine to pursue careers as nurses and doctors and to bring their talents to AHN."

Nationally  
**8 in 100**  
medical school  
graduates are minorities.

TAPP is working to change that.



## How do we support providers who provide free care and meet patients where they are?

*By helping free clinics get the funding, people, and training they need – and grow.*

## Awarded clinics will create capacity in:

- Behavioral health
- Chronic disease management
- Data infrastructure
- Staffing costs

## SERVICE DELIVERY SYSTEMS AND COMMUNITY HEALTH

### Free Clinic Association of Pennsylvania

Even before COVID-19, free clinics played an important, underappreciated role in our medical system. Today, those who rely on free clinics need them more than ever, making these facilities invaluable parts of their communities.

Nationally, there are more than 1,400 free clinics, serving around 2 million patients per year. Pennsylvania is home to 38 free and charitable clinics. However, there's virtually no government funding to support them. Free clinics live on grants and donations. That means their survival – and their patients' access to care – can be challenging, even in the best of times.

It's up to organizations like the Free Clinic Association of Pennsylvania (FCAP) to help free clinics maintain operations, connect with volunteer clinicians, and increase patient volume. However, FCAP requires full-time help to supplement its volunteer board of directors and spread awareness to patients in need.

The Foundation provided FCAP with \$100,000 in funding, with half meant for hiring an executive director to oversee program administration, strategic planning, and the association's financial health. The other portion went to funding a part-time public relations and branding campaign manager to lead a marketing push to educate communities about free clinics, attract volunteers and donors, and build a broad support network.

"The challenge in recruiting volunteers and donors is twofold," said Cheryl White, FCAP Board Chair and Executive Director of Centre Volunteers in Medicine. "In many communities, people are simply unaware of the clinics and the need for services. In the same regard, the average person is unaware that services are often provided by volunteers, rather than paid staff. So, even if folks are aware their community has a free clinic, they don't understand how it works. The right professionals can overcome those challenges."

In 2022, the Foundation continues to support free clinics through a Request for Proposal (RFP) to provide capacity-building grants.

\$425,000 was made available to build capacity within free clinics in one in four areas: behavioral health, chronic disease management, data infrastructure, and staffing costs.

The clinics span the entire state, from Butler County (Jean B. Purvis Community Health Center) and Lancaster County (United Community Care) to Centre County (Centre Volunteers in Medicine) and Allegheny County (Sheep Inc. Health Care Center) – just to name a few.

*Learn more at [freeclinicspa.org](http://freeclinicspa.org).*



**How do we support communities by promoting blood donation in our region?**

*By helping Vitalant raise awareness and address donation barriers among young people and minority communities.*

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## FAMILY HEALTH

### Vitalant

Since 2007, Vitalant Pittsburgh, the region's primary supplier of blood and blood products to hospitals, has seen its active donor base decline from 90,000 to 44,000. Now, only half of the region's required blood supply comes from local donors. There are several factors at play here, primarily an aging and shrinking Baby Boomer population — the largest consistent cohort of donors in the nation — that is giving way to younger generations that tend to donate during times of crisis, but aren't as consistent otherwise.

This leaves Vitalant reliant on blood and blood products from across the nation. Sourcing and shipping this supply across the country comes at an annual cost of \$10 million.

"There is no artificial substitute for blood donation — it must come from volunteers," said Jen Boughner, Vitalant Foundation's Director of Development, Northeast Division.

To combat the ongoing crisis, Vitalant, along with the Vitalant Foundation (formerly the Blood Science Foundation), launched a campaign to promote awareness of its need and sustainably increase the number of regional donors. But despite initial success, Vitalant saw a 9% decrease in donors during the pandemic.

