

2018 ANNUAL REPORT



MAKING AN  
— IMPACT —  
ON HEALTH



HEALTHY  
PEOPLE



EDUCATION



HEALTHY  
COMMUNITIES



THE RAPIDES FOUNDATION

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### OUR MISSION

The mission of The Rapides Foundation is to improve the health status of Central Louisiana.

### OUR VISION

Our vision is to positively impact Central Louisiana by deploying resources to improve key factors of health status.



## MESSAGE FROM THE PRESIDENT AND CHAIRMAN

# MAKING AN IMPACT ON HEALTH

When The Rapides Foundation was founded in 1994, we quickly realized it would take time to make a significant impact on people's lives. As we pursued our mission of improving the health status of Central Louisiana, we knew our efforts would have to address generational issues in order to make sustainable and measurable improvements in the health of the region.

Today, we are proud to say that The Rapides Foundation continues to make a positive impact on Cenla residents and on generations to come.

Through the years we found the most effective way to impact people's health is through an interconnected approach that involves increasing their educational and economic opportunities in addition to making sure they practice healthy behaviors and have access to important healthcare services and medicine. For this reason, our work centers on three priority areas: Healthy People, Education and Healthy Communities.

We continue to rely on research, evidence-based strategies, expert advice, evaluations and assessments to ensure our programs and priority areas are operating effectively, and to identify areas that need improvement. In 2018, we conducted our sixth Community Health Needs Assessment, a comprehensive data-driven report that studies the health, behaviors and needs of people living in our service area. We thank community residents who took the time to take part in the assessment so that we could have an accurate snapshot of the health of Central Louisiana as we seek to make a positive impact on our community.

On these pages, you'll see examples of projects and programs that address some of the determinants of health that collectively make an impact on the health of Central Louisiana residents. We'll highlight some of our longtime programs and introduce some newer ones that were instituted in recent years.

On our Healthy People priority area pages, this includes our efforts to increase cancer screenings and to expand healthcare services to underserved areas throughout the region. On our Education pages, you'll see a new early literacy program for our youngest residents and the unveiling of the Central Louisiana Instructional Partnership that will put more highly qualified math and science teachers in Cenla middle schools. On our Healthy Communities pages, you'll see progress on a new manufacturing center to be constructed in downtown Alexandria, and Cenla youths giving back to their communities through school-based community service clubs.

These projects, plus others featured in our 2018 report, contribute to our efforts of making an impact in Central Louisiana.



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



Michael D. Reese  
Board Chairman

# HEALTHY PEOPLE

The objective of the Healthy People priority area is to improve access to healthcare and promote healthy behaviors. This work is implemented through the Healthcare Access and Healthy Behaviors Initiatives.



A Healthcare Access grant funds a Psychiatric-Mental Health Nurse Practitioner Program at NSU. Members of the first graduating cohort funded by the grant are (from left) Psych-Mental Health Nurse Practitioners Keith King, Wakanda Mason, Aleshia McGlothlin, Jamie Belgard and Chrissy Brister. PMHNP Marsha Stapleton also was a member of the first grant-funded cohort.

## HEALTHCARE ACCESS

The Healthcare Access Initiative fosters the establishment and expansion of primary and behavioral health services through integration with community health clinics; and also addresses medical manpower issues in the region. Through grant funding to its Cenla Medication Access Program, the Foundation addresses medication access and cancer screenings.



Nurse Practitioner Tracy Kelone assists patient Katie Stutson at Harrisonburg Family Health.

Access to quality healthcare is important to reduce health disparities and improve health status for people residing in Central Louisiana. The Rapides Foundation's Healthcare Access Initiative addresses the many factors that limit care, including financial barriers, personal and cultural barriers, not knowing what to do or where to go for care, physical or geographic barriers, and shortages in healthcare professionals and facilities.

The initiative works to improve healthcare access through its Cancer Screening Project, Cenla Medication Access Program, grants that fund nursing programs, and a grant that funds federally qualified health centers to provide services either through a new access point or through a school-based health center.

In 2014, the Foundation began offering a Healthcare Access Grant funding opportunity to help FQHCs and FQHC Look-alikes establish new access points and expand primary care and behavioral health in underserved areas in Central Louisiana. The Foundation awarded one Healthcare Access Grant in 2018 to Catahoula Parish Hospital District #2, which is using its funds to expand primary care and behavioral health services at Harrisonburg Family Health.

The Foundation continued to monitor previously awarded Healthcare Access Grants throughout the region. Since the inception of the grant program, approximately 44,000 medical visits were recorded at the facilities receiving Healthcare Access Grant funding from The Rapides Foundation. All of the clinics

receiving funding are designed to be self-sustaining once the three-year grant cycle ends.

The Healthcare Access Initiative addresses the shortage of healthcare professionals in rural communities through grants to postsecondary institutions. In 2017, the Foundation awarded a three-year grant to NSU that funds a Psychiatric-Mental Health Nurse Practitioner Program that has the goal of increasing the number of psychiatric-mental health nurse practitioners in Central Louisiana. The Foundation also provides funds to NSU, LSUA and CLTCC nursing programs to support nursing instruction.

The Foundation's Cenla Medication Access Program seeks to improve people's access to medications by offering free or reduced-cost prescriptions to eligible clients. CMAP also provides education on the importance of appropriate medication usage.

CMAP's Patient Assistance Program specialists work with rural health clinics and primary care practices to provide patients' prescriptions, and CMAP expands its medicine offerings through its Central Fill Pharmacy and partnerships with pharmaceutical companies. Rapides Regional Medical Center contracts with CMAP to provide free or low-cost medications to patients who visit the HP Long Outpatient Clinics.

In 2018, CMAP filled 13,168 prescriptions through its Central Fill Pharmacy and Patient Assistance Program for a wholesale cost savings of approximately



The Cancer Screening Van visits Central Louisiana parishes twice a month to offer free clinical breast exams, digital mammograms, cervical exams, Pap smears and colon cancer screening take-home kits.

## HEALTHCARE ACCESS

\$5.3 million. An additional 3,301 prescriptions were filled through CMAP's VRx card for patients at the HP Long Outpatient Clinics at a reduced cost of \$4 or less. Through its CMAP Extra prescription drug benefit card, participants filled 920 prescriptions for retail savings of \$124,805.

