

Working



THE RAPIDES FOUNDATION

Alexandria, Louisiana

M i s s i o n S t a t e m e n t

The Rapides Foundation is a community resource dedicated to improving the lives of Central Louisiana citizens through financial support of worthy projects.

Our vision is to be a perpetual resource for exploiting opportunities that strengthen health and well-being, education, and the arts and humanities.

Our mission is to improve community health and brighten the future through building capacity to resolve local challenges in Central Louisiana.

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Message from the President and Chairman

The Rapides Foundation is working to improve community health in Central Louisiana. It's a job that takes the dedication and teamwork of many people and organizations in our communities. Throughout this Annual Report we've highlighted some of the efforts of our partners and the impact of their labors.

We think it's important to focus your attention on not just the programs, people and sheer numbers who are affected by the Foundation's grantmaking – but also how we go about doing our work.

"...if foundations serve only as passive middlemen, as mere conduits for giving, then they fall short of their potential and of society's high expectations. Foundations can and should lead social progress. They have the potential to make more effective use of scarce resources than either individual donors or the government."

Philanthropy's New Agenda: Creating Value — *Harvard Business Review* 1999

The findings of that 1999 article still resonated in 2001, and continue to guide grantmaking for foundations across our country. We believe The Rapides Foundation is uniquely positioned and also obligated to engage with the community to identify and address issues of community health. Stewardship calls for Foundation Trustees and Staff to employ our organization's resources – financial and human – in a concerted manner that will fulfill our mission and positively impact our communities.

So how does The Rapides Foundation make an impact? How do we lead social progress? First, the Foundation developed strategic Initiatives to address key community issues, keep us focused on the outcomes desired, then evaluate if those strategies are working. Next, we encourage organizations to join with us and carry out these efforts – groups and people who share our vision to address these complex issues, then we provide resources to help grow those organizations when needed. And third, on some projects we've stepped up and are taking the lead to create positive changes.

Strategic Initiatives After an extensive community assessment in 1997, we developed strategic Initiatives to set funding priorities. These Initiatives continue to guide both Foundation and community health improvement efforts. In 2001 \$8.1 million was awarded to organizations through the Foundation's Initiative Grants Program – for a variety of projects, focusing on selected community health, education, community development and arts and humanities issues. This year we began the process of updating our community assessment data – contracting with Professional Research Consultants (PRC), a research and consulting firm specializing in customized research for the healthcare industry.

Organizations Since implementing our Initiative grantmaking strategy we've worked with hundreds of organizations, both large and small. During 2001 we partnered with groups from throughout our 11-parish service area – all sharing the same goal of improving community health. One of those collaborations with the American Heart Association led to the formation of the nation's first all rural AED Network, putting 139 of these lifesaving devices in the hands of First Responders for cardiac emergencies throughout our region.

More than 100 schools are now partnering with the Foundation through our Education Initiative – receiving \$2.4 million during this school year, as well as technical assistance to help them develop new and innovative ways to improve student achievement. 2001 also saw the beginning of a Foundation-led effort to develop a Leadership Training Institute for educators.

And during this year we expanded our Workforce Development Initiative to include a large number of the top ten non-retail employers in Central Louisiana. Through this effort, hundreds of workers are gaining opportunities to earn a higher wage.

Taking the Lead The opportunity to impact thousands of lives was the driving force for the Foundation to fund two direct charitable activities during 2001 – Cenla Medication Access Program (CMAP) and Community Development Works (CDW). We are initially operating these projects, with the intent to nurture them to become community-owned nonprofit organizations with the Foundation becoming one of many financial supporters.

CMAP is a two-pronged approach to provide affordable medication to low-income residents. The first phase established an outpatient pharmacy at Huey P. Long Medical Center's England Airpark Clinic, the public hospital in our region. In its first six months in operation 2,353 people have been matched with a dependable, local source of medication for their chronic conditions, many for the first time ever. The goal is to enroll 12,000 people by the end of 2004. The second component takes the program out into the communities, establishing a card system where people can fill low cost prescriptions at their community pharmacy. In 2001 enrollment sites were established in Allen, Grant and Winn parishes, and three more parishes will be added during 2002. The card system's goal is to recruit 2,200 members by 2004.

While CMAP's goal is to provide affordable prescriptions, and important medication education, the focus of our second direct charitable activity, Community Development Works, is to empower people to build their communities. So far more than 400 participants from all walks of life, and from all 11 parishes in our service area have taken advantage of CDW training opportunities. This multi-program approach is working to strengthen the existing nonprofit sector, train new and existing community leaders, and serve as an access point to the Foundation's work for all levels of community organizations.

As we look back over our work during this past year, we are pleased to report that we also reached another important goal that has been part of our strategic development – that is identifying and attracting the attention of national Foundations to support our efforts in Central Louisiana. We partnered with the Robert Wood Johnson Foundation to receive matching funds for four grants totaling \$877,000. More partnerships are being sought with national and also regional funding sources to further extend our grantmaking endeavors.

Much changed in our country in 2001. Across the communities of Central Louisiana there is now a renewed commitment to keep the American spirit alive. On behalf of our Board and staff, we pledge to support that effort by maintaining the focus on our mission – working to help keep our communities healthy and strong.



Joe Rosier

Joseph R. Rosier, Jr.
President and CEO



Gregory L. Nesbitt

Gregory L. Nesbitt
Board Chairman

Philanthropic Objectives

The Rapides Foundation will develop Initiatives and award grants which are judged to advance our philanthropic objectives in three areas of interest:

HEALTH & WELL-BEING

To promote healthy behavior, improve access to quality, affordable healthcare, foster a safe and caring community, and build capacities that enable people to address local concerns.

EDUCATION

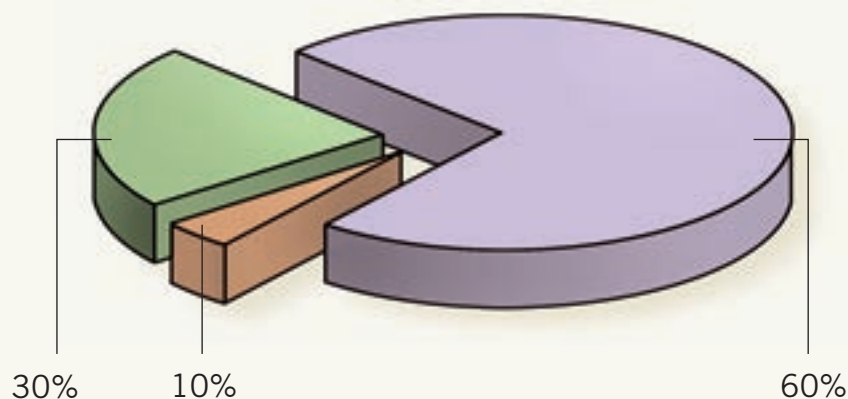
To encourage the attainment of knowledge and skills and the practice of responsible citizenship through access to effective learning opportunities.

ARTS & HUMANITIES

To enhance appreciation, presentation and participation in artistic and cultural activities.

Trustee Approved Grant Allocation Goals

- Health & Well-Being
- Education
- Arts & Humanities



Initiative Summary

Implementation continued for nine Rapides Foundation Initiatives reflecting the priority areas identified by Trustees in 1998. These Initiative areas are:

Healthcare Access	Increasing the levels of care available for those with financial and geographic access issues.
Healthy Seniors	Programs to impact the onset and seriousness of chronic disease in order to maintain independence.
Healthy Children	Projects providing support for the developmental and health needs of children ages 0-3.
Healthy Futures I	Impacting adolescent risk behaviors like smoking, alcohol and drug abuse, and obesity.
Healthy Futures II	Impacting the elevated rates of teen pregnancy in Central Louisiana.
Arts and Humanities	Programs to provide arts education, develop new audiences and stabilize existing organizations.
Education	A special grants program supporting teacher training, curriculum development and implementation, and other projects to improve the learning environment.
Healthy Cenla	Building leadership and community organizations on the local level.
Economic Development	A special grants program working: (1) with collaboratives of local non-retail employers to raise skill and knowledge levels of current and future employees and (2) stimulate small business start-ups through support of a small business incubator. The objectives are to produce better jobs and higher wages.

