



THE RAPIDES FOUNDATION
2007 ANNUAL REPORT

The Rapides Foundation

HEALTHY BEHAVIOR INITIATIVES SHIFT INTO GEAR

The Rapides Foundation's ***Get Healthy Cenla*** Initiative focuses on the important areas of tobacco, diet and physical activity.

Let's get moving, eat better and kick tobacco.

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Mission and Vision



Mission: To improve the health status of Central Louisiana.

Vision: Central Louisiana will be positively impacted by the Foundation deploying resources to improve key factors of health status.

Philanthropic Objectives

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

HEALTHY PEOPLE

To promote healthy behaviors and improve access to healthcare.

EDUCATION

To increase the level of educational attainment and achievement as the primary path to improved economic, social and health status.

HEALTHY COMMUNITIES

To improve economic opportunity and family income; and enhance civic and community opportunities for more effective leaders and organizations.





MESSAGE FROM THE PRESIDENT AND CHAIRMAN

The Rapides Foundation in late 2007 put the final touches on its new Initiative aimed at encouraging healthy behaviors. **Get Healthy Cenla** urges Central Louisiana residents to “get moving, eat better and kick tobacco.”

The Foundation knows that we cannot do the work alone. As we move forward on the **Get Healthy Cenla** Initiative, we ask everyone in Central Louisiana to become involved to ensure that our efforts are carried out successfully. We are working with communities all over our nine-parish service area.

This year’s Annual Report is intended to highlight our work in healthy behaviors. But on these pages you will also see stories about other Initiatives and work of the Foundation.

Community Development Works made a positive impact on the nonprofits of Cenla through its numerous trainings and board capacity-building programs. This program remains committed to leadership development, organizational effectiveness and civic engagement.

The Foundation’s efforts in Education continued to expand in 2007. We launched a series of leadership academies designed to help the best and the brightest educators improve their skills. As one of the participants Jennifer Dismar (see page 11) explained, “We were able to establish a professional learning community and take quality time out to explore ways to become better leaders.”

Our work in Economic Development also continued. The Entrepreneurial League System® of Central Louisiana (ELS) hit its one-year mark in the summer.

Four teams of 12 people each are going strong, and two more teams are expected to be added in 2008. For entrepreneur Irma Rodriguez (see page 13), ELS provides the assistance and confidence she needed to succeed.

The Cenla Medication Access Program (CMAP) helped thousands of Central Louisiana residents get the critical prescription medications they need. People like Debra Whitley of Oakdale (see page 15) know the importance of CMAP. Like many, she depends on CMAP to help pay for her daily medicine so that she can lead a longer and healthier life.

The AED Network of Central Louisiana continued to produce amazing results. In 2007 alone, two people were saved by an automated external defibrillator (AED) and the capable trainers who administered the devices. Kenneth McQuillin (see page 17) knows the importance of the AED Network. He’s alive today, thanks to an AED.

Wellness Works in Cenla had an exciting and successful year in 2007. The program helps companies formulate wellness programs – all with the ultimate goal of improving employee health and company productivity. We are encouraged by the successes, including the company that had 37 percent of its employees reduce their cardiac risk in one year.

The stories told in this report are just a sample of the ways that The Rapides Foundation shows its commitment to improve the health status of Central Louisiana and its residents. We hope the personal stories impact you as much as they did us.



Joseph R. Rosier, Jr., CPA, CFA
President/CEO



Melanie Torbett
Board Chairman

Get Healthy Cenla



Get Healthy **CENLA**




*Cenla, Let's Get
Moving, Eat Better
and Kick Tobacco*

A PROACTIVE APPROACH TO HEALTHIER LIVING

The Foundation Board of Trustees issued a challenge in 2006 to the organization to take a more proactive approach in affecting positive, substantial change in the health status of Central Louisiana residents.

They responded with **Get Healthy Cenla**, which narrows in on the three issues of tobacco use, diet and physical activity. As the lifestyle that is attributable to the most premature deaths in the United States and in Cenla, the Foundation chose to focus on tobacco use first.

