



**COMMUNITY**  
HEALTH CHARITIES®

# Community Health Charities Annual Report 2015 - 2016

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*Your support enabled children with cancer to get help – and their families to find hope; military veterans to receive mental and physical health services to restore their wellbeing; victims of human trafficking to find healing; seniors and their caregivers to receive the support they need when facing Alzheimer’s, and much more.*



## Community Health Charities: Connecting People Who Care to Causes that Matter



### A Message from Thomas Bognanno, President and CEO

Dear Friends:

Thank you for your support of health over the course of 2015. Community Health Charities would not exist, or have had success last year, without you. Thanks to the more than 2,000 charities locally and nationally that compose our membership network and who accomplish miracles every day. Thanks to our nearly 1,600 (and growing!) public and private workplace partners who increased their engagement in so many ways. Perhaps most importantly, thanks to the 17 million individuals who donated so generously. Finally, thanks to the staff and volunteers of Community Health Charities for all that you do. I am proud to be a part of a community that cares – caring is at the heart of everything we do.

Only two years ago, Community Health Charities was comprised of 38 different organizations. In this brief time, we have consolidated, reorganized and assembled the most talented fundraisers, campaign directors, accountants and other key staff supporting health and wellness in the country. **Today, we are united around a common mission: connecting people who care with causes that matter.** We are primarily focused on building support for health and wellbeing and have recently expanded our vision to embrace a broader understanding of health. Why?

**Caring matters.** For almost 60 years, Community Health Charities has helped people who care make a difference with health causes that matter through both public and private sector workplace giving opportunities. No single organization can meet every need, but together, there is no limit to what we can accomplish. It all begins with one step: taking time to care about somebody else.

**Caring about charities matters.** Our charities are society's primary change makers for better health. They are on the frontlines of many battles, as champions, advocates and problem-solvers. Community Health Charities is an enabler, connector and supporter for them as we collaborate and partner in many different ways. We know how important it is that the charities in our community act with integrity and efficiency, and we care about their organizational sustainability. We are proud of all they have accomplished, but we know there is more still to be done.

**Caring about companies, organizations and their employee's matters.** 180 million Americans spend as much of their time awake at their places of employment as they do in their homes. For employees, workplace giving and engagement is a significant benefit and a way to connect with causes that matter. For employers, workplace giving allows organizations to enhance their social responsibility strategy and emphasize employee engagement and overall health and wellness. For these reasons, traditional workplace giving opportunities will continue to be the core of our approach to empowering people who care

**Caring about people who want to make a difference matters.** For us, gratitude is not simply a thank-you note in the mail – it is a core value. We know there are many demands on people’s time and resources, and that is why we deeply appreciate and celebrate our health champions. People who care enable our charities to accomplish their work. Our focus will expand to ensure we see giving opportunities through the eyes of those who want to make a difference as much as through the eyes of those who need their support.

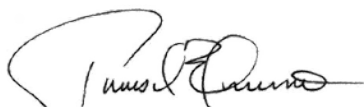
**Caring about our future matters.** Our mission remains unchanged and more important than ever. Our member charities need continued support to pioneer breakthroughs in health. As our population ages, Alzheimer’s is rising as a major concern for Americans. Substance abuse, mental health disorders and the health challenges our veterans face have expanded dramatically. We formed our business model in an era of paper pledge cards, payroll deduction and direct mail appeals. As the landscape for giving and commerce progresses, we are changing with the times.

Today, we are making it easier than ever to support the causes you care about. We are creating giving opportunities that allow individuals to make one gift that supports multiple charities, all focused on the same cause. Whether it is children’s health, women’s health, mental health or veteran’s health, we are committed to researching and vetting the best health and wellness organizations for you.

We are working to elevate the importance and impact that health-related giving has on our communities, as we all become more aware of a broader range of needs locally, nationally and abroad.

The opportunities ahead are exciting. We are well-positioned to help caring people, compassionate companies and organizations, and our committed charities achieve their goals and accomplish meaningful results. By doing so together, we will make a difference in local communities across the U.S. and improve the health and wellbeing of the communities in which we live and work.