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.

Grant Exclusions

The Rapides Foundation excludes the following from funding consideration:

- Direct support to individuals
- Private foundations
- For-profit entities
- Conferences or symposia established prior to 1995
- Disease specific organizations seeking support for national programs
- Hospitals
- Projects or programs of religious, fraternal, athletic or veterans groups when the primary beneficiaries of such undertakings would be their members
- Social events or similar fundraising activities
- Telethons
- Operating expenses which are not used for significantly expanding the services of programs currently in operation
- Grant awards for an indeterminate period of time

Grantees who are not in compliance with all terms of existing grant agreement(s) will not be considered for additional funding. There are no preclusions to applying for multiple grants with overlapping grant/project terms; however, the Foundation will evaluate the capacity of the applicant to implement and administer multiple programs.

Cenla Medication Access Program



Sammy Reitzell of Dixie Pharmacy in Colfax discusses medications with Rosa Weaver, a program enrollee.

“CMAP is a serious-minded effort to create a system to address the medication access issues of the neediest area residents. The response from patients, family members, pharmacists and physicians has been very encouraging.”

*Wendy Roy,
Program Manager*

Winnfield's Dr. Julio Iglesias has many of his patients enrolled in CMAP.



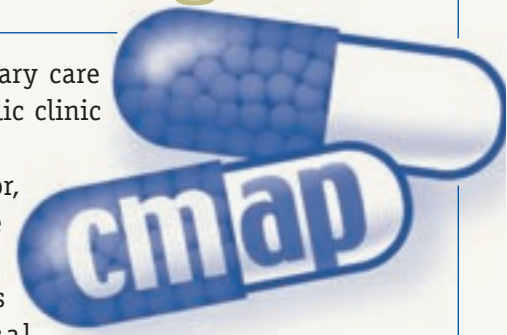
Cenla Medication Access Program

After two years of planning, 2001 saw the initiation of the Central Louisiana Medication Access Program or CMAP. The program is a Foundation direct charitable activity, carrying out a community-based service using Foundation staff. CMAP has already provided thousands of low-income residents with their first dependable source of low-cost medication for their chronic health issues.

The program has successfully responded to patients being seen in both the public and private sectors. At Huey P. Long Medical Center's England Airpark primary care clinics, patients receive their medications at the new outpatient pharmacy. Combining a formulary purchased at Public Health Service pricing (up to 50% less than average wholesale pricing) along with efficient use of manufacturer's indigent programs, CMAP is able to serve large numbers of patients at a fraction of the cost available to the private sector. Combined with a mandatory patient education component and an ongoing outcomes evaluation by the Tulane School of Public Health and Tropical Medicine, CMAP looks to be a model program for effectively serving

large numbers of primary care patients seen in a public clinic setting.

In the private sector, CMAP utilizes the services of community-based enrollment sites and existing local pharmacies, along with its own pharmacists dedicated exclusively to client education. The card program, as it is commonly referred to, allows low-income adults lacking prescription coverage to purchase up to three prescriptions per month for a small co-pay, filling these prescriptions at their local pharmacy. For those clients at high-risk of hospitalization or medical crisis, each participant receives an intensive one-on-one session with a CMAP-employed pharmacist to discuss medication usage. These sessions take place every six months, or more often if necessary. The program began enrollment in Grant Parish in September 2001 and will have expanded to six parishes (and nine enrollment sites) by end of summer 2002.



Sue Fontenot, CMAP pharmacist helps Gail Glover of Winnfield during a medication education and review session.

Jena Fire Department members go through AED training exercise. Left to right: Denny Pittman, JFD Captain, James Atkins, safety officer, and Michael Babin, JFD fire fighter.



2001 saw the beginning of a \$760,000 multi-year regional implementation of the AED (automated external defibrillator) program.

Automated External Defibrillator
AED
network

In partnership with the American Heart Association and the local AED committee, made up of governmental representatives and others responsible for emergency response, the Foundation supported an AED placement strategy that focused on getting AEDs into the hands of First Responders - those community members charged with getting to the scene within minutes of a medical emergency call. Coupled with the mandatory training, maintenance and matching funds requirements instituted as part of the implementation phase, the program has challenged local communities to create a system that is dependable and sustainable. In 2001, 139 AEDs were provided to 53 organizations in eight parishes. By mid 2002, over 200 AEDs will be housed with First Responders

throughout the 11-parish service area. According to the American Heart Association, this constitutes the largest AED implementation project in any rural area in the United States. In addition to Rapides Foundation funding, the Robert Wood Johnson Foundation's Southern Rural Access Program has also recognized the program with a matching grant of \$164,000.

In Phase II of the program, we will move towards expanding the AED network to include public gathering places - churches, town halls, auditoriums, courthouses and schools. This will bring emergency response even closer to those in need, as well as create additional opportunities for local investment in improving community health outcomes.

2001 AED Network Locations



Avoyelles Parish - # of AEDs

Brouillette VFD - 4
Dupont VFD - 2
Goudeau VFD - 2
Hessmer VFD - 1
Moreauville VFD - 4
Mansoura VFD - 2
Plaucheville VFD - 1

Catahoula Parish

Sandy Lake VFD - 1

Concordia Parish

Concordia Sheriff's Dept. - 15
Ferriday VFD - 1
Ridgecrest VFD - 1
Vidalia VFD - 2

Grant Parish

Fire District 1 - 3
Bynum, Colfax,
Nantachie VFDs
Fire District 2 - 1
Montgomery VFD
Fire District 3 - 3
Black Creek, Dry Prong,
Williana VFDs
Fire District 4 - 1
Georgetown VFD
Fire District 5 - 3
Bicery Hill, Bob Walker Ferry,
Central Pollock, Fishville,
Simms Nest Prison VFDs
Fire District 6 - 3
Bethel, Hudson Creek,
Oak Grove VFDs
Fire District 7 - 1
Verda VFD
Grant Sheriff's Dept. - 3

LaSalle Parish

Eden Fellowship VFD - 2
Jena VFD - 2
LaSalle Sheriff's Dept. - 4
Olla Police Dept. - 3
Olla VFD - 2
Rogers/Nebo VFD - 2
Summerville/Rosefield VFD - 2
Urania VFD - 1
Whitehall VFD - 1

Natchitoches Parish

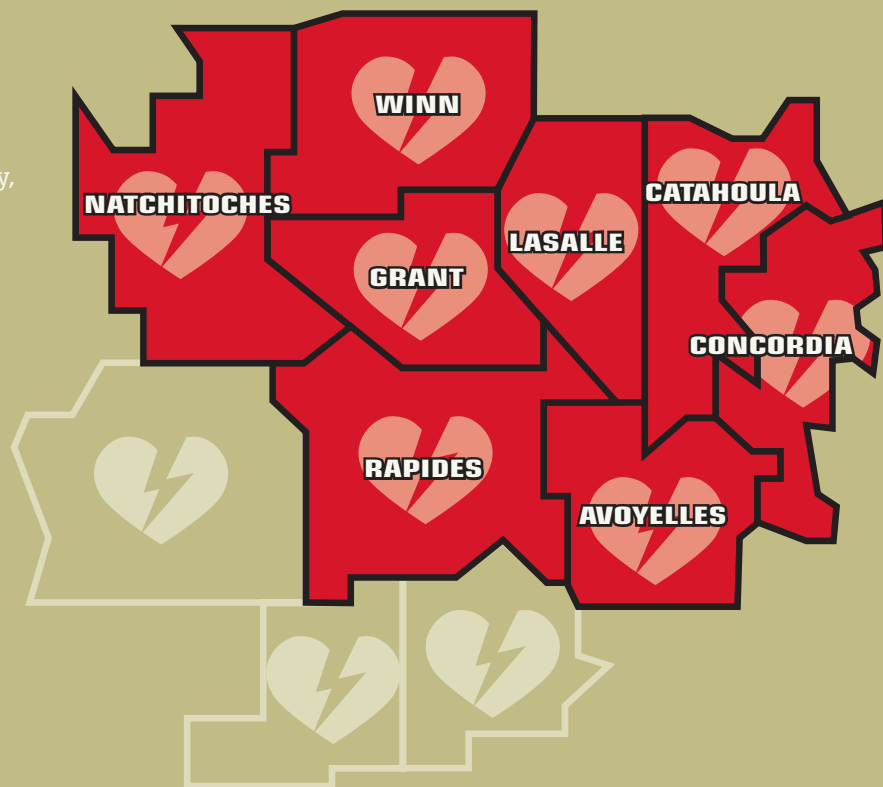
Fire District 1 - 5
Cloutierville, Gorum, Marco,
Melrose, Point Place
Fire District 4 - 5
Bellwood, Flora,
Kisatchie, Provencal
Fire District 5 - 2
Cypress, Natchez
Fire District 6 - 8
City of Natchitoches
Fire District 8 - 4
Ashland