The Foundation's Cancer Screening Project helps residents get medical screenings for breast, colorectal and cervical cancers. Early screening for these cancers can be cost-effective and promote longer, healthier lives. A feature of this project is the Cancer Screening Van, a mobile digital mammography unit that travels throughout Central Louisiana. The screening van is a partnership between The Rapides Foundation, CMAP and the Partners in Wellness Program at Feist-Weiller Cancer Center at LSU Health Shreveport.

The unit travels to communities for two-day clinics, where patients who meet eligibility requirements receive free clinical breast exams, digital mammograms, cervical exams, Pap smears and colon cancer screening take-home tests. In 2018, 548 patients received 953 breast, cervical or colon cancer screens on the van. Twenty-eight cases required follow-up visits.

CMAP's Community Health Advisor Project provides education, outreach and information to men and women throughout Central Louisiana about the importance of cancer screenings. The goal is to encourage residents to practice early detection of colon, breast and cervical cancer when it is in the most treatable stages. The CHA project reached 1,415 people in 2018.



The Foundation has awarded 11 Healthy Behaviors Program Grants to communities for projects that addressed health behaviors.

## HEALTHY BEHAVIORS

The Healthy Behaviors Initiative addresses prevention of tobacco use, poor diet, lack of physical activity, and alcohol and substance abuse prevention.

The Foundation's Healthy Behaviors Initiative recognizes that poor diet, physical inactivity, overweight/obesity and tobacco use are directly linked to premature death and disability from heart disease, stroke, diabetes and certain types of cancer. Illicit drug use and alcohol consumption are also associated with injury, death and disability. The initiative seeks to change people's behaviors through an integrated, multi-targeted approach that focuses on schools, communities and workplaces.

The Foundation invites Central Louisiana public school districts to apply for annual Healthy Behaviors School District Partnership Grants that are used to fund projects and activities that positively impact

students and school personnel in the areas of tobacco prevention and control, substance and alcohol abuse prevention, physical activity and nutrition. The goal is to provide students, staff and teachers with the knowledge and skills necessary to make better and informed behavior decisions leading to healthier lives.

In the 2017-18 school year, 38,363 students from 109 K-12 schools in seven Central Louisiana parishes participated in evidence-based projects that address these health behaviors. Schools can use these funds for physical education equipment, supplies and curricula; for training and support for Kick Butts Day activities, National Drug and Alcohol Facts Week and Living Healthy Clubs; and for professional development and

## HEALTHY BEHAVIORS

certification for nutrition services staff.

In September 2018, 532 students and teachers from seven Central Louisiana school districts attended the eighth annual Youth Summit on Healthy Behaviors, a one-day event for students to learn how to become advocates for healthy choices and policy change in their schools and communities. The theme was #MoveMore #EatWell #LiveClean, and included youth advocacy presentations, energizer breaks, and

breakout sessions to educate summit participants on the issues of tobacco prevention, substance and alcohol abuse prevention, and healthy eating and active living. Presenters included nationally recognized advocates in those focus areas.

Members of the Foundation's Youth Advocacy Council planned and led the summit, and they created and unveiled an advocacy project for summit participants to take back to their schools to implement.



Members of the Living Healthy Club at Rapides High School participated in Kick Butts Day activities. Healthy Behaviors grants to school districts fund projects and activities in the areas of tobacco prevention and control, substance and alcohol abuse prevention, physical activity and nutrition.





Members of the Foundation's Youth Advocacy Council planned and led the eighth annual Youth Summit on Healthy Behaviors.

## HEALTHY BEHAVIORS

The 2018-19 advocacy project focused on enforcement of USDA Smart Snacks Guidelines in schools. The goal is for students to work within their schools to replace unhealthy foods in school concessions with healthy alternatives that follow the Smart Snacks Guidelines put in place by the USDA in July 2014.

In addition to school district grants, the Foundation continued to oversee Healthy Behaviors Program Grants that were awarded to communities for projects that address health behaviors. The Foundation has awarded 11 Healthy Behaviors Program Grants since the program launched in 2014. These grants continued in 2018 with grant funds being used for projects that include park improvements and outdoor fitness equipment, mobile playgrounds and parks, farmers markets, healthy food distribution programs, community gardens, and alcohol and substance abuse prevention.

In the area of tobacco prevention and control, CMAP continued to partner with the Smoking Cessation Trust to offer cessation counseling to Central Louisiana tobacco users. In 2018, 182 residents were referred to CMAP, where they obtained free cessation

counseling and medicine to help them quit. Studies show that a smoker's chances of quitting tobacco are higher when receiving personal counseling in addition to cessation medications.

The Foundation's Healthy Lifestyle Program provides free nutrition and physical activity counseling to Central Louisiana residents referred by their physicians. A registered dietitian and an exercise specialist work individually with each client during the six-month program, which is administered by CMAP. Clients learn behavior changes they can take with them when they complete the program. In 2018, 448 people were enrolled, with 197 physicians referring their patients to the program.

Healthy Lifestyle Program staff also work with employers wishing to improve worksite wellness. This included assisting employers participating in the state Department of Health's Well-Ahead campaign, which designates places and spaces as "WellSpots."

The Healthy Behaviors Initiative includes marketing campaigns designed to raise awareness of the importance of diet and physical activity, to counter tobacco advertising and to provide awareness and resources in the area of alcohol and substance abuse.



# EDUCATION

The objective of the Education priority area is to increase the level of educational attainment and achievement as the primary path to improved economic, social and health status.




Rebekah Simpson, Early Childhood Literacy Program Coordinator for The Orchard Foundation, reads a story to Olive Waters and Jayden Walters during a Read to Soar session.

## EFFECTIVE SCHOOLS AND SCHOOL READINESS

This component of the Education Initiative focuses on enhancing professional development for teachers and increasing the leadership capacity for administrators in the nine public school districts within the Foundation's service area. Building upon the long-standing work and relationships between the Foundation and school districts, professional and leadership development opportunities are provided through grants to the districts, as well as funding provided to The Orchard Foundation for training institutes. Research and advancement of successful School Readiness approaches are also included as part of The Rapides Foundation's Education Initiative.