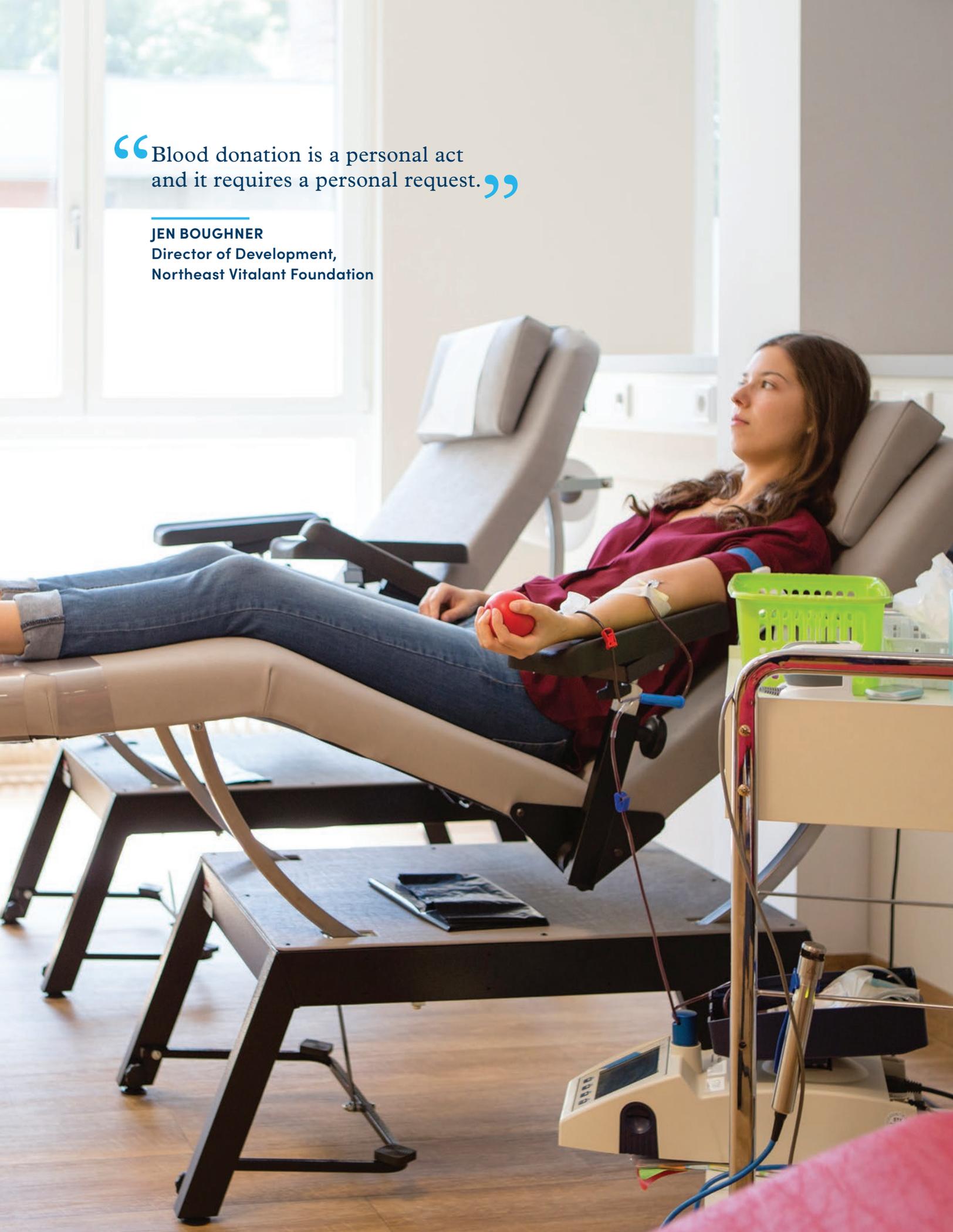
Now, Vitalant is reviving efforts through the Regional Blood Donation Challenge, funded in part by a \$90,000 Highmark Foundation grant. The community-based campaign focuses on public education and engagement to address barriers to donation, with a particular focus on younger residents and those from more racially diverse communities.

"Blood donation is a personal act and it requires a personal request," Boughner said. "We must appeal directly to potential blood donors with personal stories and direct connections to their lives. This is especially vital as Vitalant Pittsburgh builds trust and engagement among potential blood donors from minority communities as well as younger generations. The Foundation's grant will help us meet those goals."

*Learn more at [vitalant.org](http://vitalant.org).*

“Blood donation is a personal act  
and it requires a personal request.”

**JEN BOUGHNER**  
Director of Development,  
Northeast Vitalant Foundation



## How do we advance health through quality initiatives?

*By supporting the AHA in educating and engaging patients in managing heart health.*

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### CHRONIC DISEASE

#### American Heart Association (AHA) Pressure for Change

Conducting regular and accurate blood pressure measurements is critical. They help monitor the risk of hypertension and control blood pressure to prevent heart disease, stroke, kidney disease, and other health issues. However, blood pressure readings often differ significantly depending on the environment. These discrepancies can sometimes hide hypertension.

A recent study found that up to 3 in 10 patients with normal blood pressure readings as measured in a medical clinic have higher blood pressure when measured outside the clinic. Similarly, just over 3 in 10 with high in-clinic blood pressures may have normal readings outside the clinic. These differences can lead to poor outcomes, and they're particularly concerning among at-risk Black and Hispanic populations. Data shows that Black adults are 40% more likely to have high blood pressure than white adults – an outcome influenced by differences in access to care and living conditions.

With \$150,000 in funding from the Highmark Foundation, the American Heart Association's (AHA) Pressure for Change initiative works in partnership with Federally Qualified Health Centers (FQHCs) across the state – and with Black and Hispanic populations throughout Pennsylvania – to reduce health disparities and promote blood pressure measurement and hypertension control through patient self-monitoring, clinical training, and standardized treatment protocols.

AHA supports clinics through a MAP framework with three focus areas: measure accurately, act rapidly, partner with patients. For more than two years, MAP has been used to improve blood pressure control through clinical system changes, collecting accurate measurements at each participating clinic, and promoting patient education and behavior change through self-measured blood pressure (SMBP) monitoring at the patient level. Clinical staff at each participating clinic receive MAP training once or more during the program, depending on the results of provider feedback surveys. Each patient also receives training in proper blood pressure measurement and tracking, as well as educational materials on reducing blood pressure through lifestyle changes like diet and physical activity.

*Learn more at [heart.org](http://heart.org).*

AHA's MAP framework to improve blood pressure control:

- M**easure accurately
- A**ct rapidly
- P**artner with patients







## Pittsburgh Business Group on Health

As providers continue evolving their approaches to community health care, it's essential they also consider the equity gaps in health, income, employment, and education across different gender and racial demographics. To address these gaps, the Pittsburgh Business Group on Health (PBGH) sponsored a three-part educational series focused on Pennsylvania's health inequities in 2021.

The 2021 Health Equity Series, which received \$75,000 in funding from the Highmark Foundation, featured programming on Black maternal health and addressed many health barriers and stress factors that pregnant women and new mothers face.