Rapides Parish

Alpine Village FD - 3
Ball VFD - 2
Cotile VFD - 1
Echo-Poland VFD - 3
England Airpark FD - 1
Flatwoods VFD - 3
Glenmora VFD - 2
Holiday Village FD - 3
Lecompte VFD - 2
Plainview VFD - 2
Rapides Fire Dist. 2 - 4
Ruby-Kolin VFD - 2
Spring Creek FD - 3

Winn Parish

Atlanta VFD - 1
City of Winnfield FD - 1
Dodson VFD - 1
Saline Lake VFD - 1
Winnfield Police - 3
Winn Sheriff's Dept. - 4



THE RAPIDES FOUNDATION

American Heart
Association®
Fighting Heart Disease and Stroke

2001 continued the implementation of the multi-program Community Development plan approved by the Board of Trustees in late 1999. The program is intended to strengthen the existing nonprofit sector, identify and train new and existing community leaders, plus provide an access point to the Foundation's work for residents at all levels of experience in community building.

Community

2001 Highlights

The Community Leadership Program - Graduation of the first group of 19 took place in December. Representatives from each parish in the service area met as a group for over 100 hours while engaged in learning with nationally recognized experts in economic development, rural development, technology and individual and community leadership. Plans are for the program to graduate classes of residents from 2001-05. The Year One graduates have formed an alumni association that is developing and supporting youth leaders in their individual parishes.



*B.R. Audirsch,
Winnfield, 2001
Community Leadership
Program graduate.*

Community Leadership Program Graduates:

B.R. Audirsch
The Sportsman's Trading Co., Winnfield

Billy Edwards
LA Baptist Convention, Jena

Adagria Haddock
Allen Parish Tourist Commission, Oberlin

Joyce Hamilton
North Central Community Action Agency, Colfax

Jayne Heath
CHRISTUS St. Frances Cabrini Hospital, Alexandria

Ethel Howell
Winnfield Kindergarten School, Winnfield

Windell Millicks
Concordia Parish Youth/Adult
Community Association, Vidalia

Alex Promise
City of Ferriday, Ferriday

Gerald Roberts
LA Cooperative Ext. Service, Ville Platte

Wiley Shaw
Bread of Life Christian Center, Oakdale

Dawn Stott
Town of Olla, Olla

Susie Swayze
Catahoula Parish School Board, Harrisonburg

Chawn Texada
Grant Parish School Board, Pollock

Lem Thomas
(Bunkie Resident)
Lake Charles Stevedores, Lake Charles

Clennon Turner
Mt. Olive Baptist Church, Leesville

Shirley Wade
Retired, Cheneyville

Betty Westerchil
NSU @ Ft. Polk, Leesville

Joyce Willis
Centurytel, Jena

Loletta Wynder
Retired, Natchitoches

Development Works

The Nonprofit Management Series - 20 Rapides Parish-based nonprofit managers and Board members graduated in June from this initial class that was selected from over 50 applicants. The members met monthly for six hour sessions on management issues designed to respond to specific issues of interest to area nonprofits. The graduates have also formed an alumni group and are meeting regularly for additional training and learning opportunities. Class two began in January 2002.

Community Builders and Grantseekers Training - The Foundation offered a variety of one and two day workshops for residents interested in developing fundable organizations. Over 300 residents participated. In 2002, the Foundation will expand its offerings in all areas and host over 50 training and educational sessions throughout the communities in our service area, all designed to build long-term skills in community based organizational development and program implementation.

Helping People Build Communities in Central Louisiana

Nonprofit Management Graduates:

Freddie Banks
Executive Director
First Union Development Corporation, Alexandria

Randall Bernhard
Executive Director
Arts Council of Central Louisiana, Alexandria

Sandra Bolton
Program Director
Goodwill Industries, Alexandria

Lauren Chatelain
Program Director/Family Intervention Specialist
Volunteers of America, Alexandria

Sister Mary Coleman
Administrator
St. Mary's Residential Training School, Alexandria

Stacey Debevec
Executive Director
Pediatric Therapy Center, Alexandria

Anne Giffin
Executive Director
T.R.E.E. House, Alexandria

Rochelle Hall
Program Director
Volunteers of America, Alexandria

Patricia Hilton
Executive Director
Rapides Children's Advocacy Center, Alexandria

Connie Jones
Program Services Coordinator (Director of Operations)
Boys & Girls Clubs of Central Louisiana, Alexandria

Jennifer McDowell
Regional Coordinator
Steps to Success, Alexandria

Julie Morris
Executive Director
Friendship House, Inc., Alexandria

Gloria Phillips
President
Walk By Faith, Inc., Pineville

Donald Powell
Executive Director
Southern Forest Heritage Museum, Long Leaf

Wendy Roy
Director
Cenla Medication Access Program, Alexandria

Jannease Seastrunk
Executive Director
The Shepherd Center, Alexandria

Robert Tillie
Executive Director
Renaissance Home for Youth, Alexandria

Ann Wilson
Board Member
Keep Cenla Beautiful, Alexandria

Sharon Womack
Chief Executive Officer
Central Louisiana AHEC, Alexandria

Norman Youngblood
President
Victory Life Fellowship, Inc., Pineville



Charles Johnson (THEN coordinator) and Dr. Tommy Davis (THEN Board President) help lead an innovative effort to get rural residents to the doctor. They are pictured with volunteer driver, Mary Anne Cowgill, in the Cherry Grove Baptist Church van from Mittie, LA.

THEN

The Health Enrichment Network

Like most rural places in the country, getting to a doctor can require that a person in fragile health depend upon a patchwork of friends and family to get them there. Sometimes, unfortunately, the informal system doesn't work and the resident's health is put at heightened risk. In some cases, the inability to get to a physician becomes such a chronic problem that the patient just foregoes seeking care until an emergency develops.

In response to these rural transportation issues impacting the health of the communities, the Foundation has awarded a two-year pilot program to THEN (The Health

Enrichment Network), an Allen Parish nonprofit. They are charged with developing an innovative program using church vans for medically-oriented transportation. THEN recognized that even in the most isolated and economically disadvantaged areas of the parish, church-owned vans sit idle during the week. Many of the challenges concerning liability and scheduling have already been resolved and the program has begun to work. The program has direct applicability to other parishes in the Foundation's service area as well as around the country. In recognition, THEN has received \$113,000 in matching funds from the Robert Wood Johnson Foundation's Southern Rural Access Program.