The Rapides Foundation's Effective Schools Grant supports district-wide school improvement plans that seek to increase educational attainment and improve student achievement. Districts use these funds to deepen their work by enhancing professional development for teachers and strengthening leadership capacity for administrators. These district-level grants fund coaching and mentoring of teachers; leadership development for administrators; and participation in institutes provided by The Orchard Foundation. In the 2017-18 school year, districts led 80 professional development and 56 leadership development trainings with their Effective Schools grant funding.

In addition to trainings led at the district level, The Rapides Foundation provides The Orchard Foundation with grant funding that is used to administer professional development and leadership institutes throughout the school year and summer. Summer institutes are held on Kagan Cooperative Learning, which provides teachers with resources, tools and strategies they can use to increase student engagement and learning. In addition, regional institutes from the University of Washington's Center for Educational Leadership provide Cenla educators with the opportunity to receive instructional leadership training. In 2018, 286 Cenla educators took part in Kagan trainings while 272 participated in CEL institutes.



Marjorie Taylor, Executive Director of The Orchard Foundation, announces the Central Louisiana Instructional Partnership that will add highly qualified math and science teachers in Cenla middle schools.

In addition, during 2018 the Foundation continued to monitor eight Strategic Solutions Fund challenge grants, which are three-year grants designed to encourage school districts to be creative and forward thinking while adding depth to their strategic visions. Grants totaling \$2.25 million were awarded in 2016 to Central Louisiana school districts under the Strategic Solutions Fund.

The Foundation's Effective Schools component also provides technical assistance to each school district through contracts with experts in the field of education. These experts assist school districts on the progress of their grant with The Rapides Foundation by providing on-site visits, offering relevant research data and programs, and providing a national perspective.

In late 2018, The Rapides Foundation's education arm, The Orchard Foundation, announced the formation of the Central Louisiana Instructional Partnership, a program that will recruit, train, support and retain effective math and science teachers in Central Louisiana middle schools. CLIP is funded by a \$4.5 million grant from the U.S. Department of Education's Teacher Quality Partnership Program, plus \$8.8 million in-kind matched funding from project partners.

The Orchard Foundation conceptualized the CLIP project to address high turnover rates and shortages of middle school math and science teachers in nine rural,

## EFFECTIVE SCHOOLS AND SCHOOL READINESS

high-needs school districts. CLIP recruits will complete a 15-month accelerated graduate program of study culminating in a Master of Arts in Teaching degree from Northwestern State University and a professional teaching certification. They will receive a stipend during their training and become immersed in an academic year school-based residency in a high-needs school. CLIP graduates will be placed in CLIP-participating schools with professional coaching and support for two years. By the end of the five-year grant, CLIP is expected to recruit, retain, and support 44 new highly qualified middle school math and science teachers in Cenla.

Under the Education Initiative's School Readiness component, the Read to Soar early literacy program was launched in Central Louisiana communities in 2018. Developed and administered by The Orchard Foundation, Read to Soar is a free, eight-session workshop for children ages 5 and under and their parents or caregivers. Sessions help develop and strengthen a culture of reading at home by educating parents, building a child's home library and increasing awareness about community resources to help ensure the child has the tools for school success. Families earn

a certificate of participation and up to 40 books for their home library while parents come away with tips and resources that help them teach their young ones.

In 2018, The Orchard Foundation led 20 Read to Soar workshops in Cenla, reaching 250 children from 185 families. In all, 4,960 books were distributed to Read to Soar participants.

The Orchard Foundation also continued to administer School Readiness Institutes for Central Louisiana Pre-K, Head Start and childcare providers that participate in the state of Louisiana's Early Childhood System Community Network. The network seeks to expand access to high quality, publicly funded early childhood education programs. The institutes for Central Louisiana providers are funded under the Education Initiative and are presented by Teachstone. Orchard administered 21 trainings in 2018, reaching 194 educators and providers in Central Louisiana. To expand the reach, Orchard provides opportunities for individuals to become certified Teachstone instructors. In 2018, seven individuals received their certification as Making the Most of Classroom Interaction (MMCI) instructors.



Through its Effective Schools component, The Rapides Foundation provides experts in the field of education to assist school districts on their grants with the Foundation. Technical Assistants are (left to right) Bill Delp, Wilma Hamilton-Delp, Roberta K. Insel, Ben Martindale and Gail Davis.



Career Compass of Louisiana coach Haley Axsom (center) works with Natchitoches Central High School students Aniray Augustus (left) and Maison Pierce.

## CAREER AND POSTSECONDARY READINESS

This component of the Education Initiative focuses on achieving career and postsecondary success through implementation of counseling, credential and advance credit programs.

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

Through the Cenla Work Ready Network, high school students and unemployed or under-employed adults are able to earn a nationally recognized certificate that demonstrates their work-ready skills to a potential employer. In the 2017-18 school year, 5,756 National Career Readiness Certificates were earned by Cenla residents.

To support the career and postsecondary readiness effort, The Rapides Foundation continued to partner with Career Compass of Louisiana to work with area schools to provide college and career coaching to students. Career Compass coaches act as a liaison between Central Louisiana students and postsecondary institutions in the state, helping students find the right school for their needs. In the 2017-18 school year,

3,367 high school seniors received one-on-one career coaching while another 15,874 students from other grade levels attended Foundation-funded career seminars.

The Orchard Foundation offered summer camps for teachers to learn how to translate the skills needed in today's workforce into their classrooms. The Workplace Experience Exchange Camp gives teachers the opportunity to engage in business and industry activities to learn how classroom content and learning strategies are applied in the workplace. Nineteen selected educators attended the three-day 2018 WEE Camp while six educators took part in the in-depth WEE Camp II experience, where they spent two additional days learning the day-to-day operations of some of the region's key manufacturers.

The Orchard Foundation in late 2018 held its annual Students Exploring Career Opportunities expo, a two-day event that introduces Cenla tenth graders to career possibilities. The 2018 event attracted 2,458 Cenla students who participated in interactive, hands-on activities at 47 stations staffed by 33 area businesses.