"The Highmark Foundation grant was a launching pad in helping the business community, health care industry, and the community to come together and engage with us on crucial conversations about health equity and becoming better stewards of our region's future," said Christina Bell, PBGH Director of Programs.

"We have been successful in creating a platform for community leaders to share tangible, visible, and impactful resources that the community can take advantage of."

Based on the success of the Health Equity Series, PBGH continues to engage western Pennsylvania stakeholders and the public as they work to reduce mortality and morbidity of infants and moms and provide solutions to boost awareness and improve health outcomes throughout the region.

"The partnership also was a catapult for our new nonprofit organization, Bridges 4 Health Equity (B4HE), in gaining traction and funding from other supporters seeking to make an impact in our region. Without this grant, there would still be a significant gap or chasm between the business community and the people we provide access to. We now have greater accountability because of this opportunity."

*Learn more about PBGH at [pbghpa.org](http://pbghpa.org).*



## Adagio Health

Operating medical offices and partnering to offer more than 20 health care services across 55 sites in 23 western Pennsylvania counties, Adagio Health makes a major impact in providing gynecological care, family planning services, preventive vaccinations, and a range of other solutions to serve thousands of women and families at low or no cost.

Education is central to the organization's work. That's why the Highmark Foundation was glad to sponsor the 2021 Better Health Outcomes Speaker

Series. More than 30,000 attendees in all viewed the four virtual sessions, learning from experts about food insecurity, Black maternal health, behavioral health, and health equity.

The Foundation has provided a \$25,000 sponsorship for the 2022 series. Topics will include Health Care for Women Veterans, LGBTQ Care and Complacency, as well as Disability, Race, and Access to Care.

*Learn more at [adagiohealth.org](https://adagiohealth.org).*

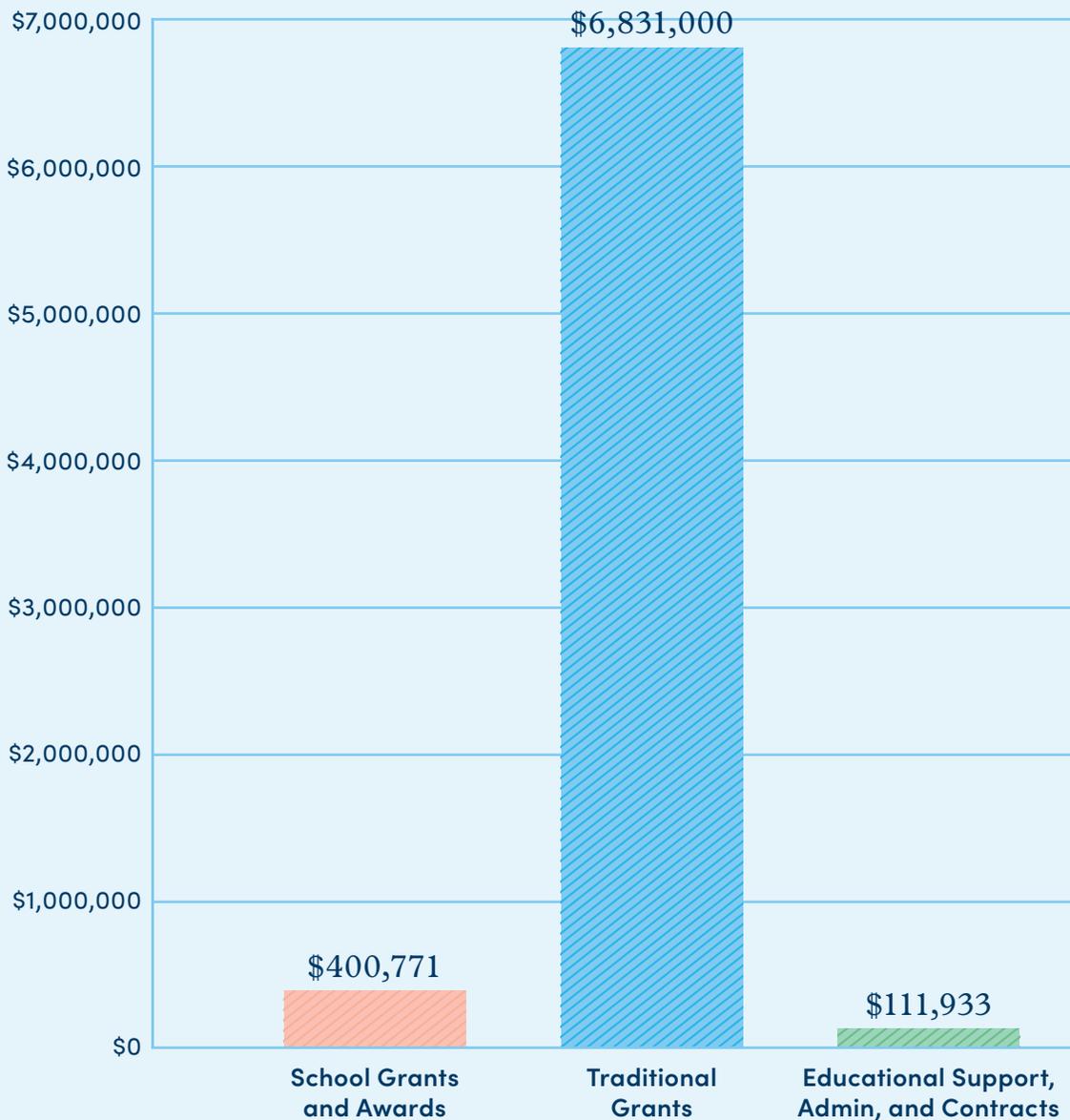
# Grant Listing

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Highmark Foundation offers grants to support organizations whose work aligns with our four priorities — chronic disease, community health, family health, and service delivery systems — as well as health and wellness programs in our region's schools.

