

2020

DEAR FRIENDS,

The past 12 months have given us much to reflect on. They have challenged us and have given us a new perspective. At BHF they have renewed our commitment in pursuit of a community where each of us has equitable access to resources that will help us lead a healthier life.

In the face of challenge comes change and we were grateful to carry forward with planned community health initiatives while quickly switching to a remote office environment. While the timelines of certain initiatives needed to be altered, we were proud to push forward in pursuit of new grants and partnerships that addressed urgent community needs that were exacerbated by the pandemic. BHF is also boldly navigating staffing changes, including my own transition from President and CEO to a member of the BHF board after nearly eight years with the organization. While we forge ahead with exciting plans for 2021 in our journey toward a healthier tomorrow, we pause to reflect on a few of our collective accomplishments from this unprecedented year:

- HelpingBloomingtonMonroe.org was launched
- To address the impact of COVID-19, we deployed grant funding to Shalom Center and Wheeler Mission, provided lead gifts to the United Way of Monroe County's COVID-19 Relief Fund, and collaborated with Hoosier Hills Food Bank to convene a Food Security Committee and launch a SNAP enrollment campaign
- In partnership with Community Justice and Mediation Center, we received a \$675,000 national grant to increase health access & equity
- Our community opened the Stride Center, Indiana's first crisis center
- We virtually celebrated the 21st Hoosiers Outrun Cancer

As you read about these and other successes of the past year in the pages that follow please know that these are shared successes that you are part of. Exciting changes are on the horizon as we build upon our 50+ year history as Bloomington's original health nonprofit. BHF is poised to reach unprecedented levels of effectiveness by leveraging a new strategic vision, a strong financial position, and exceptional volunteer Board leadership.

I continue to be inspired and gratified by what we have been able to accomplish. My sincere gratitude to our volunteer board, my colleagues, and to you for your support. It has been an honor to serve our community and to partner with you as we work together for a healthier tomorrow.

To Our Good Health,



Jonathan W. Barada

Member, Board of Directors

Bloomington Health Foundation

2020 COMMUNITY GRANTS

Since 2018, BHF has committed \$3 million to address our community's most pressing health needs. See the graph below to learn where we committed over \$850,000 in support this year.



UNITED WAY EMERGENCY RELIEF FUND
grants for local social service programs

WHEELER MISSION + SHALOM CENTER
handwashing stations

WHEELER MISSION
tent from Master Rental

FOOD ASSISTANCE ENROLLMENT
Supplemental Nutrition Assistance Program enrollment campaign

*NEMT - Non-Emergency Medical Transportation. **SUD - Substance Use Disorder



HELPING BLOOMINGTON MONROE LAUNCH



City of Bloomington's Beverly Calender-Anderson with Jon Barada

In February BHF collaborated with the City of Bloomington and the Local Council of Women to launch Helping Bloomington Monroe (HelpingBloomingtonMonroe.org), an online social services database listing over 2,000 free and reduced-cost programs serving area residents. The resource facilitates easy and discreet access to information and assistance with housing, childcare options, transportation, legal services, mental health support, and other needs. As the effects of the COVID-19 pandemic took shape, website usage surged resulting in searches doubling in March. Since then the site has seen steady usage with periodic peaks in traffic, seeing another surge in Mid-late October through November. As of early December, the site has completed over 7,000 total searches.

“Last winter’s launch of Helping Bloomington Monroe was well-timed for aligning our resources

in advance of this crisis,” said City of Bloomington Mayor John Hamilton. “Getting easy access to information about health care, housing, child care and government assistance is more essential than ever, so we’re glad to help bring this tool to our residents during these difficult times.”

Individuals and agencies that provide social services — including physicians, legal services, social workers, communities of faith, and more — are encouraged to review their listing on the site to ensure the posted information is correct.

**BHF + CJAM
AWARDED
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NATIONAL
GRANT**

In April BHF and Community Justice



and Mediation Center (CJAM) received over \$600,000 through Community Voices for Health (CVH), an initiative led by Public Agenda and Altarum, with funding from the Robert Wood Johnson Foundation. The funding supports the Community Voices for Health in Monroe County, Indiana project which works to build a stronger engagement infrastructure that involves a broader

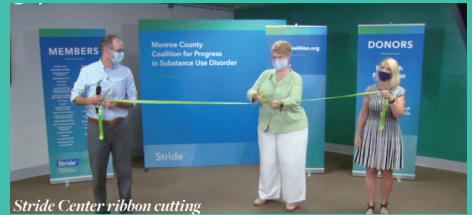
range of people – especially marginalized and underserved communities – so their voices are heard in healthcare policymaking decisions.