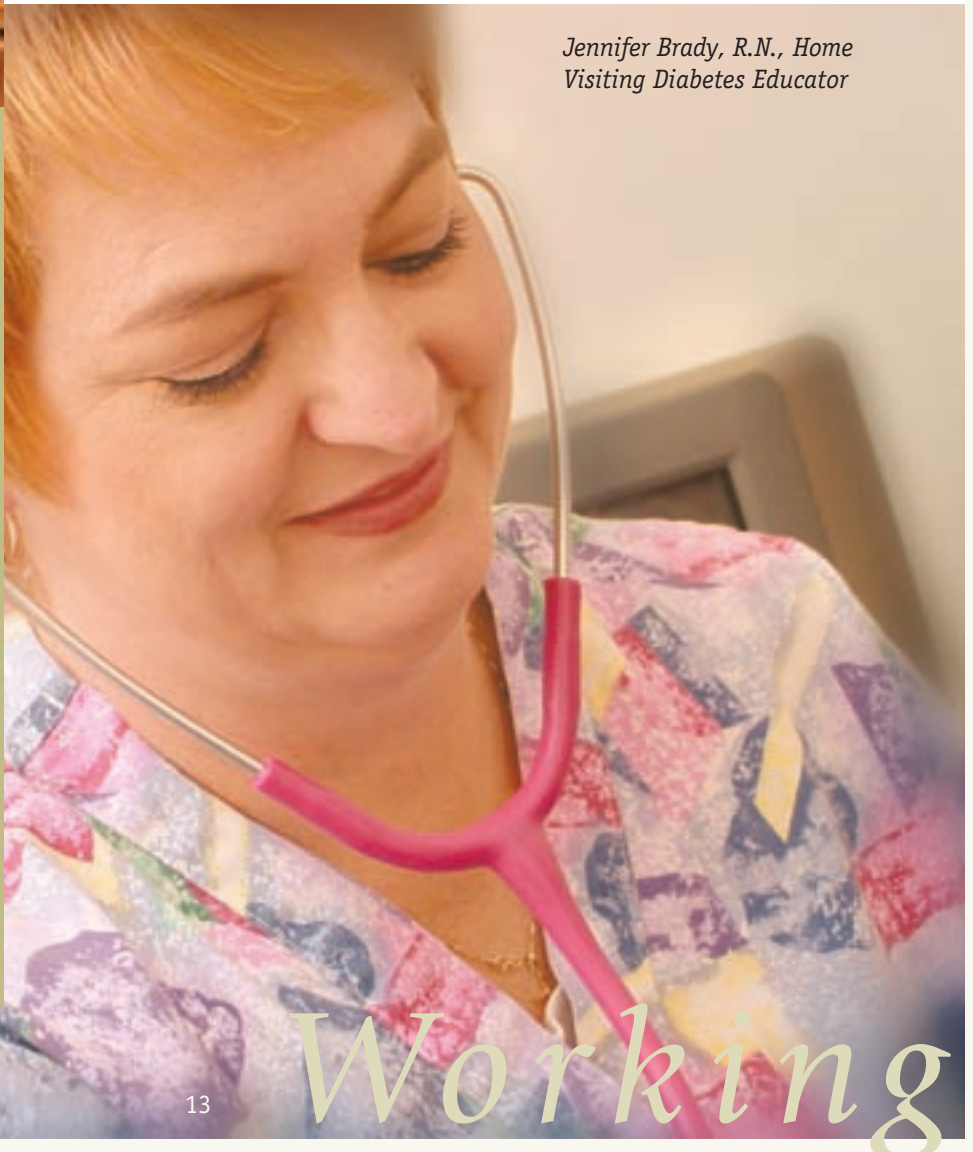
Office of Public Health / The Extra Mile



Diabetes is a chronic debilitating condition that is a major health problem in Central Louisiana, impacting disproportionate numbers of African-American and rural residents. It is not easy but diabetes can be controlled and major medical complications involving eyesight, kidney function and vascular health can be minimized and even avoided. Good diabetes care requires the strong involvement of the patient in their own care. A Foundation-funded program sponsored by the Office of Public Health in collaboration with The Extra Mile provides a specially trained nurse to go into the homes of diabetics, ages 45-62. The client and nurse work through a four visit regimen that covers medication, foot care, ophthalmologic issues and diet. Early results show that the program cuts down dramatically on Emergency Room visits. The program began targeting patients of the Huey P. Long Medical Center's Internal Medicine clinics but will expand to serve private sector physician patients in 2002.

*Jennifer Brady, R.N., Home
Visiting Diabetes Educator*

A Foundation-funded program sponsored by the Office of Public Health in collaboration with The Extra Mile provides a specially trained nurse to go into the homes of diabetics early in the management of the disease.



Working

After School Programs



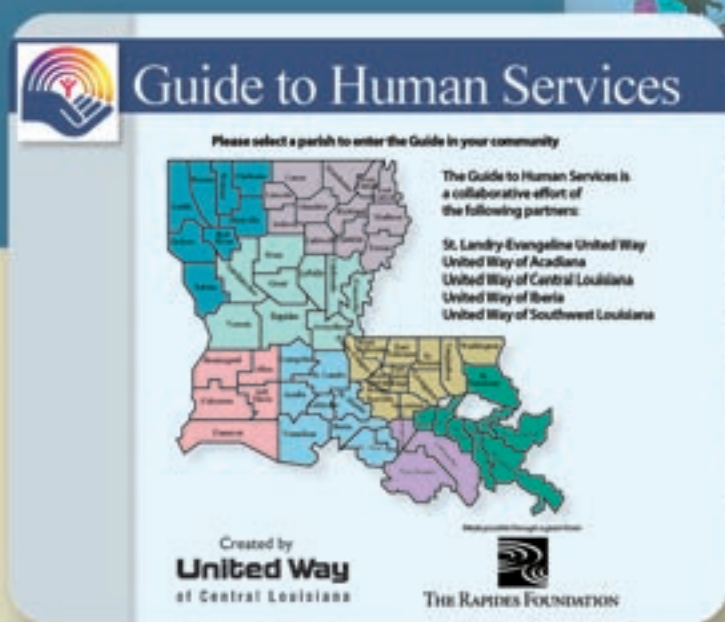
4 Rivers Youth & Adult Community Association director, Arthur Collins goes over LEAP test assignment materials with Jonesville students.

In 2001, the Foundation awarded small pilot grants to six organizations interested in carrying out after school education-oriented programs. Some of the programs focused on specific goals (passing LEAP tests) while others were holistic and sought to create a positive environment for children where decision-making skills could be developed and nurtured. All the programs were supported by assessment data from community members telling us that both adults and children recognize a need for supportive community-based environments in addition to home, school and church.

Working

Guide to Human Services

The Central Louisiana United Way was awarded a grant to develop and promote the availability of the interactive, Web-based Guide to Human Services.



David Britt, United Way of Central Louisiana President, and Mitzi Gibson, Guide to Human Services Director.

www.guidetohumanservices.org

Linking residents and organizations in need of health and human services information to an up-to-date bank of data is a challenge throughout the country. In Central Louisiana, geographic and cultural barriers make the information exchange even tougher. The Central Louisiana United Way was awarded a grant to develop and promote the availability of the interactive, Web-based Guide to Human Services. Key to the accuracy of this data is the commitment of 1200 participating

organizations to update their own information through a password protected on-line process. What makes the Guide different than many other efforts that replicate a written product, is the ability of a user to quickly match their unique question - based upon geography, age group and needs with the specifically available services. The Guide has drawn strong interest from both within and outside the state and is positioned to become a standard methodology for Web-based resource services.

Cotile Volunteer Fire Dept. Jaws of Life



Members of the Cotile Volunteer Fire Department are shown training with the Jaws of Life equipment acquired through a Rapides Foundation mini-grant. Back to front: Fire Chief Reuben Ramos, Fire fighter Alton Lee and President Mark Jones.

Kappa Alpha Psi

The Kappa Alpha Psi fraternity has received a grant from The Rapides Foundation for an Instructional Leadership League. The League provides mentoring and leadership training for disadvantaged teens in Central Louisiana.

Left to right: Kelly Williamson, Willie Davis/League Right Committee member, and April Jordan help run a bingo game at a local nursing home.