# Total Foundation Funding

**\$7,343,704**



# Traditional Grants

## CHRONIC DISEASE

<b>American Cancer Society</b> To support a planning grant to assess if Federally Qualified Health Centers (FQHCs) across the state will adopt the American Cancer Society's (ACS) national Return to Screening campaign.	\$25,000
<b>American Heart Association</b> To support American Heart Association's (AHA) Pressure for Change initiative across Pennsylvania.	\$150,000
<b>Crohn's and Colitis Foundation (planning grant)</b> To gather additional data to better understand and serve the needs of inflammatory bowel disease (IBD) patients from all racial and ethnic backgrounds	\$25,000
<b>Lending Hearts</b> To support phase two of the Lending Hearts Integrative Oncology Wellness Program, which provides emotional, social, and physical support to young adult patients, their families, and support systems.	\$95,000

## COMMUNITY HEALTH

<b>Allegheny Health Network</b> To support the implementation of the First Steps Pittsburgh and Beyond program to address infant mortality across AHN's footprint.	\$500,000
<b>Allegheny Health Network</b> To support the AHN Underrepresented in Medicine (URiM) Clinician Recruitment and Retention program, White Coats for Black Professionals.	\$415,000
<b>Allegheny Health Network</b> To support the Innovation and Research Fund in Cardiac Electrophysiology.	\$1,000,000
<b>Allegheny Health Network</b> To support the Move the Needle campaign.	\$50,000
<b>Bethany Community Ministries</b> To support Operation High-Rise Vaccination, an effort to provide COVID-19 vaccinations to seniors living in high-rise facilities.	\$8,000
<b>Bethany Community Ministries</b> To address the medical and nonmedical gaps that exist within the vulnerable minority population including seniors, immigrants and refugees, homebound individuals, and other marginalized groups by providing culturally sensitive health information and COVID-19 vaccinations.	\$70,000
<b>Bender Leadership Academy</b> To support the Bender Leadership Academy's Mary Brougher Mental Health Initiative (MBMHI) campaign for youth with disabilities.	\$100,000
<b>Central Susquehanna Intermediate Unit – Center for Safe Schools</b> To provide expert technical assistance to Highmark Foundation staff and recipients school grants in the positive school climate category without our School Grants and Awards program.	\$47,000

GRANT LISTING

COMMUNITY HEALTH (CONTD)

<p><b>Destiny of Faith, Inc.</b> To support the Faith-Based Health Collaborative’s (FBHC) Get Back in Your Church health and wellness mini-grants program and educational forum.</p>	\$70,000
<p><b>INROADS, Inc.</b> To support the implementation of the INROADS intern and leadership development program to address the underrepresentation of talent in education and career opportunities in corporate settings.</p>	\$75,000
<p><b>Project Destiny</b> To support Project Destiny’s Thrive18 SDOH community initiative.</p>	\$165,000
<p><b>The Advanced Leadership Institute, Inc. (TALI)</b> To provide long-term sustainability to TALI as it transitions from Initiative to Institute.</p>	\$1,000,000
<p><b>United Way</b> To support Highmark Health’s corporate gift.</p>	\$1,196,000

FAMILY HEALTH

<p><b>Adagio Health (sponsorship)</b> To support the 3rd Annual Better Health Outcomes 2021 Speaker Series as the Presenting Champion Sponsor.</p>	\$25,000
<p><b>Alliance for a Healthier Generation, Inc.</b> To pilot the Healthy Schools, Healthy Youth program in select West Virginia schools.</p>	\$50,000
<p><b>Project Build Them Up, Inc.</b> To support the implementation of Operation Back to Life, a multifaceted health and wellness program in Pittsburgh’s underserved neighborhoods.</p>	\$165,000
<p><b>The Pennsylvania Coalition for Oral Health (sponsorship)</b> To sponsor the 2021 PA Oral Health Summit: Navigating a New Era, a two-day oral health summit.</p>	\$10,000
<p><b>Vitalant</b> To support a community campaign to increase donors by debunking the myths and fears surrounding blood donation.</p>	\$90,000
<p><b>Women for A Healthy Environment (WHE)</b> To hire a Community Health Worker (CHW) to support the Healthy Early Learning and Healthy Homes programs at WHE.</p>	\$105,000

SERVICE DELIVERY SYSTEMS

<p><b>Allegheny Health Network</b> To support the development of a collaborative care model to address pediatric feeding disorders.</p>	\$160,000
<p><b>Allegheny Health Network</b> To build the capacity of AHN Center for Inclusion Health’s (CIH) Rethinking Incarceration and Empowering Recovery (RiVER) Clinic.</p>	\$160,000