# HEALTHY COMMUNITIES

The objective of the Healthy Communities priority area is to improve economic opportunity and family income; and to enhance civic and community opportunities for more effective leaders and organizations. This work is implemented through the Economic Development and Community Development Initiatives.



A Healthcare Occupations grant to CLTCC funds the Nursing Student Retention Strategies grant. Participating in the program are (sitting from left) Practical Nursing students LaTorria Lowe, Sadie Robinson, Kara Horton and (standing from left) Practical Nursing student Marvin Below and Alecia Wiley, RN, BSN, Retention Specialist Faculty member.

## ECONOMIC ENVIRONMENT

The Economic Development Initiative addresses incomes and occupations through grants, as well as through funding provided to the Central Louisiana Economic Development Alliance, to address workforce development in the region; increase business startups and expansions; and support regional economic development focused on value-added goods and services in traded sectors.



The Economic Development Initiative seeks to raise the standard of living in Central Louisiana by improving the region's capacity to produce higher-wage jobs and increase wealth in the region. This aligns with the Foundation's mission to improve health status because research shows that higher incomes give people the ability to purchase medical insurance, make better healthcare choices and ultimately live healthier lifestyles.

The initiative's grantmaking strategy revolves around three components: Workforce Skills and Development; Business Culture and Environment; and Business Startups and Expansions.

In 2018, the Foundation continued to monitor a \$2 million matching grant to the Louisiana Community and Technical College System Foundation that will be used by the Central Louisiana Technical Community College to establish the Central Louisiana Manufacturing Technology Center, and to add and expand high quality, state-of-the-art manufacturing programs on campuses throughout the region. The state of Louisiana matched the Foundation's funding with \$2 million, with grant dollars being used over three years to fund technical training programs in Cenla.

The Rapides Foundation in 2018 monitored six grants under its Healthcare Occupations Program,

which addresses Central Louisiana's need for more quality healthcare professionals. The program offers grant funding to Cenla's postsecondary institutions to provide education and training for high-wage employment in the fields of nursing and behavioral health. Funds are being used for mentoring, tutoring, stipends and other education programs to help students successfully complete their degrees and move into the healthcare workforce.

The Foundation continues its support of the Central Louisiana Economic Development Alliance, which serves as the vehicle to build cooperation, coordination, teamwork and social cohesiveness for regional economic development objectives.

Central Louisiana maintained its status as Louisiana's only region to be fully ACT Work Ready certified. The region's ten ACT certified parishes constitute 85% of all certified parishes in the state of Louisiana. This certification demonstrates the high level of skills in our workforce. Maintaining this status relies heavily on building a growing base of employees and potential employees who have earned ACT's National Career Readiness Certificate. This important, nationally portable credential shows employers the caliber of skills demonstrated by potential employees. All of this enhances Central Louisiana's ability to recruit, retain and expand businesses within the region.

## ECONOMIC ENVIRONMENT

The Economic Development Initiative's Business Startups and Expansions component is designed to build a comprehensive and coordinated entrepreneurship system for Central Louisiana. The Business Acceleration System, funded by the Foundation and administered by CLEDA, coordinates these efforts.

BAS provides technical assistance, coaching and mentoring services for entrepreneurs and small business owners who want to start or grow their businesses. In 2018, BAS launched the new LevelUp

methodology designed to enhance the traditional BAS program. In addition to one-on-one consulting sessions with a BAS coach, participants in the LevelUp program participate in group meetings with a peer network and attend quarterly trainings focused on key areas of business.

In 2018, BAS worked one-on-one with 55 business owners and offered 35 workshops, trainings and seminars attended by 350 individuals interested in taking their businesses to the next level.



A \$2 million matching grant is being used to establish the Central Louisiana Manufacturing Technology Center in downtown Alexandria.

## BUILDING CENLA'S WORKFORCE

The Rapides Foundation has worked since 2008 to facilitate a community discussion around the future workforce of Central Louisiana, issuing a comprehensive report titled "Beyond High School: What Will It Take To Build Cenla's Next Workforce?" which took a deeper look at postsecondary education and its connection with local business. The report emphasized the need for a community college in Central Louisiana and showed the tremendous gap between available jobs and proper training for those positions.

Through the vision, efforts and work of community leaders and stakeholders, the region's community and technical college is rapidly growing to meet the workforce needs for Cenla. CLTCC's 36,720-square-foot Central Louisiana Manufacturing Technology Center will be located in downtown Alexandria and serve as the hub for all of its manufacturing programs. To complement this project, CLTCC received additional state and City of Alexandria funding to

build a new downtown campus a few blocks away from the technology center. The Central Louisiana Manufacturing Technology Center and the Alexandria Campus are both expected to be open by the Fall 2019 semester. This will move the region many steps forward toward the goal to expand and strengthen CLTCC's technical training programs in an effort to produce graduates and employees for high-wage, high-demand jobs in the region's manufacturing sector.



## SOCIAL ENVIRONMENT

The Community Development Initiative addresses social capital by supporting leadership and nonprofit development, and increased civic engagement through Foundation funding provided to its Community Development Works program.

Community Development Works provides an integrated approach to enhance civic and community opportunities for more effective nonprofit leaders and organizations. Its strategies seek to foster increased civic engagement, develop enhanced leadership skills and improve the effectiveness of nonprofit organizations so that they will operate with greater success in pursuit of their missions.

CDW also seeks to enhance the social fabric of the community by developing future leaders. The My Civic Life program provides high school students with leadership and volunteer service opportunities through their participation in school-based community service clubs called Youth Volunteer Corps (YVC) Clubs. Funded by The Rapides Foundation, YVC Clubs perform service projects following the nationally recognized Youth Volunteer Corps model. YVC Clubs are designed to inspire youth to a lifetime ethic of service. In 2018, the Foundation began offering the Youth Volunteer School District Grant opportunity to help high schools operate and implement YVC clubs.

In the spring, CDW staff operated YVC clubs in 15 schools, with 110 students participating in 12 community service projects. In the fall, three school districts were awarded grants to operate youth service clubs in 15 schools, with 262 students participating in 37 community service projects. In 2018, students completed a combined 1,877 service hours in their communities.