With gratitude and appreciation,



Thomas Bognanno  
President and CEO  
Community Health Charities

**Today, we are making it easier than ever to support the causes you care about.**

## The Challenge

There is good news to report this year. Research from the Centers for Disease Control and Prevention (CDC) and other government data shows that since 2000, we are living longer, smoking less and taking steps to reduce the mortality rate from historical causes.

- Life expectancy has climbed two years from 76.8 years to 78.8 years, from birth.
- Deaths per 100,000 people in the population have declined 16.6%.
- Deaths from heart disease, cancer, chronic respiratory diseases and diabetes are all lower.
- The number of smokers has decreased by more than a quarter to 16.8% of the population.

However, long-term health challenges continue to impact millions of Americans every year (Figure 1).

**Figure 1: Long-term health challenges impact millions of people**

Health Issue	Prevalence	Health Issue	Prevalence
Parkinson's	1,000,000	Blindness	7,000,000
Functionally Deaf	1,000,000	Psoriasis	7,500,000
Colorectal Cancer	1,200,000	Bipolar Disorder	8,300,000
HIV/AIDS	1,400,000	Major Depressive Disorder	14,800,000
Lupus	1,500,000	Alcoholism/Alcohol Use Disorders	17,000,000
Rheumatoid Arthritis	1,500,000	Chronic Kidney Disease	20,000,000
Prostate Cancer	2,900,000	Drug use disorder	21,600,000
Persistent Depressive Disorder	3,300,000	Impaired vision	21,700,000
Anemia	3,500,000	Diabetes	22,000,000
Autism	3,500,000	Chronic Obstructive Pulmonary Disease	24,000,000
Endometriosis	5,000,000	Osteoarthritis	30,800,000
Epilepsy	5,100,000	Hearing Impaired	40,000,000
Alzheimer's	5,200,000	Migraines	46,000,000
Infertility	6,700,000	Obesity	78,600,000

More than 78 million Americans suffer from obesity, with increases reported across every age group except the very young (two to five years old). Teenage obesity has increased by 25% in the past 15 years, and adult obesity has increased by 16%.

There are still several million people living with chronic conditions and long-term diseases. While fewer Americans are dying from these illnesses, more Americans are suffering reduced quality of life due to heart disease, cancer, hypertension, diabetes, hypercholesterolemia and mental illness.

## Today's Health Trends

**Health care expenditures have more than doubled in the last 15 years to \$2.6 trillion, accounting for almost 15% of GDP or \$8,045 per person.** Health management is not the same thing as health solutions, and the importance of finding cures continues unabated. The best way to bend the cost curve is not to manage disease and illness, but to cure it, and to encourage Americans not just to avoid risk factors, but to actively opt for fitness, good diet choices and positive environmental factors. The U.S. needs to embrace a culture of health.

**Deaths related to Alzheimer's have skyrocketed 40% since 2000.**

A side effect of our success in reducing mortality is that diseases related to aging have increased significantly. One in nine people aged 65 and older has Alzheimer's disease, and 32% of people age 85 and older have it. As 70 million Baby Boomers retire between now and 2030, elder care issues are going to continue to dramatically increase.

**Nearly 1 in 4 active duty military members shows signs of a mental health condition, and almost a third of veterans returning from Iraq and Afghanistan confront mental health problems.**

There are 21.8 million veterans, many of whom have been through multiple tours of duty in Iraq, Afghanistan and other deployments. In recent years, their access to quality care has suffered due to challenges at VA hospitals, but many nonprofit organizations have stepped in to address the gaps.

**Substantial racial and ethnic health disparities exist in the United States.**

Women and minority health issues are another area of continuing concern. Breast cancer alone continues to be a major mortality factor. African-American mortality rates and incidence of diabetes, heart disease and several other conditions tend to be higher than the general population.

**44% of Americans surveyed say their stress levels have increased over the past five years, according to a Harris Interactive report.**

Mental health and stress are also extremely high on the radar screen of many human resource officers and workplace experts. There are many causes of workplace stress, not least of which is financial insecurity associated with financing health care costs and medical bills. Stress factors contribute significantly to over-eating, alcohol and drug consumption, and risky behaviors that can trigger negative health outcomes. Some companies, like Aetna, Google, Eli Lilly and Company and others are investing in walking treadmill desks, sleep pods, masseuses, exercise centers and other mechanisms to help employees reduce stress, but much more needs to be done.