**SERVICE DELIVERY SYSTEMS (CONTD)**

<b>American Cancer Society</b> To support the Return to Screening Interventions Project, an effort to increase colorectal cancer (CRC) screening rates within three FQHCs.	\$100,000
<b>A Call to Care (sponsorship)</b> To support A Call to Care's free two-day dental clinic, Mission of Mercy Pittsburgh (MOM Pittsburgh), which provides dental services to underserved and uninsured children and adults in western Pennsylvania.	\$50,000
<b>Free Clinic Association of Pennsylvania</b> To hire an executive director and campaign manager to strengthen the capacity of the association and free clinics across Pennsylvania.	\$100,000
<b>Free Clinic Association of Pennsylvania</b> Capacity Building Grants	\$450,000
<b>Pittsburgh Business Group on Health</b> To sponsor a three-part educational series in 2022 addressing health inequities in our region.	\$75,000
<b>Pittsburgh Technical College</b> To support the newly established Student Wellness Center that will serve as a hub for mental and physical wellness for the PTC community.	\$100,000
<b>St. Luke's Hospital – Sacred Heart</b> To expand and improve access to oral health services for underserved families in Center City Allentown through the Sigal Center for Family Medicine.	\$100,000
<b>United Disabilities Services Foundation</b> To pilot a virtual Wound Care Management program and provide coordination of care for individuals with physical and age-related disabilities in United Disabilities Services' Home and Community Based services division.	\$100,000
<b>DISCOUNTS</b>	
<b>Grants Discount and Canceled Grants</b>	-\$115,607
<b>Traditional Grants Total</b>	<b>\$6,831,000</b>



# School Grants and Awards

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Health and wellness in schools has always been a priority for the Highmark Foundation. The School Grant and Awards Program serves schools in central, northeastern, and western Pennsylvania, as well as West Virginia, and provides schools with three unique opportunities for improving health and wellness.

## **HIGHMARK FOUNDATION SCHOOL GRANTS**

Schools in Pennsylvania and West Virginia can apply for grants up to \$7,500 to support these health and wellness initiatives: environmental health, healthy eating and physical activity, positive school climate, and school-based health.

## **ADVANCING EXCELLENCE IN SCHOOL NURSING AWARDS**

The Highmark Foundation Advancing Excellence in School Nursing Awards applauds devoted school nurses who show leadership and passion, working tirelessly to keep our children healthy. Award recipients will receive \$1,500 to support professional development or health-related

supplies or equipment for their school and will be recognized widely through press releases and social media on National School Nurse Day.

## **SUPPORTIVE SERVICES HEALTH GRANTS**

High-needs schools in underserved and disadvantaged communities can apply for grants in these two categories:

**Child Health and Wellness Grant:** Provides up to \$1,000 to help with purchasing specific items that impact a child's overall health and well-being, including eyeglasses, clothing and undergarments, healthy and nutritious food, and personal toiletries.

**Equipment and Supplies Challenge Grant:** Matches up to \$2,500 for purchasing items such as vision screeners, digital scales, new cots, blood pressure monitors, glucose meters, and stethoscopes. Schools must provide a detailed invoice or purchase order and show evidence of secured funding from additional sources.

## POSITIVE SCHOOL CLIMATE

<b>All Saints Catholic School:</b> Second Step Bullying Prevention Unit	\$1,146
<b>Canton Area School District:</b> Responsive Classroom Sensory Support	\$5,300
<b>Cocalico School District:</b> Elementary Responsive Classrooms - Sustainability Program	\$7,100
<b>Colonial Intermediate Unit 20:</b> Therapeutic Emotional Support	\$6,300
<b>Connoquenessing Valley Elementary School:</b> Leader in Me and the 7 Habits of Happy Kids	\$7,500
<b>Grandview Elementary School:</b> Seeing is Bee-lieving Grandview Mural Project	\$2,100
<b>H. Austin Snyder Elementary School:</b> Second Step Bullying Prevention	\$7,300
<b>Huntington High School:</b> Mindful Highlanders	\$7,000
<b>Kerr Elementary School:</b> The Kerr Zen Den	\$5,700
<b>Lighthouse Academy:</b> The Lighthouse Academy Steps to Success Program	\$7,500
<b>Lincoln Intermediate Unit 12:</b> Olweus Bullying Prevention Program Training	\$3,900
<b>North Side Primary:</b> The Path to Wolverine Way	\$7,500
<b>Philipsburg-Osceola Area School District:</b> Mindful Mounties	\$2,100
<b>South Allegheny School District:</b> I am Stronger Today than Yesterday	\$7,500
<b>St. Andrew Catholic School:</b> PBIS	\$7,500
<b>The Bradley Center:</b> Olweus Bullying Prevention Program (OBPP)	\$7,500
<b>Wesley Family Services:</b> Second Step Curriculum	\$7,500
<b>Youngsville Middle High School:</b> Mindfulness at Youngsville Middle High School	\$6,600

## ENVIRONMENTAL HEALTH

<b>Aliquippa School District:</b> Water Bottle Filling Stations	\$7,400
<b>Central High School:</b> Healthier Learning and Physical Activity through Indoor Air Quality Improvement	\$7,400
<b>George Washington High School:</b> Healthy Living on The Hill	\$3,500
<b>Upper St. Clair School District:</b> WELL Health-Safety Rating	\$3,900

## HEALTHY EATING AND PHYSICAL ACTIVITY

<b>Armstrong Junior Senior High School:</b> Making Living Healthy More Fun for Everyone!	\$6,400
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GRANT LISTING