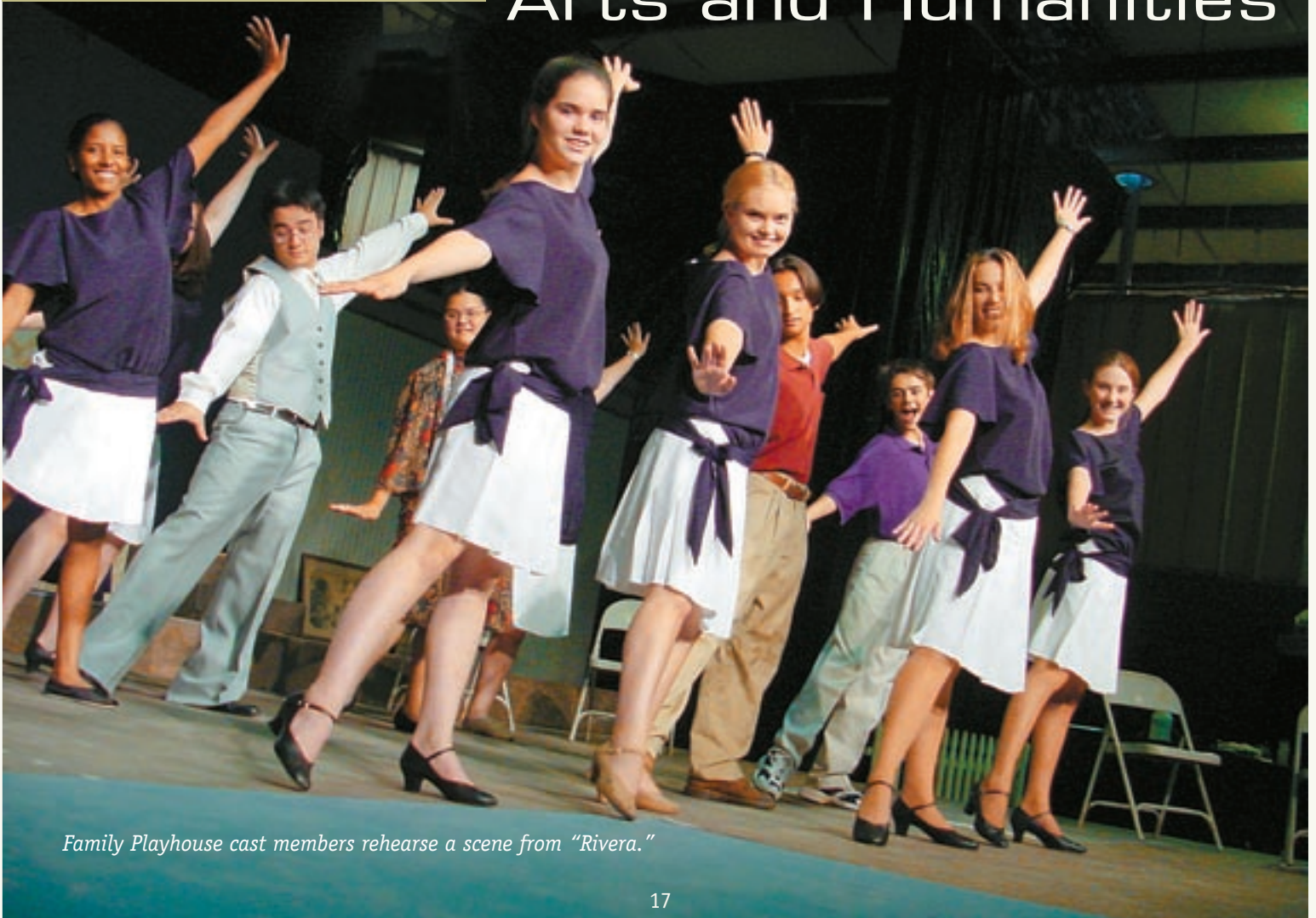
Working

2001 saw some of the first grant awards under the Foundation's Arts and Humanities Initiative designed to promote organizational stability and growth for organizations that have been historically operated by volunteers.

Some of the earliest assessment work conducted as The Rapides Foundation transitioned to its current strategic grantmaking role asked local residents about their involvement and interest in the arts and humanities. While many of the respondents did not show a high level of interest in these areas for themselves, almost all Central Louisiana residents indicated that these areas were very important for their children and grandchildren.

2001 saw some of the first grant awards under the Foundation's Arts and Humanities Initiative designed to promote organizational stability and growth for organizations that have been historically operated by volunteers. Both Family Playhouse (see photo) and the Arna Bontemps African American Museum and Cultural Arts Center were awarded matching grants that provide virtually full funding in the early years of the grant for development and managerial staff, with declining levels of support in the final years to help move the organizations to financial and organizational stability.

Arts and Humanities



Family Playhouse cast members rehearse a scene from "Rivera."

Workforce Development



In 2000, the Foundation adopted an economic development strategy that responded to a need identified by many of the major manufacturing employers - how to develop and retain a better trained workforce in order to be able to pay workers a higher salary. We implemented the collaborative skills building networks in 2001 and the employers' responses have been enthusiastic. They comment that (1) this type of targeted training was not something they were doing prior to the grants, (2) documented changes in plant performance are beginning to show, (3) unintended benefits of the collaboratives like shared facilities and customers are starting to develop, and (4) this is one of the first economic development programs that considers employers to be the knowledge-holders and leaders.

In 2001, the Foundation made a \$600,000 matching commitment to the Alexandria Metropolitan Foundation for the establishment of a small business incubator and services center in Alexandria. Incubators have proven to be very effective economic development engines in other parts of the state and we are hopeful that the project will impact the historically low levels of business start-up and entrepreneurial activity in the area.

Harry Carner, AFCO (Alexandria) General Manager, inspects machined aluminum extrusion in front of a horizontal CNC Machining Center with Charles Setliff.



The Rapides Foundation Community Assessment Tools

In 1997, The Rapides Foundation commissioned the Tulane University School of Public Health and Tropical Medicine to produce a Community Health Assessment Report covering the Foundation's 11-parish service area. This information was used at the March 1998 Board of Trustees Retreat where the Foundation's funding priorities were set, and has continued to guide both Foundation and community health improvement efforts ever since.

In 2001, the Foundation contracted with Professional Research Consultants (PRC), a research and consulting firm specializing in customized research for the healthcare industry to update and build on prior community health research gathered by Tulane.

The components of the PRC assessment will include: hosting 15 Community Health Panels with key informants (employers, community leaders, physicians, allied health providers, and social service professionals); a 4,750 random-sample telephone interview process representative of the population of all 11 parishes in our service area, and secondary data collection/analysis for each parish.

As an enhancement to the earlier work, a community-accessible Web site will be made available with all the data. Residents will be able to seek out information specific to their community for use as advocacy tools, for grant applications and to support public relations work.



2001 Foundation Honors

The Foundation would like to recognize the following special accomplishments in the year 2001.

- Sandy Ray, Programs Coordinator of The Health Enrichment Network (THEN), was named the 2001-2002 Louisiana Rural Health Professional of the Year by the Louisiana Rural Health Association. This award recognizes a direct healthcare provider (non-physician), administrator, or a community oriented rural healthcare delivery practice for contribution/leadership in healthcare services to rural populations and improving access to rural people. THEN was founded in 1999 through financial support from The Rapides Foundation.

- Joseph R. Rosier, President and CEO of The Rapides Foundation was named to the Robert Wood Johnson Southern Rural Access National Advisory Committee. The Southern Rural Access Program is a regional effort to improve access to basic healthcare in eight of the most underserved rural states in the country, including: Alabama,

Arkansas, Georgia, Louisiana, Mississippi, South Carolina, East Texas and West Virginia.