While these health challenges impact Americans across the nation, Community Health Charities is partnering nationally yet also locally to work with the best organizations tackling health issues that impact communities. Community Health Charities manages nearly 1,600 workplace giving campaigns today, and we have found that support for local community health action consistently ranks among the top three priorities across all of them. People want to address the health challenges in their own backyards and help their neighbors.

As Community Health Charities continues to grow and evolve, our goal is to empower people who care to support the health causes they care about. Together, we can improve health and wellbeing for all of us.

Sources for data references:

- <https://www.cdc.gov/nchs/data/hus/hus15.pdf#listtables>
- <http://www.slideshare.net/pcorsano/structure-of-us-healthcare>
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- <http://www.alz.org/facts/overview.asp>
- <https://www.charities.org/facts-statistics-workplace-giving-matching-gifts-and-volunteer-programs>
- <http://givingusa.org/see-the-numbers-giving-usa-2016-infographic/>

## Community Responses

### Making a Difference Locally

Two years ago, Community Health Charities operated as 38 different organizations across the United States. Today, the consolidation of Community Health Charities local affiliates has created a single national organization to share services and increase our efficiency and impact while maintaining our deep local presence and community relationships. This integration provides more resources to local charities and offers new options for those who want to have an impact both locally and more broadly. It also allows us to be in even closer connection with the needs and challenges of the communities where our caring givers live and work.

Here are some examples of how Community Health Charities has made a difference:

### Community Health Charities Honors “Health Heroes” in Colorado



With a keynote address by Dr. Larry Wolk, Chief Medical Officer for the Colorado Department of Public Health and Environment, Community Health Charities celebrated the work of our member charities and recognized businesses and organizations who partner with us on workplace giving opportunities.

The 2016 Community Health Hero award was given to Dr. Marjorie Laird, co-founder of Second Wind Fund, an organization committed to suicide prevention for youth. Recognized for her exceptional leadership and life-saving services to children throughout Colorado, Dr. Laird’s work was detailed in a touching video tribute that highlighted the story of over 4,000 children and teens she has helped since the creation of Second Wind in 2002.

### C.R. Bard, Inc. Exceeds Fundraising and Participation Goals

When we work together, great things happen. At the C.R. Bard Volunteer Committee thank-you luncheon in December 2015, Linda Hrevnack, Manager, Community Affairs & Contributions at C.R. Bard, Inc. presented a check to Jamie DePasquale, Director of Business Development at Community Health Charities, and Gabriella Gomez, Community Building and Community Engagement Manager at United Way of Greater





Union County. The C.R. Bard campaign exceeded both its fundraising and employee participation goals. Employees raised more than \$196,000 through workplace giving and special events, with a remarkable 81% employee participation rate. The total amount of support for Community Health Charities and United Way agencies, including C.R. Bard's matching gift, was \$390,142.

## In the Workplace

### Helping Individuals Become More Connected By Giving Where They Work

Today's "workplace" is a more diverse environment than ever before. Remote employees, distributed locations and job sharing are among the many dynamics that are changing the traditional workplace environment. Offering giving opportunities through employers allows workers to remain connected to important causes and come together around common passions and shared priorities.

And these collaborations are not limited to traditional giving: The opportunities we are creating are about so much more than raising money. While fundraising is an important part of how we enable people who care to make a difference, we are just as interested in finding ways to engage them with access to information about the causes they care about and opportunities to participate and volunteer with the organizations that are tackling these issues.

### Creatively Bringing Charities and Givers Together

Our primary purpose is to work with people who care, companies that want to empower their employees and charities that are making a meaningful difference. Together, we can lift up relevant causes that align with individual or business priorities. Our team works with the highest-performing health charities and brings the right connections and opportunities together to get the best results.