Tobacco use is a contributing factor in four of the top causes of deaths – heart disease, cancer, stroke and chronic lower respiratory diseases – in The Rapides Foundation nine-parish service area.



With 25.9 percent of adults smoking, it's no surprise that 25 percent of high school students in Louisiana also smoke.



Tobacco Prevention and Control Initiative takes shape

The Foundation first enlisted the guidance and expertise of The Tobacco Technical Assistance Consortium (TTAC) out of Emory University's Rollins School of Public Health in Atlanta, Ga. Experts in the field, TTAC directed the Foundation through its planning process.

In August 2007, the Board of Trustees approved a five-year plan that is comprehensive, data-driven, measurable, evidence-based and achievable. Two goals drive that plan – first, to help tobacco users quit and second, to stop young people from ever starting.

Astounding tobacco prevalence rates illustrate the major public health crisis in Central Louisiana. With 25.9 percent of adults smoking, it's no surprise that 25 percent of high school students in Louisiana also smoke. The Rapides Foundation is dedicated to moving both of these numbers down during the next five years.

(cont. on page 6)

Astounding tobacco prevalence rates illustrate the major public health crisis in Central Louisiana.



Youths and adults focused on startling messages from Patrick Reynolds during the **Get Healthy Cenla** kickoff event and from (bottom) Tammy Moreau, program officer and coordinator of the tobacco component of **Get Healthy Cenla**, during a community forum.



Get Healthy Cenla unveiled

Planning complete, The Rapides Foundation was ready to unveil its new **Get Healthy Cenla** Initiative to both adults and youths. It did so with a two-day event in January 2008 featuring Patrick Reynolds, grandson of tobacco-company founder R.J. Reynolds. Why Patrick Reynolds? Because he dedicated his life to fighting big tobacco after he saw his father die from a tobacco-related disease.

"He died from the product which made the family fortune," Reynolds said. "I realized smoking is what took him away."

Reynolds fights the industry because he didn't want others to suffer.

"Because of his own experiences, Patrick Reynolds has consistently stood up to the tobacco industry for the past 20 years," said Joe Rosier, President and CEO of The Rapides Foundation.

The work didn't stop there

Get Healthy Cenla goes far beyond the two-day event. This multi-year Initiative involves many people and many programs.

The Rapides Foundation knew it did not need to reinvent the wheel when it came to achieving its goals. The Centers for Disease Control and Prevention had already established several ways to decrease tobacco use prevalence. After a careful study of these practices, the Foundation determined three specific areas in which to concentrate. To support these efforts, in 2008 the Foundation will begin awarding grants to local organizations.



"Local community-based efforts by nonprofit organizations, groups or coalitions have shown to be more effective than isolated efforts when it comes to preventing and stopping tobacco use."

Tammy Moreau, program officer and coordinator of the tobacco component of **Get Healthy Cenla**.

Second, on a yearly basis, the tobacco industry spends \$250 million in Louisiana as well as more than \$13 billion throughout the United States to addict consumers to its products and to keep them addicted. It's a cyclical process that must be countered. The Rapides Foundation in early 2008 launched a countermarketing campaign that involves media campaigns, special events and promotions geared toward both youths and adults.

Finally, a program that will kick off later in 2008 engages healthcare providers to advise tobacco users to quit and to refer them to the Louisiana Quitline, which helps them kick tobacco.

It's more than tobacco

2007 was also a year of researching and planning for the diet and physical activity components of **Get Healthy Cenla**. The Foundation enlisted Prevention Institute, a nonprofit national center in Oakland, Ca., to assess the service area to find appropriate ways to address the issue. This portion of **Get Healthy Cenla** will start in late 2008.

SUPPORTING LARGE-SCALE PROJECTS

Starting in 2007, The Rapides Foundation began accepting applications twice a year for **Program Opportunity Grants** addressing three important issues: teen pregnancy prevention, alcohol abuse prevention and immunizations.

With this newly refined scope, the Foundation now seeks to make a positive impact on statistics associated with these specific issues.

Teen Pregnancy Prevention

Eighteen percent of all births in Central Louisiana were to teenage mothers, and teenagers account for the highest rates of unplanned pregnancies in the United States. The Foundation has made it a priority to decrease teen pregnancies in Cenla.