Bloomington Health Foundation is the fiscal sponsor for the project with CJAM and local partners Gnarly Tree Sustainability Institute, Indiana University O’Neill School of Public and Environmental Affairs faculty, Public Engagement Consultant Lisa-Marie Napoli, and Indiana University Center for Rural Engagement executing the project.

“The pandemic reinforces the idea that communities need strong connections and stable systems of engagement to deal with both immediate threats and long-term challenges to public health,” said Liz Grenat, Executive Director of CJAM. “Data from major cities shows that African Americans are disproportionately represented in deaths related to COVID-19. In Monroe County, local data shows that marginalized and underrepresented members of our community consistently have some of the poorest health outcomes. It is imperative that we develop strategies to bring healthcare leaders and policy makers to the engagement table in ways that lead to more inclusive decision-making.”

Only six projects were selected for funding nationwide. Community Voices for Health Monroe County was the only recipient in the state of Indiana.

STRIDE COALITION + CRISIS DIVERSION CENTER



The Stride Coalition, of which BHF is part, is an alliance of individuals and local organizations that are working together to address the issues of substance use disorder. BHF is a proud funding partner for the Stride Center, one of the first facilities of its kind in the state of Indiana. The 24-hour crisis diversion center opened in August and functions as a de-escalation place for people who are experiencing a crisis with mental health or substance use disorder, rather than jail or the emergency room.

Learn more by visiting stridecoalition.org.

COMMUNITY PARTNERSHIPS

A vehicle was added to the Area 10 Agency on Aging/Rural Transit Fleet thanks to the generosity of our local partners. The vehicle is part of BHF's **Non-Emergency Medical Transportation Initiative**,

Bottom row: L to R: Dan Peterson - Cook Medical - Cary Curry - Curry Auto Karin St. John, Vanessa McClary - LCW, Shazn Williams - Boston Scientific, Jon Barada - Ecan Martin - Community Cars



allowing those with transportation barriers to attend medical appointments. Donors include Boston Scientific, Community Cars Auto Group, Cook Medical, Curry Auto Center, Local Council of Women, the Green Family, and the Walters Family.



Hoosier Hills Food Bank announced the arrival of a new truck in January, with funding from community partners including BHF.

HealthLINC granted over **\$33,000** to BHF to fund local and regional health-related initiatives this past summer. The grant will help with several initiatives including:

- The Michael J. Melby Patient Medication Assistance Fund
- The Miss Kendra Program
- Peds Teen Domain Fund
- BHF's High Impact Community Health Solutions Fund





Bloomington Fire Department

✧ St. John Associates, the Local Council of Women, and BHF teamed up to purchase **high visibility coats** for the firefighters of the Bloomington Fire Department this year.



“ These coats drastically improve the ability for people to see our firefighters who are protecting property and saving lives 24 hours a day, especially at night or in inclement weather. Filling this gap in funding came at a great time as we have been dealing with the fiscal impact of providing services during the COVID pandemic. ”

- Jason Moore, Fire Chief



The Bloomington Community Farmers' Market furthered its mission to support **access to nutrition for vulnerable populations** by using a nearly \$80,000 grant from the Bloomington Health Foundation to triple Farmers' Market Nutrition Program benefits for low-income seniors and Women, Infants and Children (WIC) participants for the next two years. Increasing access to healthy foods is an evidence-based way to address chronic diseases.

Thanks to Curry Auto for renewing sponsorship for Centerstone's Supported Employment Program.

The program provides employment for those in early recovery for substance use disorder, which has shown to be a significant part of the recovery process.



Centerstone Staff, Jon Barada, and Cary Curry

B H F COMBATS COVID-19 IMPACT

As stay-at-home orders and office closures took effect in early spring, BHF along with the United Way of Monroe County,

the Greater Bloomington Chamber of Commerce, and the Bloomington Economic Development Corporation established the COVID-19 Cross Sector Coalition. The group convenes community leaders virtually to communicate pressing issues as a result of the pandemic and connects needs with solutions. The group is comprised of a diverse array of industries and includes schools, higher education, restaurants, retail, nonprofits, city and county government, and more.