CDW offered its free, skill-building trainings for nonprofit staff and residents interested in learning how to improve their communities. CDW workshops and webinars are held each spring and fall and cover a wide variety of topics such as grant writing, fund development and business planning. In 2018, CDW offered 24 free trainings both online and on-site to 433 individuals.



YVC Clubs across the region performed service projects in their communities. Pictured above are Northwood High School YVC Club members (from left) Zaria Shepherd, Monica Salinas, Crystal Johnson and Olivia Owensby. Olivia also served on the Foundation's YVC Club Youth Advisory Board.

CDW's Learning Lab serves as a resource for nonprofits and individuals seeking information about grants, board governance and other resources needed to support citizen-led community development efforts. The Learning Lab is located in the CDW offices on the first floor of The Rapides Foundation Building in downtown Alexandria and is open to the public during office hours. In addition, CDW offers an eLibrary service that allows people to check out books and other resources online.

Eleven nonprofit leaders graduated from Cenla BoardBuilders, a leadership development program for emerging leaders to become active in their communities as members of local nonprofit boards. The graduates are now serving on boards throughout Central Louisiana, and they join a group of 212 Cenla BoardBuilders alumni.

In addition, CDW offered Cenla ExecBuilders, a leadership development program for nonprofit Executive Directors. Six nonprofit leaders graduated from the program in 2018, and they now join a group of 44 Cenla ExecBuilders alumni who participate in the program's peer leadership network.





# RAPIDES HEALTHCARE SYSTEM

As a 26 percent owner of the Rapides Healthcare System, The Rapides Foundation provides oversight to the community benefit delivered by Rapides Regional Medical Center. The hospital is committed to providing excellent medical care to its patients, and through an investment in its community benefit programs, RRMC extends its focus by working for the better health of all who live in the area it serves. It provides many free and low-cost services and collaborates with local partners to improve access to care and quality of life.

The hospital employed 1,593 individuals with a payroll of \$95.2 million in 2018. It admitted 15,109 patients, delivered 1,759 babies at Rapides Women's and Children's Hospital, treated 84,063 patients in its Emergency Department and performed 8,317 surgeries.


RRMC operates multiple HP Long Outpatient Clinics to take on the urgent, specialty and primary care previously offered through the state-run Huey P. Long Medical Center. In 2018, there were 34,239 visits to the clinics, which serve Medicare, Medicaid and uninsured patients. Services include primary care, general surgery, cardiology, orthopedics, gynecology, ophthalmology, oral and maxillofacial surgery, dental care and urgent care.

The clinics contract with The Rapides Foundation's Cenla Medication Access Program to provide free or

low-cost medications to clinic patients. In 2018, CMAP filled 9,024 free prescriptions through its Central Fill Pharmacy and Patient Assistance Program. An additional 3,301 prescriptions at a reduced cost of \$4 or less each were filled through a pharmacy card program offered at the clinics. Eligible patients also received free diabetic testing equipment and supplies through CMAP.

Rapides Healthcare System provided \$3.6 million in financial support to the LSU Family Medicine Alexandria Residency Program based at RRMC and sponsored by LSU Health Shreveport. The program graduated six family physicians in June 2018. This brings the total number of graduates to 117 since the program began in 1997. The hospital also supports residents from Tulane University in the areas of gynecology and ophthalmology and from LSU Health Sciences Center-Shreveport in the area of oral maxillofacial surgery.

HCA honored RRMC nursing units through its 2018 Units of Distinction Awards, the fourth year RRMC has had multiple nursing units honored for excellence in patient care. RRMC's Surgical ICU was named top Critical Care Unit for 2018, and its Medical ICU was ranked No. 2. In addition, all seven of RRMC's medical-surgical units were ranked among HCA's top 50 units. RRMC also achieved the prestigious Pathway to Excellence designation by the American Nurses Credentialing Center, becoming only one of three Louisiana hospitals to earn the designation.



In 2018, RPMC received the American Heart Association/American Stroke Association's Get With The Guidelines-Stroke Gold Plus Quality Achievement Award. The award recognizes the hospital's commitment to ensuring stroke patients receive the most appropriate treatment according to nationally recognized guidelines based on the latest scientific evidence.

RPMC is verified as a Level II Trauma Center by the American College of Surgeons. A Level II Trauma Center provides the second highest level of surgical care to trauma patients. The hospital is also certified as a Primary Stroke Center and an Accredited Chest Pain Center from The Joint Commission.

The hospital received a "B" rating from The Leapfrog Group, a nonprofit organization driving improvement in quality and safety in American healthcare. The grade reflects the hospital's strong record of patient safety in 2018.

RPMC became home to a complete \$2.5 million Brainlab neurosurgical suite in 2018. RPMC is one of

fewer than 100 hospitals in the country and the only one in Louisiana to have this most technologically advanced neurological suite. The Brainlab tools allow highly specialized neurosurgical procedures to be performed in Central Louisiana.

Central Louisiana's first Transcatheter Aortic Valve Replacement procedure was performed at RPMC in the summer of 2018. The TAVR procedure is a less-invasive option than traditional open-heart surgery to replace an unhealthy aortic valve.

Rapides Regional Medical Center in 2018 achieved the following accreditations and certifications that demonstrate its commitment to a higher standard of care: Cancer Treatment Accreditation, Certified Cardiac Rehabilitation Program, Nuclear Medicine Gold Seal Accreditation, Computed Tomography Gold Seal Accreditation, MRI Gold Seal Accreditation, Mammography Gold Seal Accreditation, Vascular Testing Accreditation, CAP Laboratory Accreditation, and Gold Level Fit-friendly Worksite.



# PHILANTHROPIC OBJECTIVES PROGRAM SUMMARY

The Rapides Foundation provides funding for projects which effectively address the following Philanthropic Objectives:

## HEALTHY PEOPLE

### TO IMPROVE ACCESS TO HEALTHCARE AND TO PROMOTE HEALTHY BEHAVIORS.

**HEALTHCARE ACCESS:** The Healthcare Access Initiative fosters the establishment and expansion of primary and behavioral health services through integration with community health clinics; and also addresses medical manpower issues in the region. Through grant funding to its Cenla Medication Access Program, the Foundation addresses medication access and cancer screenings.