#### Thank you to our 2015 Top Five Community Health Charities' Health Champions

- American Express
- Anthem Foundation
- Sikorsky Aircraft
- UnitedHealth Group
- Wells Fargo

### Confidence in the Connections You Make

People want to know that when they support causes they care about, those organizations act with integrity and do meaningful work that makes a difference and gets results. Community Health Charities is committed to providing workplace employees and all caring people with the assurance they need that, across the spectrum, our member organizations demonstrate the highest standards and are making the most significant difference in their focus areas. Our standards incorporate and exceed the guidelines from the Better Business Bureau Wise Giving Alliance, Charity Navigator, Guidestar and more.

## Innovations: Providing New Ways to Make a Difference

Community Health Charities is innovating to create new ways to support important causes, engage new givers and ensure the resources generated by workplace giving campaigns are targeted and effective.

In early 2016, we created nine new “High Impact Funds” addressing the health issues and challenges that donors care about most, according to recent trends. Whether making a difference for children, women, veterans or other groups, these High Impact Funds leverage individual generosity to maximize results on the issue.

We also are expanding the ways caring people can give, by enabling more online giving, peer-to-peer fundraising and a new donor-advised fund and mobile options in development.

<b>Children’s Health</b>	
	<p><i>Camps for Kids with Health Challenges</i></p> <p>Provide a recreational camp experience that improves the quality of life children managing long-term health conditions.</p>
	<p><i>Every Kid Deserves</i>®</p> <p>Support the best children’s health charities making a difference in the United States.</p>
<b>Education</b>	
	<p><i>Health &amp; Safety at School</i></p> <p>Ensure that students have a safe and healthy environment to learn and grow.</p>
<b>Human Rights</b>	
	<p><i>Health Services for Vulnerable Populations</i></p> <p>Help provide critical health services to vulnerable populations across the nation that are struggling to get the care they need.</p>

	<p><b><i>Restore Her Heart: Protecting Women and Girls</i></b></p> <p>Help fund and support services to end the trafficking of women and girls.</p>
<p><b>Research and Development</b></p>	
	<p><b><i>Drive for a Cure</i></b></p> <p>Help advance research to find a cure for the diseases that impact the most Americans.</p>
	<p><b><i>Zika Response</i></b></p> <p>Raise awareness and support enhanced diagnostic capacities for children exposed to Zika and advance effective mosquito control strategies.</p>
<p><b>Military and First Responders</b></p>	
	<p><b><i>Hero's Health</i></b></p> <p>Protect the physical and mental health of our nation's military, veterans and first responders.</p>
<p><b>Emergency Response</b></p>	
	<p><b><i>Crisis and Disaster Community Health</i></b></p> <p>Support vital emergency health and critical care resource assistance to communities responding to crises and natural disasters.</p>
<p><b>Women</b></p>	
	<p><b><i>Give for Her Health: Health Services for Young Women</i></b></p> <p>Ensure that young women receive the health services and support they need to prosper.</p>
	<p><b><i>East Bay Breast Cancer Fund</i></b></p> <p>Help provide access to screenings and early diagnosis for Black, Hispanic and Asian women. These population of women experience a higher loss of life to breast cancer.</p>

## Community Health Charities: Impact in Numbers

Community Health Charities Accredited Members (local + chapters)	2,203
Total Community Health Charities Private and Public Sector Workplace Campaigns	1214 + public sector (nearly 1,600)
Total # of Employees Participating in Community Health Charities Programs	17 million

## Community Health Charities: 2015 Direct Revenue

Combined Federal Campaign	\$20,588,723
Major	\$2,928,417
Other Public/Private	\$16,646,595
Direct Pay	\$7,537,822
<b>Total</b>	<b>\$47,701,557</b>

## Community Health Charities: Other Revenue

Total Benevity	\$12,788,269
Less: Benevity Already Counted	(\$7,537,822)
Reported Direct Pay	\$1,867,944
Wells Fargo	\$2,500,000
Anthem St. Jude	\$1,000,000
YourCause Estimate	\$6,500,000
<b>Total</b>	<b>\$17,118,391</b>

## 2015 Employee Giving by Condition Type

Cancer (all kinds)	38%
Other	27%
Local	16%
Diabetes	7%
Alzheimer's	5%
Heart	4%
Mental Health	1%
Rare Diseases	1%

## 2015 Giving by Demographic Segment

General	61%
Children	27%
Seniors	6%
Women	5%



## Community Health Charities National Board of Directors

Community Health Charities is honored to have the strong volunteer leadership of our 2015–2016 National Board of Directors.