Alcohol Abuse Prevention

In Central Louisiana, 19 percent of adults are classified as either chronic or binge drinkers. There is a direct link between this abuse of alcohol and some of the country's most serious problems – child and spousal abuse; sexually transmitted diseases, teen pregnancy; school failure; motor vehicle crashes; escalation of health care costs; low worker productivity; and homelessness.

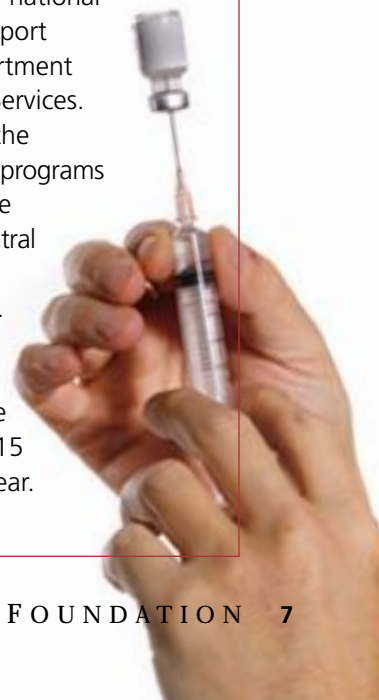


By attempting to prevent the abuse before it starts, the Foundation looks to improve the negative effects of alcohol on Central Louisiana and its residents' lives.

Immunizations

Getting immunized is an important part of prevention, but not enough people in Central Louisiana take this important step to be healthier. While a high number of adults over 65 gets regular flu and pneumonia vaccinations, the numbers fall below targets in the national Healthy People 2010 report supported by the Department of Health and Human Services. Through these grants, the Foundation will support programs designed to increase the number of people in Central Louisiana who receive selected immunizations.

Letters of Intent for Program Opportunity Grants addressing these issues are due on May 15 and October 15 each year.



Community Development Works



Board Builders Matches

2007 participants, pictured above:

(Front row, L to R)

PARTICIPANT	TITLE/EMPLOYER	BOARD MATCH
Elvina Tiffany	Systems Answering Service at Paragon Casino Resort	Rapides Station Community Ministries
Jeralyn Young	Senior Credit Executive at Paragon Casino Resort	Boys and Girls Club of Central Louisiana
Mary Williamson	Business Teacher/Technology Facilitator at Peabody Magnet High School	Friendship House
Vetreese McCue, RN, BSN	Medical Certification Specialist II at State of La., Bureau of Health Services	Renaissance Home for Youth
Valerie Aymond	Director of Human Resources at Gilchrist Construction	Food Bank of Central Louisiana

(Back row, L to R)

Todd Leleux	Principal at Anybill Financial Services	Community Healthworx
Gil McKee	Chief Financial Officer at The Slayter Companies	Central La. Chapter, American Red Cross
Adam Hebert	Doctor of Chiropractic at Cenla Chiropractic and Wellness	Wellness Works in Cenla
Kevin Knight	Certified Public Accountant at Payne, Moore and Herrington LLP	Central La. Volunteers of America
Melissa Grimme	Environmental Manager at Procter & Gamble	Friends of the Alexandria Zoo
Robbyn Cooper	Communications Representative at Cleco	Friendship House
Donovan Davis	Certified Financial Planner at Reed Davis Investment Group	Central La. Volunteers of America
Buffy Wilson, CPA	Financial Reporting Director at Gilchrist Construction	Rapides Habitat for Humanity
Ted Vicknair	Attorney at Law at Provosty, Sadler, deLaunay, Fiorenza and Sobel Law Firm	LSUA Foundation
Tim Holloway	Financial Adviser at Edward Jones Investments	United Way of Central Louisiana

Community Development Works

GROWING SEASONED BOARD MEMBERS



Board Builders 2007 graduate Tim Holloway (center) poses with his mentor, Haywood Joiner, board member of the United Way of Central Louisiana, and Akeshia Singleton, CDW program supervisor, at the Board Builders graduation ceremony.

In 2007, Community Development Works (CDW) focused its sight on three elements of the Central Louisiana community – leadership development, organizational effectiveness and civic engagement.