**HEALTHY BEHAVIORS:** The Healthy Behaviors Initiative addresses tobacco use, poor diet, lack of physical activity, and alcohol and substance abuse prevention.

## EDUCATION

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

**EFFECTIVE SCHOOLS AND SCHOOL READINESS:** This component of the Education Initiative focuses on enhancing professional development for teachers and increasing the leadership capacity for administrators in the nine public school districts within the Foundation's service area. Building upon the long-standing work and relationships between the Foundation and school districts, professional and leadership development opportunities are provided through grants to the districts, as well as funding provided to The Orchard Foundation for training institutes. Research and advancement of successful School Readiness approaches are also included as part of The Rapides Foundation's Education Initiative.

**CAREER AND POSTSECONDARY READINESS:** This component of the Education Initiative focuses on achieving career and postsecondary success through implementation of counseling, credential and advance credit programs.

## HEALTHY COMMUNITIES

### TO IMPROVE ECONOMIC OPPORTUNITY AND FAMILY INCOME; AND ENHANCE CIVIC AND COMMUNITY OPPORTUNITIES FOR MORE EFFECTIVE LEADERS AND ORGANIZATIONS.

**ECONOMIC ENVIRONMENT:** The Economic Development Initiative addresses incomes and occupations through grants, as well as through funding provided to Central Louisiana Economic Development Alliance, to address workforce development in the region; increase business startups and expansions; and support regional economic development focused on value-added goods and services in traded sectors.

**SOCIAL ENVIRONMENT:** The Community Development Initiative addresses social capital by supporting leadership and nonprofit development, and increased civic engagement through Foundation funding provided to its Community Development Works Program.

# 2018 GRANTS LIST

## HEALTHY PEOPLE

### HEALTHCARE ACCESS

#### CATAHOULA PARISH HOSPITAL SERVICE DISTRICT #2

Healthcare Access grant to provide primary care and behavioral health services to residents of Catahoula and LaSalle Parishes through Harrisonburg Family Health Clinic. \$560,787

#### CMAP EXPRESS/CENTRAL FILL PHARMACY

To support the Central Fill Pharmacy operations and Patient Assistance Programs in Central Louisiana to provide pharmacy services to uninsured and underinsured patients. \$500,000

#### CMAP EXPRESS/CANCER SCREENING PROJECT

To support access to no-cost breast, cervical and colorectal screenings through a mobile cancer screening unit and partnerships with healthcare providers, and to promote awareness of cancer screening guidelines. \$150,000

#### CMAP EXPRESS/LAY HEALTH ADVISOR PROGRAM

To increase awareness of cancer screening guidelines and provide navigation services to the uninsured, disparate populations through the implementation of a Lay Health Advisor Program. \$35,000

#### LSU HEALTH SCIENCES CENTER - SHREVEPORT

To support a mobile cancer screening unit offering breast, cervical and colorectal screening to uninsured and underinsured patients in The Rapides Foundation's nine-parish service area. \$200,000

## HEALTHY BEHAVIORS

#### CMAP EXPRESS/HEALTHY LIFESTYLE PROGRAM

To provide demonstration and education on proper nutrition and physical activity for good health aimed at fighting obesity in Central Louisiana at the community and workplace levels. \$370,000

#### CMAP EXPRESS/SMOKING CESSATION TRUST

To support eligible Smoking Cessation Trust members by providing one-on-one and group counseling and assistance obtaining prescriptions for medications to aid quitting. \$45,000

#### HEALTHY BEHAVIORS SCHOOL DISTRICT PARTNERSHIP GRANT

To implement a work plan of healthy behavior activities designed to prevent and reduce tobacco use, substance and alcohol abuse, and overweight/obesity by focusing on changing policy, social norms and environments in the school district. Activities are conducted district-wide, with the following school districts participating during the 2018-19 school year: Allen Parish, Avoyelles Parish, Catahoula Parish, Grant Parish, Natchitoches Parish, Rapides Parish, and Vernon Parish. \$174,750



Central Louisiana students attended the eighth annual Youth Summit on Healthy Behaviors in September 2018.

# 2018 GRANTS LIST

## EDUCATION

### EFFECTIVE SCHOOLS AND SCHOOL READINESS

#### EFFECTIVE SCHOOLS - SCHOOL DISTRICT GRANTS

To support school district plans during the 2018-19 school year to address professional development for teachers and strengthen leadership capacity for administrators in Allen, Avoyelles, Catahoula, Grant, LaSalle, Natchitoches, Rapides, Vernon and Winn parishes.

\$1,500,000

#### THE ORCHARD FOUNDATION/PROFESSIONAL DEVELOPMENT GRANT

To provide professional development and leadership institutes during the 2018-19 school year for administrators and teachers in Allen, Avoyelles, Catahoula, Grant, LaSalle, Natchitoches, Rapides, Vernon and Winn parishes.

\$505,057

#### THE ORCHARD FOUNDATION/SCHOOL READINESS GRANT

To provide school readiness training for Pre-K, Head Start and childcare providers participating in the state of Louisiana's effort to develop a unified Early Childhood System of Local Networks to expand access to high quality, publicly funded early childhood education programs and ensure more children are ready to enter kindergarten.

\$211,490

### CAREER AND POSTSECONDARY READINESS

#### THE ORCHARD FOUNDATION/CAREER AND POSTSECONDARY READINESS GRANT

To support career and postsecondary readiness through continued implementation of programs including: the Cenla Work Ready Network; Industry-based Certification programs; career counseling in partnership with Career Compass of Louisiana; Students Exploring Career Opportunities (SECO); and Workplace Experience Exchange (WEE) Camp.

\$1,000,000



Career Compass of Louisiana coaches provide career and postsecondary guidance for Central Louisiana students.