<b>Frederick J. Dorey, Chair of the Board</b> Special Counsel Cooley LLP	<b>Kerry Finnegan, Vice Chair</b> Senior Partner Mercer
<b>Bill Heffernan, Secretary</b> President & CEO Employee Resource Systems	<b>Charles A. Burbridge, Treasurer</b> Executive Director Chicago Teacher's Pension Fund
<b>Thomas G. Bognanno</b> President & CEO Community Health Charities	

<b>Lew Bartfield</b> Chief Executive Officer American Lung Association of the Upper Midwest	<b>Linda G. Blount</b> President & CEO Black Women's Health Imperative
<b>Walt Chesley</b> Vice President, Human Resources Officer Hennepin County Medical Center	<b>Angie Dahl</b> Director, Corporate Giving Be the Match Foundation
<b>Rich Ford</b> Fairview Consulting	<b>John Hallberg</b> CEO Children's Cancer Research Fund
<b>William (Bill) R. Healey</b> Senior Vice President Alman Group	<b>Linda C. Ireland, Immediate Past Board Chair</b> Co-owner & Partner Aveus, LLC.
<b>Stephen Keith, M.D.</b> CEO Optima Health, Inc.	<b>Kim Kindschi</b> President Manitou Associates

<p><b>Alfred Massidas</b> Chief Financial Officer Cancer Research Institute</p>	<p><b>Sevren Maynard</b> Partner Simple Machine Advisors</p>
<p><b>Steve McCurdy</b> Senior Vice President American Express</p>	<p><b>Beatriz R. Perez</b> Chief Sustainability Officer The Coca-Cola Company</p>
<p><b>Charu Raheja, PhD.</b> CEO TriageLogic</p>	<p><b>Frank Raimondi</b> WW Channel Alliance Manager Intel</p>
<p><b>Cynthia Rolfe</b> Vice President Brand Strategy &amp; Research BlueCross BlueShield Association</p>	<p><b>Adam Rothschild</b> (Former) Vice President and Head of Global Marketplace Insights American Express</p>
<p><b>Beth Rusert</b> Senior Vice President, Partner Standing Partnership</p>	<p><b>Jason L. Sobel, Esq.</b> Of Counsel – Real Estate Sills Cummis &amp; Gross, PC</p>

## A Message from the Community Health Charities Board of Directors

On behalf of the Board, I want to express my appreciation to everyone who makes the fulfillment of the Community Health Charities mission possible. Each of us has chosen to volunteer our time to assist in this important work and to lift up important causes.

We are honored to help provide valuable support to important charities like the American Diabetes Association, Covenant House, Black Women's Health Imperative and so many others who are leading the way in finding cures and promoting a culture of health and wellness. We are also grateful to our workplace partners, including our 2015 Health Champions American Express, Anthem Foundation, Sikorsky Aircraft, United Health Group and Wells Fargo.

We are humbled by the generosity of people across this country who give their time and talent, and we are grateful for the dedicated Community Health Charities staff who go above and beyond to lift up these causes and support the work of so many charities making a difference.

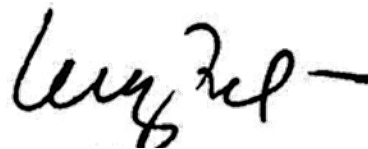
While Community Health Charities accomplished a great deal in 2015, much more needs to be done. Millions of Americans are still facing significant health challenges, and all of us want to live longer, healthier and better lives.

We look forward to working with you in the months and years to come to improve the health and wellbeing of our people, our communities and our country.

Sincerely,



Fred Dorey  
Chairman



Kerry Finnegan  
Vice Chair



**Give to health.**

**Support the health causes that matter most to you.**

[www.healthcharities.org](http://www.healthcharities.org)