- Foundation Trustee Daphne R. Robinson and Program Officer Yvette Desrosiers-Alphonse were selected to attend the Hull Leadership Program sponsored by the Southeastern Council of Foundations. The Program is intended to nurture and inspire the Southeast's next generation of philanthropic leaders through opportunities for personal and professional growth.

- Robert Wood Johnson (RWJ) Foundation partnered with The Rapides Foundation to provide matching funds for three grants under the RWJ 21st Century Challenge Program - the American Heart Association Operation Heartbeat-Automated External Defibrillator Project, The Health Enrichment Network-Transportation Rural Area Network Systems (TRANS) Program and the Catahoula Parish Hospital District-Sicily Island Dental Clinic. The two foundations also partnered under the RWJ Local Initiative Funding Partners Program to fund the Central Louisiana AHEC-Healthy Babies Concordia Program.

- National Communications Award - The Rapides Foundation earned the Wilmer Shields Rich Silver Award for its Newsletter publications. The Wilmer Shields Rich Awards Program sponsored by The Council of Foundations, recognizes and encourages excellence in communications by foundations and corporate giving programs. The national awards showcase the ways foundations and corporate giving programs use communications strategies and techniques to advance the goals of their grantmaking.

- Regional Communications Awards - The Rapides Foundation earned five awards for outstanding communications at the annual Southern Public Relations Federation Conference. These awards include, an award of Excellence in the Public Service Announcement-Television Category for its AED Public Service Announcement and four Certificates of Achievement in the categories of: Special Public Relations Program-Long Term, Annual Reports, Externally Circulated Newsletter and Opinion-Editorial Column.



2001 Grants List

Education Grants

These 29 Cycle 3 schools were awarded funding in 2001 through The Rapides Foundation Education Initiative. The program aims to provide teachers and principals with the resources needed to upgrade the skills of the teaching corps and to improve the environment for teaching and learning. The schools are eligible to receive up to \$25,000 annually for a period of 5 years. More than 100 schools in all 11 parishes of the Foundation's service area are now participating in the Education Initiative.

ALLEN PARISH SCHOOL BOARD

Allen Parish Alternative Education School

To improve student achievement particularly in reading and math. The school will begin with Reading Renaissance.

Kinder Elementary School

To improve student achievement by rethinking curriculum content and developing new teaching strategies in math and language arts.

AVOYELLES PARISH SCHOOL BOARD

Cottonport Elementary School

To upgrade student achievement in mathematics primarily through integration of technology into the math curriculum.

Marksville Middle School

To improve student achievement in reading comprehension and vocabulary. The school will use an interdisciplinary approach by including reading in all subject areas.

CONCORDIA PARISH SCHOOL BOARD

Ferriday Junior High School

To equip faculty in the use of technology across the curriculum as a strategy for improving student performance and state assessments.

Ferriday Upper Elementary School

To improve reading achievement by developing a comprehensive reading program. The school will begin efforts with training in the Accelerated Reader.

EVANGELINE PARISH SCHOOL BOARD

James Stephens Elementary School

To provide faculty with advanced training related to instructional programs curriculum for a cadre of teachers who will then serve as teacher trainers or mentors. The program will initially focus on language arts.

Ville Platte Lower Elementary School

To improve student reading achievement through assessment and diagnosis of student needs and then new program development.

GRANT PARISH SCHOOL BOARD

Dry Prong Junior High School

To implement the middle school model using interdisciplinary teams for instruction to enhance and improve student learning.

Pollock Elementary School

To improve student achievement in math through the use of hands-on activities and other teaching strategies such as manipulatives.

LASALLE PARISH SCHOOL BOARD

Fellowship Elementary School

To improve the student achievement through the integration of technology in all curriculum areas.

Jena Junior High School

To provide training in the use of technology as an instructional tool to improve student achievement in all subject areas.

LaSalle Junior High School

To provide faculty training in the use of technology as an instructional tool to improve student achievement on state tests.

Nebo Elementary School

To develop a comprehensive reading program by beginning with the Accelerated Reader.

NATCHITOCHE PARISH SCHOOL BOARD

Natchitoches Central High School

To improve instruction through a broadened curriculum and the implementation of team/multi-disciplinary teaching as well as technology integration.

RAPIDES PARISH SCHOOL BOARD

Glenmora Elementary School

To improve student achievement in reading and math.

D. F. Huddle Elementary School

To improve student achievement in math and language arts through the development and use of interdisciplinary thematic units and team teaching.

Reed Avenue Elementary School

To improve student achievement by incorporating instructional methodologies such as team teaching and planning new assessment strategies.

Ruby Wise Elementary School

To improve student learning through creative team-teaching strategies to be integrated into the curriculum, including creative writing, arts and music.

J. S. Slocum Elementary School

To improve student achievement in math by implementing a teacher assessment program to identify areas of weakness, improve teacher content knowledge and then develop instructional strategies.

Tioga Elementary School

To improve student achievement in math and language arts through the integrated use of technology in instruction and performance assessment strategies.

VERNON PARISH SCHOOL BOARD

Anacoco Elementary School

To improve reading and math achievement through interdisciplinary teaching strategies.

North Polk Elementary School

To improve student achievement through a curriculum that is built around developmentally appropriate learning opportunities based upon the developmental level of the child.

Pickering High School

To improve student reading comprehension and develop critical thinking skills through a program that emphasizes writing across the curriculum.

Simpson High School

To improve student achievement through collaborative team planning and cross-curricular teaching using interdisciplinary approaches.

South Polk Elementary School

To improve student achievement in math and reading. First strategies include Accelerated Reader and Math Renaissance programs.

Vernon Middle School

To improve student achievement in reading and vocabulary through the use of Project Read.

WINN PARISH SCHOOL BOARD

Atlanta High School

To improve student achievement in reading, language arts and English through changed teaching strategies and practices for the whole school. The school will start with and then build upon existing teaching tools such as Accelerated Reader and targeted instructional focuses.

PRIVATE SCHOOLS

Avoyelles Public Charter School

To provide training in the use of Direct Instruction to improve reading achievement of students.

Education Mini-Grants and Technical Assistance

4-Rivers Youth & Adult Community Association	\$10,000
IOWA and LEAP preparation for at-risk students in Jonesville.	
Mount Zion Development Corporation	10,000
After-school educational program for at-risk youth in Rapides Avenue/ Bolton Avenue area of Alexandria.	
New St. Mark Baptist Church	5,000
Tutoring program for students enrolled in Alexandria/Pineville schools.	
Unity Clubhouse	7,000
GED tutoring by new Lower Third Street-based nonprofit.	



Minnie Lafargue assists her students with an Accelerated Reader exercise at Avoyelles Public Charter School.

2001 Grants List

Arts and Humanities Initiative Grants

Arna Bontemps African American Museum and Cultural Arts Center (3 years)	\$202,500
Development of strategic plan and matching funding for establishment of full-time professional staff.	
Family Playhouse (3 years)	75,000
Matching funding for operations support for children's performing arts organization.	
Arts and Humanities Mini-Grants and Technical Assistance (1 year)	
African-American Cultural Center and Museum	2,500
Organizational development funding for this Alexandria-based arts group.	
Arts Council of Central Louisiana	10,000
Development and implementation of youth and adult educational efforts in support of Fiddler on the Roof production.	
Arts Council of Central Louisiana	10,000
To engage rural community residents in arts planning activities.	
St. Augustine Historical Society	2,500
Organizational development funding for this Natchitoches Parish group focused on Cane River culture and history.	
Task Force for Children's Arts	5,000
Matching funds for development and maintenance of Web page for youth art display.	
Town of Pollock	10,000
Technical assistance for feasibility study of museum structure and organization.	

Health and Well-Being Initiative Grants

Healthcare Access Initiative

Central Louisiana Area Health Education Center (2 years)	\$222,829
Implementation of Phase II of an assessment to provide statistical information on barriers to obtaining healthcare in four Cenla parishes.	
Ninth Judicial District Court (3 years)	500,000
Establishment of mental health assessment, treatment and day program services for adolescents in the juvenile court system.	
St. Landry-Evangeline United Way (2.5 years)	110,000
Establishment of affordable health clinic for low and moderate income Evangeline Parish residents.	