HEALTHY EATING AND PHYSICAL ACTIVITY

<b>Beaver Area High School:</b> HIIT The Deck	\$7,300
<b>Belleville Mennonite School:</b> Gym Accommodations for Elementary Students and Students with Special Needs	\$5,900
<b>Blairsville Elementary School:</b> Finding Our Fit	\$5,800
<b>Butler Area School District:</b> Butler Intermediate HS Functional Fitness Class	\$7,100
<b>Cabell Midland High School:</b> Get Lean	\$6,200
<b>Canonsburg Middle School:</b> Big Macs MOVE IT	\$7,000
<b>Cranberry Junior Senior High School:</b> Cranberry Campus Disc-Mania	\$7,500
<b>Donaldson Elementary School:</b> Adding a SPARK to Physical Education	\$6,600
<b>Fairdale Elementary School:</b> Inspiring Students to be ACTIVE in their Own Education	\$7,300
<b>Franklin Regional School District:</b> Panther Strong (High School)	\$7,200
<b>Freeport Area High School:</b> Disc Golf for Students and the Community	\$6,300
<b>Hopewell Area School District:</b> Personal Physical Activity (PPA)	\$6,000
<b>Kiski Area High School:</b> Cavs Fit4Life Fitness Program	\$7,000
<b>Milton Area School District:</b> SPARK PE Curriculum	\$6,500
<b>Mineral Wells Elementary:</b> Playground Sensory Stencils	\$2,100
<b>New Outlook Academy:</b> Fitness Expansion Program	\$6,300
<b>Northeast Bradford School District:</b> Panther Fit HIIT	\$6,900
<b>Oakview Elementary:</b> Peaceful Playground & Positive Peer Play	\$7,100
<b>Pittsburgh Liberty K-5:</b> SPARK	\$6,100
<b>Pittsburgh Mifflin K-8:</b> Mustangs Strong H.I.I.T. Program	\$6,900
<b>Queen of Angels Catholic School:</b> Project Genesis-Garden Initiative	\$7,300
<b>RB Walter Elementary:</b> Healthy Eating Habits	\$2,100
<b>Sacred Heart of Jesus School:</b> Learn To Be Healthy	\$7,000
<b>Salisbury Elementary School:</b> Growing Minds and Healthy Habits Through a Tower Garden	\$1,445
<b>Saltsburg Elementary School:</b> Fitness Improves Thinking (FIT)	\$5,800
<b>Sharpsville Area Middle School:</b> Getting Physically Fit through Games and Sports	\$7,200

<b>Slippery Rock High School:</b> Slippery Rock Area Disc Golf	\$4,000
<b>Spectrum Charter School:</b> SCS Healthy Living	\$7,200
<b>St. Joseph the Worker School:</b> Spartans are Fit for Life!	\$5,000
<b>St. Paul School:</b> Irish are Fit 4 Life!	\$5,900
<b>St. Vincent de Paul Parish School:</b> WARRIORS Getting Healthy Post Pandemic	\$3,000
<b>Summit School, Inc.:</b> Summit Academy Fitness Expansion Program	\$6,100
<b>Washington Lands Elementary School:</b> Mind Up Curriculum Incorporating Healthy Walking Club	\$4,400
<b>Wattsburg Area Middle School:</b> Bobcat Country Disc Golf Course at WASD	\$2,100
<b>Weirton Madonna High School:</b> Madonna Gets Fit!	\$1,200
<b>West Shore School District:</b> Healthy Cooperative Games	\$2,300
<b>Wood County Christian School:</b> Better Nutrition: Better You	\$3,500

**SCHOOL-BASED HEALTH**

<b>Bethlehem Area School District:</b> Stock Asthma Medication Program	\$4,700
<b>Indiana School District:</b> Always Growing, Always Prepared	\$7,500
<b>Penn Cambria Intermediate School:</b> Continuing Education for School Nurse	\$880
<b>Westmont Hilltop School District:</b> School Nurse Support	\$7,400

**SUPPORTIVE SERVICES**

\$ 32,500

**NURSES AWARDS**

\$7,500

**School Grants and Awards Total****\$400,771**

# Educational Support, Admin, and Contracts

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## EDUCATIONAL SUPPORT

Adagio Health	\$25,000
Pittsburgh Post-Gazette/PG Charities	\$70,000

## ADMIN

Administrative	- \$10,029
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## CONTRACTS

Abbot Mendelson	\$5,000
UpContent, Inc.	\$1,904

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<b>Educational Support, Admin, and Contracts Total</b>	<b>\$111,933</b>
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## Highmark West Virginia Charitable Fund for Health (WVCFH)

In June 2021, Highmark Blue Cross Blue Shield West Virginia was joined by West Virginia Gov. Jim Justice in announcing an \$18 million investment to launch the Highmark West Virginia (WV) Charitable Fund for Health. The new fund is an extension of the Highmark Foundation and supports its mission to improve the health, well-being, and quality of life for the people of West Virginia.

During the introductory press conference, the Highmark WV Charitable Fund for Health announced its intent to issue two Request for Proposals (RFPs) to address two specific needs in

the state: improving oral health and dental care and addressing social determinants of health (SDOH) that lead to poor outcomes for individuals and families. The two RFPs produced dozens of responses from West Virginia nonprofits seeking to move the needle and improve West Virginians’ lives.

In all, 39 nonprofits were awarded grants during the first year. Five organizations were awarded a total of \$240,000 to address SDOH. Nineteen local organizations were awarded a total of \$640,000 to address oral health and dental care.