Master Rental setting up a tent at Wheeler Mission

In conjunction with the Monroe County Health Department, BHF funded hand washing stations for Wheeler Mission and Shalom Community Center, at their requests, to curb the spread of COVID-19 among those experiencing homelessness.

In partnership with Master Rental, we also funded a tent for Wheeler Mission to provide

space for social distancing, again as recommended by the Monroe County Health Department.



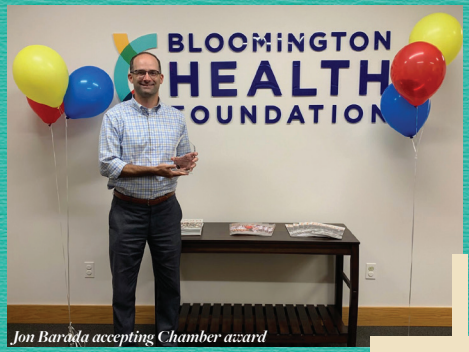
UNITED WAY COVID-19 FUND

BHF granted lead gifts to the United Way of Monroe County's COVID-19 Emergency Response Fund, committing \$70,000 overall. Funding served a multitude of purposes for local social service organizations whose operations were severely impacted by the pandemic and hinged on this support to continue, all while need for their services reached record highs. The fund has granted nearly \$1.6 million to 46 human service organizations in Greene, Monroe, and Owen counties since inception.

For more information, visit monroeunitedway.org.

PANDEMIC COMMS + UPDATES

Since the beginning of the pandemic, BHF maintained close contact with the Monroe County Health Department (MCHD) to stand ready to assist with needs. As part of that partnership, BHF significantly increased communications to amplify important messaging and updates from the local health department regarding health mandates, guidelines, testing sites, free mask distribution and more. Thanks to B97 and Hoosier County 105, Public Service Announcements from BHF and MCHD can still be heard on the airwaves.



FOOD SECURITY, RECOGNITION

Mayor Hamilton convened the Social Services Working Group, a group dedicated to organizing social services agencies to meet current and expected needs during the pandemic, in early March of this year. BHF was honored to serve as the head of the food provision subcommittee, meeting weekly with local food banks and pantries and reporting findings to the City of Bloomington to ensure adequate supplies and staffing were maintained to meet the surge in demand. As a result, the committee launched a successful community-wide campaign to enroll underserved residents in the Supplemental Nutritional Assistance Program. Due to this work, Hoosier Hills Food Bank, who is experiencing a record year with food distribution up 44% from last year, honored BHF at their 14th annual Hunger Action Awards. In addition, BHF was recognized by the Greater Bloomington Chamber of Commerce for their Unmasked Hometown Heroes Awards.

From Las Vegas to Afghanistan, the B-Line to Utah, over 2,500 participants walked and ran virtually for the cause, raising over \$250,000 to support those in our community who are facing a cancer diagnosis with their needs beyond clinical care. For the past 21 years, our generous community has made Hoosiers Outrun Cancer a tremendous success, raising nearly \$4 million.

HOC also provided funding this year for a new exciting partnership with Cancer Support Community Central Indiana (CSCCI) and IU Health Bloomington Hospital to provide free virtual mental health and wellness support groups to local cancer patients

VIRTUAL HOOSIERS OUTRUN CANCER



and their families.

CSCCI President and CEO Eric Richards said, “social isolation is challenging enough for so many after a diagnosis and the impact of the COVID-19 pandemic has only exacerbated this concern. It’s exciting to provide unique and critical virtual support to those who need it from the comfort of their homes and free of charge.”



HOC Chair Shawn Williams, middle left, with HOC participants

Earlier this year our community lost beloved philanthropist and community leader, Joan Olcott. Her ardent devotion to the health and well-being of our community spanned decades and can be seen in nearly every organization in our city, including our own. We will continue to be inspired by her grace, strength, wisdom, and compassion.



Joan Olcott, pictured in red, with her family at HOC 2017



BHF would like to sincerely thank John Hurlow, Karin St. John, and Jon Barada for their years of service with our organization.

Hurlow served faithfully on the Foundation board for nine years, St. John spent five and a half years as our Vice President and CDO, and Barada led as President and CEO for nearly eight years. Each brought exceptional work and innovative ideas to BHF and made significant contributions to the betterment of our community. We are deeply grateful for their leadership and wish them each well on their respective journeys.



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