# 2018 GRANTS LIST

## HEALTHY COMMUNITIES

### ECONOMIC ENVIRONMENT

#### CENTRAL LOUISIANA ECONOMIC DEVELOPMENT ALLIANCE

To support the sustainability of a regional economic development infrastructure by providing matching funds for the effort to acquire and renovate a building to serve as a permanent home for the work undertaken by CLEDA. \$100,000

### SOCIAL ENVIRONMENT

#### YOUTH VOLUNTEER SCHOOL DISTRICT GRANTS

To implement Youth Volunteer Clubs designed to increase community engagement and leadership skills among high school students. Clubs are conducted at participating high schools using a best practice model developed by Youth Volunteer Corps. During the 2018-19 school year, volunteer projects were held within the communities of the participating school districts: Natchitoches Parish, Rapides Parish, and Vernon Parish. \$45,300



### ELIGIBILITY REQUIREMENTS

The Foundation will award grants to organizations which are tax exempt under IRS Section 501(c)(3) and are not a private foundation as described under Section 509(a). Public agencies that meet additional criteria may also receive grant awards.

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

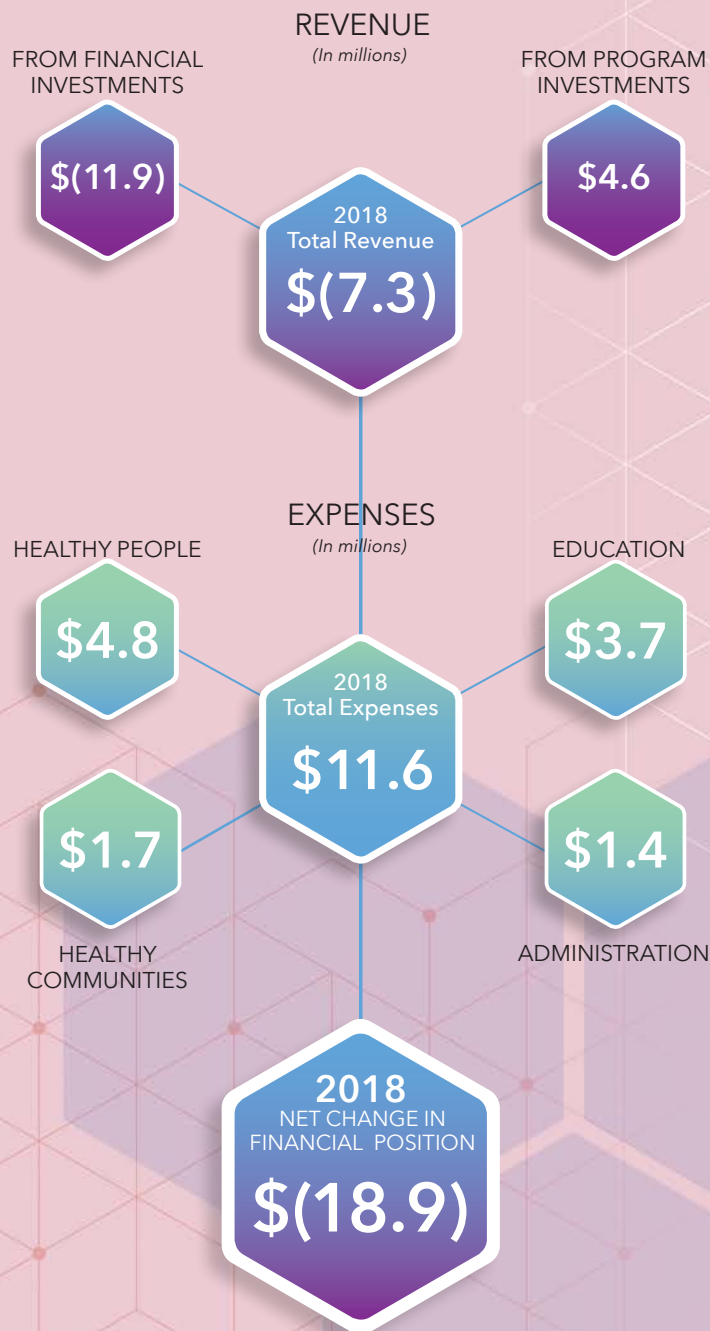


Success • Values • Leadership  
**CenlaExec  
 Builders**

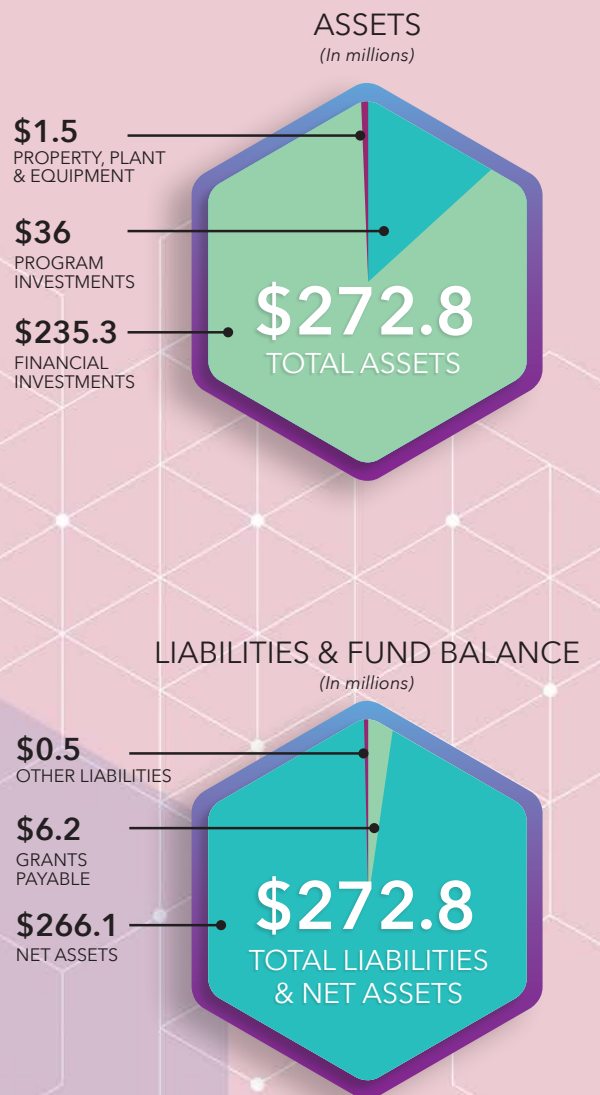
The Community Development Works' Cenla ExecBuilders Class of 2018.