### 2021 WVCFH GRANT LISTING

Beckley Health Right, Inc.	\$50,000
Cabell Huntington Hospital Foundation	\$50,000
Capital City Give Kids A Smile Inc.	\$2,000
Center for Rural Health Development, Inc.	\$50,000
County United Way	\$2,500
E. A. Hawse Health Center, Inc	\$50,000
Ebenezer Medical Outreach, Inc.	\$50,000
Florence Crittenton Programs, Inc.	\$50,000
Health Access, Inc.	\$30,000
Lily’s Place	\$35,200
Logan Mingo Area Mental Health, Inc. (dba Mountain Laurel Integrated Healthcare)	\$50,000
Marshall University Research Corporation	\$50,000
Mineral County Court Appointed Special Advocates Program, Inc.	\$50,000

Monongalia County Health Department	\$50,000
One Voice, Inc.	\$50,000
Raleigh County Community Action Association	\$45,000
Read Aloud West Virginia, Inc.	\$6,600
Shenandoah Community Health Foundation	\$50,000
Susan Dew Hoff Memorial Clinic, Inc.	\$15,000
Mid-Ohio Valley Health Department	\$50,000
Tygart Valley United Way	\$2,500
United Way Alliance of the Mid-Ohio Valley	\$25,000
United Way of Central WV	\$25,000
United Way of Harrison County, Inc. (dba United Way of Harrison and Doddridge Counties)	\$2,500
United Way of Lewis County	2,500
United Way of Monongalia and Preston Counties	\$2,500
United Way of Southern West Virginia	\$2,500
United Way of the Eastern Panhandle	\$2,500
United Way of the Greenbrier Valley	\$2,500
United Way of the River Cities	\$2,500
United Way of the Upper Ohio Valley	\$25,000
Walking Miracles Family Foundation, Inc.	\$45,000
Weirton United Way, Inc.	\$2,500
West Virginia Breast Health Initiative, Inc.	\$40,000
West Virginia Health Right, Inc.	\$50,000
West Virginia United Health System, Inc.	\$50,000
Wheeling Health Right, Inc.	\$50,000
Williamson Health and Wellness Center	\$50,000
Wirt County Health Services Association	\$50,000

**GRANTEE HIGHLIGHT | ORAL AND DENTAL HEALTH**

**WV Health Right**

A recent national study ranked West Virginia second worst in the nation for overall oral health care. This opens the door to worse health concerns, as poor dental health can increase the risk of heart disease, cancer, and diabetes. Unfortunately, financial and transportation issues frequently prevent many people in the largely rural state from accessing dental care.

WV Health Right, a free and charitable clinic that provides quality health care to impoverished, uninsured, and underinsured adults, saw the unmet need for quality dental care and identified the contributing factors. Their solution: bring the dentists where the patients are.

In July 2017, WV Health Right launched its free Mobile Dental Clinic, the only such facility designed for adults in the state. In the clinic's first two and a half years, more than 5,800 unique adult patients were seen. More than \$2.5 million of free dental care was provided using its state-of-the-art equipment. Funding from the Highmark WV Charitable Fund is helping keep the clinic in high gear today.

The clinic is a model for collaboration among community health entities and resources, highlighted by a partnership between five rural health care provider sites – Welch Community Hospital in McDowell County, Boone Memorial Hospital in Boone County, Coalfield Health Center in Logan County, Community Care of WV in Clay County, and Roane General Hospital in Roane County – as well as Marshall University's Department of Dentistry and Oral Surgery.

Since its inception, WV Health Right's clinical services have received national recognition from the Mutual of America Financial Group, and the fund is proud to back the organization's work, as well.

**\$2.5+ million**  
in free dental care for impoverished, uninsured, and underinsured adults



The Mobile Dental Clinic can serve three patients at a time.



WV Health Right Mobile Dental Clinic

**GRANTEE HIGHLIGHT | SDOH**

**WV Breast Health Initiative**

According to the American Cancer Society, nearly 1 in 3 new cancer diagnoses among women in the U.S. are breast cancer. That makes it the most common cancer for female patients aside from skin cancers. It’s also the second leading cause of female cancer deaths. This makes prevention, education, and monitoring services crucial for early detection and efforts to reduce breast cancer deaths.

The West Virginia Breast Health Initiative (WVBHI), a nonprofit established in 2018 to meet the need for a statewide breast health organization, aims to raise awareness and fund programs, with an emphasis on increasing education, providing financial assistance for breast cancer screenings, facilitating patient navigation, and delivering survivor services. Through fundraising efforts across the state, 100% of the proceeds remain in West Virginia to assist uninsured and underinsured residents.

Unfortunately, COVID-19 had a devastating impact on breast cancer services and treatment delays, particularly in underserved and minority communities. Even in the best of times, women in these neighborhoods frequently face barriers to care, such as financial hardships, being underinsured or uninsured, cultural and racial factors, and transportation issues.

That’s why the WVBHI’s Misty Bennett’s Seeds of Hope project is so important. Named after a founding WVBHI member who passed away from breast cancer in 2018, the project supports the initiative’s mission by raising funds for these underserved and minority populations. The money raised, which includes a \$40,000 grant from the Highmark WV Charitable Fund for Health, will support breast health “re-education” efforts that highlight the value of screenings and facilitate them in vulnerable communities while cultivating diversity in community and religious centers.

**100% of proceeds**  
 help uninsured and underinsured West Virginians



Surrounded by survivors, WVBHI accepts their grant from the Highmark WVCH.



Survivors at the annual WVBI Run for the Ribbon in Charleston, WV.