Healthy Children Initiative

Central Louisiana Area Health Education Center (4 years)	399,600
Implementation of a comprehensive pre and post-natal continuum of care for at-risk mothers in Concordia Parish.	

Healthy Seniors Initiative

The Health Enrichment Network (2 years)	112,050
Development and implementation of a volunteer-based medical transportation network involving churches in Allen Parish.	

Healthy Futures I Initiative

YMCA (2 years)	75,000
Establishment of youth risk reduction programs in Winnfield.	

Health and Well-Being Mini-Grants and Technical Assistance (1 year)

Aftercare Ministries	5,000
Start-up funding for group developing transitional home for males being released from prison.	

Alexandria Metropolitan Foundation	10,000
Planning retreat with the Alexandria Business League and the Small Business Incubator Committee.	
Amiable Baptist Church	2,500
Pilot church-based health clinic near Melder (Rapides Parish).	
Avoyelles Parish Medical Alliance	3,800
Support for volunteer-led school-based health education efforts.	
Central Louisiana Girl Scouts	10,000
Pilot program for junior high girls facing risky situations (drug and alcohol use, smoking, teen pregnancy).	
Central Louisiana Homeless Coalition	4,500
Project to assess infrastructure for homeless services in rural parishes.	
Cotile-Gardner Volunteer Fire Department	10,000
Matching funds for purchase of Jaws of Life equipment for use by multiple departments within region.	
Donahue Baptist Church	10,000
Start-up of faith-based health clinic in Pineville.	
D.O.V.E.S.	10,000
Expansion funding for services to battered women in Natchitoches Parish.	
Food Bank of Central Louisiana	10,000
Program specific software acquisition and staff training.	
First United Methodist Church, Pineville	10,000
Matching funds for volunteer-led home repair program.	
LA Council of Councils on Aging	10,000
Pilot shared housing referral service for older adults.	
LA Federation of Families-Region VI	10,000
Matching funds for mentoring services for families with children with disabilities.	
Natchitoches Parish School Board	8,000
Technical assistance for planning efforts towards comprehensive school-based health center at Natchitoches Central High School.	
Pineville Concerned Citizens for Lakeside/Wardville Communities	7,000
Community awareness and educational activities.	
Shepherd Center	10,000
Pilot funds for Family Mentors project linking families in transition with faith-based volunteer teams.	
Straight Street Ministry	7,500
Pilot and organizational development funds for start-up organization providing transitional services for women being released from prison.	
Town of Olla	5,000
Matching funds to conduct health and wellness programs for older adults.	
Town of Urania	10,000
Matching funds for establishment of walking trail.	
True Vine Missionary Baptist Church	10,000
Pilot program for teen pregnancy reduction effort.	
Walk by Faith	10,000
Technical assistance to further develop support services to welfare-to-work clients in Rapides Parish.	
YMCA	9,500
Needs assessment to determine viability of facility in Winnfield.	

Economic Development (Workforce) Initiative Grants

Alexandria Metropolitan Foundation (3 years)	\$600,000
Matching funds for establishment of small business incubator in Alexandria.	
Louisiana Technical College Alexandria (1 year)	40,000
Pilot project on enhancing employee mobility through Total Quality Management training with Watkins Engineering and Procter & Gamble.	
Louisiana Technical College Alexandria (2 years)	100,000
Establishment of employer-directed fast track auto technician training led by Darrell's Auto Service, Daigre's Automotive, Price Automotive Electric, and Select Motor Company.	
Louisiana Technical College Natchitoches (2 years)	150,000
Expansion of current training grant to include ConAgra as project partners in addition to Trus Joist and Martco.	

Northwestern State University (1 year) Extension of current pre-hire and supervisory training programs with ConAgra and Alliance Compressors to include matching funds for internships, fellowships and high school co-op programs.	100,000
Village of Forest Hill (for Nurseryman's Association) (2 years) Development, training and implementation of collaborative Web-based site for the marketing of nursery products.	75,000

Responsive Grants

Inner-city Revitalization Corporation (1.5 years) Resident support services and programmatic technical assistance for Single Room Occupancy apartment complex to be constructed on Lower Third Street in Alexandria.	\$50,000
Inner-city Revitalization Corporation (3 years) Matching funds for affordable housing subdivision in partnership with Habitat for Humanity.	500,000
Legal Service of Central Louisiana (2 years) Expansion of paralegal services for women seeking orders of protection to include Evangeline Parish.	60,000
Rapides Children's Advocacy Center (2 years) Intensive volunteer recruitment and retention program focusing on recruitment of minority volunteers.	93,000
Southern Mutual Help Association (3 years) Establishment of nonprofit affordable housing efforts in Avoyelles and Evangeline Parishes.	225,000
The Extra Mile Region IV (3 years) Collaborative effort with Faith House to establish services for Evangeline Parish women who are victims of sexual assault and domestic violence.	196,000

Direct Charitable Programs

Programs of importance to be initiated and operated by the Foundation with intent of creating independent nonprofit organizations.

Cenla Medication Access Program (CMAP) - (3 years) A comprehensive program of medication access and education for low-income residents.	\$4,600,317*/\$633,986**
Community Development Works (CDW) - (3 years) A comprehensive program of leadership development, nonprofit management training and grassroots organizational development.	\$1,178,000*/\$264,990**

*Three year funding award

**Actual 2001 expenditures



Walking Trails

The Town of Urania in northern LaSalle Parish received the fourth Foundation matching grant to build and maintain a Walking Trail. Prior grants have developed trails in Leesville, Mansura (pictured) and Marksville. Recent research has shown that Walking Trails are an excellent stimulus to get people into the habit of regular physical activity. The Foundation plans to support the establishment of 10-20 additional trails over the next two years.

Gaon Escude, Alderman, Town of Mansura, is a tireless advocate for the walking trail project.

The Rapides Foundation Staff



front:

Patricia M. LaCour

Grant Administrator

Annette Clark, MBA

Program/Communications Associate

Vicki Bernard

Director of Communications

Flora S. Keys

Grant Technician

Margaret Daniel

Receptionist/Secretary

Cindy F. Middleton

Accountant (part-time not shown)

back:

Loretta T. Magee

Executive Assistant

Joseph R. Rosier, Jr., CPA, CFA

President/CEO

Yvette Desrosiers-Alphonse, MPH

Program Officer

Allen J. Smart, MPH, CHE

Vice President of Programs

Ingrid Davis

Accountant

Cenla Medication Access Program Staff



left to right:

Sue Fontenot, RPh

Program Pharmacist

Wendy Roy

Program Manager

Tigist Smith

Administrative Technician

Community Development Works Staff



left to right:

Julie Owens

Training Manager

Tigist Smith

Administrative Technician

Financial Summary

Combined Statements of Activities and Changes in Net Assets

For the Years Ended December 31, 2001, 2000, and 1999

	2001	2000	1999
CHANGES IN UNRESTRICTED ASSETS:			
INVESTMENT INCOME:			
Income on cash and long-term investments	\$5,310,932	\$5,163,449	\$3,827,477
Gains and losses on securities	(9,302,613)	1,590,770	8,204,814
Equity earnings of jointly owned companies	4,828,164	6,381,656	7,260,663
TOTAL INVESTMENT INCOME	\$836,483	\$13,135,875	\$19,292,954
INVESTMENT EXPENSE	1,296,689	1,633,172	1,365,874
NET INVESTMENT INCOME	(460,206)	11,502,703	17,927,080
CONTRIBUTIONS	400,000	25	35
PROGRAM EXPENSES			
Grants	7,080,969	4,544,947	4,405,185
Direct Charitable Expenses	853,596	0	0
Development	817,306	580,567	389,814
Administration	813,274	292,471	377,147
TOTAL PROGRAM EXPENSES	\$9,565,145	\$5,417,985	\$5,172,146
INCREASE/DECREASE IN UNRESTRICTED NET ASSETS FROM OPERATIONS	(9,625,351)	6,084,743	12,754,969
EXPENSES FROM DISCONTINUED OPERATIONS	0	(51,048)	(25,554)
INCREASE IN NET ASSETS	(9,625,351)	6,033,695	12,729,415
NET ASSETS, BEGINNING OF YEAR	210,138,004	204,104,309	191,374,894
NET ASSETS, END OF YEAR	\$200,512,653	\$210,138,004	\$204,104,309