# 2018 FINANCIAL SUMMARY

## 2018 CHANGES IN FINANCIAL POSITION



## DECEMBER 31, 2018, FINANCIAL POSITION





# THE RAPIDES FOUNDATION SYMPOSIUM



The featured speaker for The Rapides Foundation's fifth Symposium was Julie Willems Van Dijk, RN, Ph.D., FAAN.

## 2018 FOCUS: IMPROVING HEALTH

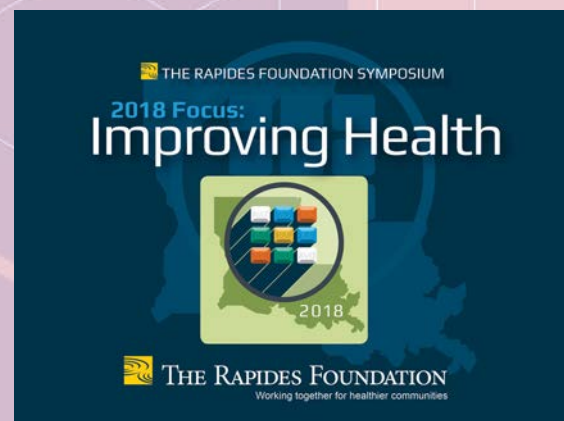
The Rapides Foundation held its fifth annual Symposium with featured speaker Julie Willems Van Dijk, Director of the County Health Rankings & Roadmaps program.\* The 2018 Symposium presentation, "Improving Health for Everyone: What Can You Do?," focused on the things that drive health, how to interpret health rankings data, and the steps that can be taken to advance health.

Held every September to recognize the creation of The Rapides Foundation on September 1, 1994, the Symposium is an annual gathering around a topic of importance related to the work of the Foundation.

The County Health Rankings & Roadmaps program is guided by a model of population health that emphasizes the many social, economic, physical, clinical and other factors that influence both how long and how well we live. The Rapides Foundation has used the same approach in support of its mission to improve the health status of Central Louisiana. Through the Symposium presentation and in facilitated community conversations leading up to the Symposium, the Foundation provided opportunities for Central

Louisiana residents to learn about tools and resources that can be used to identify issues to help improve health within their communities.

The County Health Rankings & Roadmaps program is a collaboration between the Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute. The program offers detailed data and tools on its website at [countyhealthrankings.org](http://countyhealthrankings.org).



\*Dr. Willems Van Dijk took on the role of Deputy Secretary of Health Services for the state of Wisconsin in February 2019.

# 2018 BOARD OF TRUSTEES

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Co-Owner and CEO,  
American Moving and Storage, Inc.

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Daenen Henderson &  
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The Rapides Foundation

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

**Edwin S. Urbi, M.D.**  
Physician

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

**Dennis E. Wimmert**  
Chief Operating Officer,  
Crest Industries

## 2019 APPOINTED:

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Chief Financial Officer  
Ratcliff Construction Company

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

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



## 2018 THE RAPIDES FOUNDATION STAFF

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

**Shondrika Collins**  
Receptionist

**Abid Dyer**  
Accountant & Building  
Services Coordinator

**LaWanda Franklin**  
Administration Assistant

**Matthew LaBorde, MBA**  
Program Associate

**Pat LaCour**  
Accounting and Systems  
Manager

**Loretta Magee**  
Executive Assistant to the  
President

**Tammy Moreau**  
Director of Communications

**Kathleen Nolen, MBA**  
Director of Administration

**Rebecca Simoneaux**  
Grant Management Assistant

**Akeshia Singleton, MBA**  
Director of Evaluation

**Trayce Snow**  
Senior Program Officer

**Ashley Stewart, MPH**  
Director of Programs

## CENLA MEDICATION ACCESS PROGRAM

**Wendy Roy, MHA**  
Executive Director

**Jackie Bronson**  
Community Health Advisor

**Kevin Brown, PharmD**  
Pharmacist in Charge

**Kira Davidson, RDN, LDN**  
Healthy Lifestyle Program Coordinator  
and Registered Dietitian

**Kayla Edwards**  
Cancer Screening Specialist

**Courtney Keys**  
Administrative Assistant

**Lydia Kozlowski**  
Exercise Specialist

**Kayla Laborde**  
Pharmacy Technician

**Britney Tracy, MS, RDN, LDN**  
Registered Dietitian

**Crystal Watts**  
Patient Assistance  
Program Supervisor

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

## COMMUNITY DEVELOPMENT WORKS

**Brooke Morrow**  
Administrative Assistant

**Felicia Walker**  
Training Specialist

## THE ORCHARD FOUNDATION

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

**Jennifer Cowley**  
CLIP Field Coordinator

**Flora Keys**  
Senior Administrative Assistant

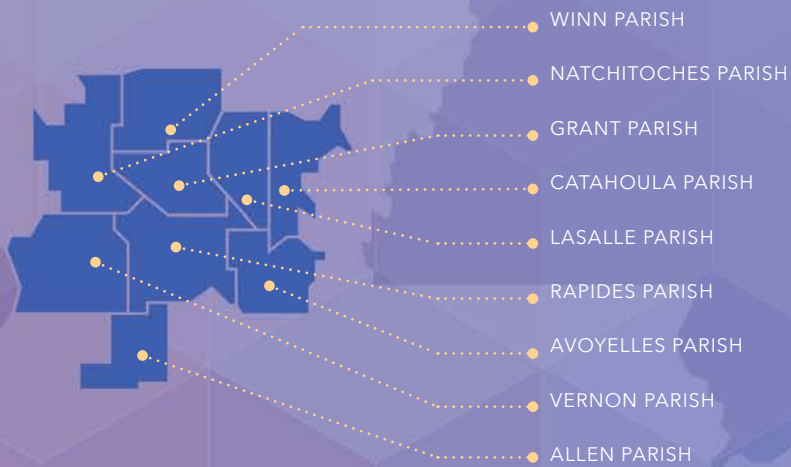
**Rebekah Simpson**  
Early Childhood Literacy  
Program Coordinator





# THE RAPIDES FOUNDATION

## THE RAPIDES FOUNDATION SERVICE AREA



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