## United Concordia Dental Charitable Fund

United Concordia Dental is committed to giving back by supporting oral health and oral health equity in the communities we serve. To build on our longstanding tradition of corporate social responsibility, the United Concordia Dental Charitable Fund (UCDCF) was formed in December 2020 as an extension of the Highmark Foundation.

Grounded in Highmark’s customer-first approach to health experiences, United Concordia supports community organizations through its charitable fund that share the company’s focus on improving oral health and promoting oral health equity. Over the next decade, \$10 million in funds will be awarded through the UCDCF centered on three priority areas:

- Workforce development initiatives and programs focused on oral health
- Dental care for the uninsured and underinsured
- Diversity and inclusion initiatives including oral health equity

### 2021 UCDCF GRANT LISTING (AS OF DECEMBER 2021)

<b>Arizona Dental Association Foundation:</b> Give Kids a Smile Program	\$10,000
<b>Central Arizona District Dental Society Foundation:</b> Arizona Mission of Mercy Dental Clinic	\$25,000
<b>Colorado Mission of Mercy Dental Clinic</b>	\$25,000
<b>Dental Lifeline Network</b>	\$20,000
<b>HealthLink Dental Clinic</b>	\$20,000
<b>New York University College of Dentistry:</b> VOCARE: Veterans Oral Care Access Program	\$50,000
<b>Temple University:</b> New Oral Health Initiatives in Philadelphia Public Schools	\$100,000

### 2021 UCDCF HIGHLIGHTS

#### Dental Scholarships for Underrepresented Groups | \$1,000,000+

From 2021 through 2025, dental schools at Howard University and Meharry Medical College will be awarded \$100,000 annually. Both historically Black colleges and universities, the funds support the development of future dentists, while contributing to diversity in the industry. The fund also awarded \$50,000 in scholarships to Temple University to support underrepresented students in pursuing dental careers.

#### TeamSmile | \$300,000

More than \$100,000 will be awarded annually from 2021 through 2023 to TeamSmile, an advocacy group that partners professional sports teams with dental professionals to provide life-changing dental care to underserved children. This grant will help fund free dental care for children in communities in need while supporting the program and equipment.

#### SDOH Request for Proposal | \$500,000

A 12-month social determinants of health Request for Proposal (RFP) cycle began in June 2021. Organizations were considered that had a focus on providing dental care to the uninsured and underinsured in targeted areas where United Concordia does business, including California, Colorado, Delaware, Florida, Maryland, New York, Pennsylvania, Texas, and Virginia. Selected organizations will be awarded grants to help them improve oral health and dental care outcomes for those in need.



# In the News

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**January**

- Highmark Foundation accepting applications for school grants  
*The Parkersburg News and Sentinel*
- Highmark opens school grant program  
*Pittsburgh Tribune-Review*

**February**

- Corry Area Free Clinic gets \$15K Highmark Foundation grant  
*The Corry Journal*

**March**

- Highmark Foundation supports AHN's 2020 community initiatives  
*AHN 2020 Impact Report*
- TALI, an initiative to boost Black professional class in Pittsburgh region, continues growth  
*Pittsburgh Tribune-Review*

**September**

- Highmark West Virginia grants to local non-profits total nearly \$1 million  
*The Parkersburg News and Sentinel*
- WVU Medicine plan to implement new program to reduce barriers to care  
*WVU Medicine, WBOY-TV*
- West Virginia Breast Health Initiative awards \$40,000 to Misty Bennett's Seeds of Hope  
*West Virginia Executive*
- Highmark WV Charitable Fund for Health makes \$100,000 donations to United Ways  
*The Parkersburg News and Sentinel*
- Highmark W.Va. makes \$100,000 in donations to United Ways  
*The Marietta Times*

**October**

- Action Association gets funding to address dental services for homeless  
*The Register-Herald*
- Grant funding will help Wheeling Health Right expand dental clinic  
*WTRF-TV*
- WVU School of Dentistry to expand pediatric

clinic with aid of \$50K Highmark grant  
*The Morgantown News*

- Highmark Virtual Walk for a Healthy Community raises over \$800,000 for 249 local nonprofits  
*Highmark (Press Release)*
- Berkeley Heights' Miller named W.Va. School Nurse of the Year  
*The Journal*

**November**

- The Advanced Leadership Institute announces inaugural cohort of the Emerging Leaders Program  
*Advanced Leadership Initiative (Press Release)*
- Highmark Gives United Way \$2,500  
*Hampshire Review*
- Low-income clinics seek to close disparities in dental health among West Virginians  
*WV News*

**December**

- Crittenton benefitting from \$50K grant from Highmark  
*WTOV-TV and other outlets*
- Highmark West Virginia awards Crittenton Services \$50,000 grant  
*The Intelligencer*
- Highmark W.Va. Charitable Fund for Health gives \$50 thousand check to MOV Health Dept.  
*WTAP-TV*
- Walking Miracles launches state pediatric, Young Adult Cancer Alliance  
*Charleston Gazette-Mail*
- Walking Miracles Launches Childhood Pediatric, Young Adult Cancer Alliance  
*The Herald-Dispatch*
- Walking Miracles launches West Virginia Pediatric & Young Adult Cancer Alliance  
*WV News*
- 'Giving Tuesday' event raises \$171,078 for charities  
*Times Leader*
- Clinic from Allegheny Health Network expands access to health care, social services for individuals released from incarceration  
*69News WFMZ-TV*

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