Statement of Financial Position

For the Years Ended December 31, 2001, 2000, and 1999

	2001	2000	1999
ASSETS			
Cash and cash equivalents	\$4,342,005	\$16,533,699	\$6,456,635
Accounts receivable			
Prepaid expenses	19,858	19,858	22,233
Furniture and equipment, net	378,709	292,845	90,960
Assets whose use is limited	4,471,206	499,575	510,578
Long-term investments - marketable securities	145,982,110	150,578,786	114,131,656
Investments - at cost plus equity in			
Undistributed earnings	<u>51,128,685</u>	<u>46,938,521</u>	<u>89,903,004</u>
 Total Assets	 <u>\$206,322,573</u>	 <u>\$214,863,284</u>	 <u>\$211,115,066</u>
LIABILITIES			
Accounts payable	131,426	105,362	129,888
Due to partnership	0	0	1,015,307
Retirement plan payable	49,820	49,820	4,227
Payroll, payroll taxes and benefits payable	7,280	5,636	872
Grants payable	5,270,909	4,202,183	5,487,181
Annuity obligations	350,485	362,279	373,282
 Total Liabilities	 <u>\$5,809,920</u>	 <u>\$4,725,280</u>	 <u>\$7,010,757</u>
 Net Assets - Unrestricted	 <u>200,512,653</u>	 <u>210,138,004</u>	 <u>204,104,309</u>
 Total Liabilities and Net Assets	 <u>\$206,322,573</u>	 <u>\$214,863,284</u>	 <u>\$211,115,066</u>

Trustees

Gregory L. Nesbitt - Board Chairman
Former President & CEO, Cleco

James R. Byrd
Alexandria City Marshall

Vanda L. Davidson, M.D.
Physician

M. Lawrence Drerup, M.D.
Physician

JoAnn W. Kellogg
Community Volunteer

Gail C. Little
*Manager - Software Development
Time Trend, Inc. (retired)*

Alfred Mansour, Jr., M.D.
Physician

Robert C. Morrison, M.D.
Physician

Kathleen F. Nolen
*Treasurer
Cleco*

Bernard E. Patty, III, M.D.
Physician

Robert T. Ratcliff
*President / Owner
Ratcliff Construction Co.*

Daphne R. Robinson
*Assistant District Attorney
Rapides Parish*

Joseph R. Rosier, Jr.
*President & CEO
The Rapides Foundation*

Regionald K. Seastrunk
*Equal Employment Opportunity Manager
Ft. Polk*

Harry B. Silver
Chairman - Weiss & Goldring

Jane B. Texada
*Educator
Community Volunteer*

Paul M. "Mac" Davis, Jr., M.D.
Director Emeritus, Physician

Roane Hathorn
*Director Emeritus
Retired - Rapides Bank*

Advisors

Leonard Dawson, M.S.P.H.
*Clinical Professor Emeritus
School of Public Health
University of North Carolina
at Chapel Hill*

J. Pat Harris, DDS
*Dental Director
Los Barrios Unidos Community Clinic, Inc.
Dallas, Texas*

Kenneth J. Tewel, Ph.D.
*Associate Professor of Education (ret.)
Program in School Administration
and Supervision
Queens College of the City University
of New York*

Gina Upchurch, RPh, MPH
*Executive Director, Senior PHARMAssist
Durham, North Carolina*

Dianne Williams
*Organizational, Leadership and Rural
Community Development Consultant
Greenbrier, Arkansas*

J. Trent Williams
*Principal
Regional Technology Strategies, Inc.
Chapel Hill, North Carolina*

Wolf, Keens & Co
*Arts & Humanities
Program Advisor
Cambridge, Massachusetts*

2001 Board of Trustees Appointments

The following began service as Trustees in January of 2002:

Rev. Doyle Bailey, former Director of Stewardship for the Louisiana Baptist Convention

J. Lynn Bordelon, Avoyelles Parish President of Hibernia National Bank
Blake Chatelain, President and CEO of Red River Bank

Ilyas Chaudhry, M.D., a cardiologist with the Alexandria Cardiology Clinic
John McCabe, M.D., Chief of the Medical Staff of Rapides Regional Medical Center

Melanie Torbett, community volunteer and freelance communications writer

Special Recognition

We wish to recognize the contributions of these Board members whose terms concluded in 2001:

M. Lawrence Drerup, M.D., JoAnn W. Kellogg, Alfred Mansour, Jr., M.D., Robert C. Morrison, M.D., and Jane Texada.

Grant Application Process

Qualified organizations requesting funds through the Initiative or Responsive Grant Program should submit a Letter of Intent prior to the indicated deadline. Letters of Intent will be reviewed and the applicants will be notified if a full proposal is desired for further evaluation. Applicants will be notified of selection decisions approximately 30 days after the deadline for the Letter of Intent.

Applicants requesting funds for Mini-Grants (up to \$10,000) or Technical Assistance (up to \$10,000) can submit at any time and a decision will be provided in approximately 60 days.

First Stage: Letter of Intent (Initiative and Responsive Grants)

Before submitting a Letter of Intent under any of the grant programs, an applicant should request a brochure from the Foundation which details complete requirements and guidelines. Applicants are also encouraged to discuss their project with a Foundation Program Officer.

In a Letter of Intent applicants will be asked to address the following:

- Organizational mission
- Problem or need
- Risk factors
- Desired outcomes
- Strategy
- Sustainability

Selection Criteria

Applications for funding through the Grant Program are selected based upon criteria developed to reflect the Foundation's mission, philanthropic objectives and guiding principles. We encourage results-oriented projects that ...

- Address a problem or need reflected within the geographic area being targeted and affecting community health in The Rapides Foundation service area.
- Identify the risk factors or root causes of the problem and effectively address the risk factors or root causes of the problem and ultimately the problem itself.
- Increase the capacity of people and organizations to sustain community health improvements.

- Identify and measure desired project outcomes including milestones which indicate progress in resolving the indicated problem or need.

Second Stage: Project Proposal (Initiative and Responsive Grants)

If your Letter of Intent is favorably reviewed, you will be asked to submit a complete Project Proposal on or before the announced proposal deadline. You will have about 60 days to complete the full proposal. This second stage of the application includes a complete business plan with project description, workplan and timeline, staffing and other resource requirements, and an evaluation plan. A project budget and narrative describing the assumptions for preparation of the budget will be a part of the proposal. You will be provided an outline for the proposal requirements as well as a budget worksheet and instructions when you are notified that your Letter of Intent has been favorably reviewed. Project proposals should be submitted only at the request of the Foundation.

Evaluative Criteria

Proposals submitted at the request of the Foundation will be evaluated based upon additional criteria developed to indicate overall project feasibility. We seek innovative proposals that have a practical nature and that ...

- Receive community acceptance and support, and that support the values of the community.
- Can be effectively implemented in the proposed time frame by the applicant(s) who possess(es) the knowledge, skills, training and background necessary to administer the project.
- Employ strategies which are proven or otherwise hold a reasonable expectation for success.
- Include sufficient resources with the requested grant funds to launch the project and that indicate sustainability beyond the period of Foundation funding.

Grant Cycle Deadlines

Contact the Foundation for grant cycle deadlines or visit our Web site at www.rapidesfoundation.org.



P.O. Box 11937 Alexandria, LA 71315-1937
318-443-3394 • 1-800-994-3394 • www.rapidesfoundation.org