CDW serves as a vehicle for the Healthy Communities objective set by The Rapides Foundation Board of Trustees. Its goal is to provide more effective and efficient citizen-led programs and projects that build and foster healthy communities in Cenla.

CDW provides free access to training, leadership programs and informational resources to local residents. The programs are designed for nonprofit organizations, congregations and citizens working to increase the quality of life in Central Louisiana. CDW programs and services include Nonprofit Management Training,

Board Builders, Board Works, the Learning Lab and Technical Assistance.

By the end of 2007, Board Builders has graduated more than 53 new board members by training them and matching them with a nonprofit organization in Central Louisiana. “Board Builders offers you a great opportunity to get networked with area nonprofits and to see exactly where you fit in to better serve the community. It teaches how to become an effective board member for your nonprofit,” said Rebecca Galiano, a 2006 Board Builders graduate who now serves as a mentor to future participants.

Tim Holloway, a financial adviser at Edward Jones Investments, completed the program in 2007. “It gave me an avenue to develop the skills that I wanted to possess to help other people in the community,” he said.

Under the Board Works series, more than 89 seasoned board members in Central Louisiana have shared best practices information.

Nearly 820 individuals have received training from CDW to date. 2007 was a busy year with nearly 40 training sessions offered by CDW.

More than 300 individuals used the Learning Lab in 2007, a number that more than tripled CDW’s goal for the year. Another 1,800 individuals who have visited CDW’s Web site, www.communitydevelopmentworks.org, reported successfully obtaining the information they needed.



Community Development Works

Helping People Build Communities in Central Louisiana



Leadership Academy participants from Avoyelles High School - Brent Whiddon, Jennifer Dismar and Scott Balias

LEADERSHIP ACADEMIES FOCUSING SKILLS



The Rapides Foundation funded a series of **Leadership Academies** that helped the best and brightest educators in Central Louisiana expand their knowledge.

The Academies were taught by nationally recognized experts in the field: The Center for Educational Leadership at the University of Washington and the Urban Learning and Leadership Center. Starting in Fall 2007 and continuing throughout the school year, the Academies consisted of day-long sessions held once a month. They reached out to varying levels of educators: emerging leaders, new administrators, and the Advanced Leadership Development Institute for principals and superintendents.

Among the participants was Jennifer Dimer, assistant principal at Avoyelles High School, who enjoyed the active learning environment that the academy stressed, as well as studying with her peers.

"All participants were in similar leadership positions; therefore, we were able to discuss both our successes and failures and benefit from each other," she said. "We were able to establish a professional learning community and take quality time out to explore ways to become better leaders."

In 2007 The Orchard Foundation, a local education fund started by The Rapides Foundation, also sponsored networking sessions that allowed Central Louisiana educators to teach – and learn from – their peers.

Meanwhile, The Rapides Foundation continued to plan what will become a massive effort to focus on science and technology in the classroom. The Science, Technology, Engineering and Math (STEM) project will become a major part of the next phase of The Rapides Foundation's Systemic Initiative. The Initiative is a district-level, multi-year education project.

Wood Works Program Launched

In 2007 The Orchard Foundation partnered with RoyOMartin, The Martin Foundation and school boards of Allen, Natchitoches and Vernon parishes to develop the curriculum and offer a course called **Wood Works**. The course is designed to introduce Central Louisiana students to the forest products industry. The program was successfully piloted at Oakdale, Natchitoches Central and Pitkin high schools.

Students learn about opportunities in the field and are given the skills they need to succeed. The long-term intent of the program is to provide the local forest products industry with the necessary skilled and knowledgeable workers at entry and middle management levels to remain competitive.

Feedback from students was overwhelmingly positive. One student wrote, "This has been one of the most interesting classes of my high school career. To have a class that will help me get a job when I get out of school is always helpful. I'm so excited that I had the opportunity to be a part of this new course."





Irma Rodriguez, owner of Mi Tierra Mexican restaurant in Forest Hill and Entrepreneurial League System® participant.

A RECIPE FOR NEW BUSINESS SUCCESS

Irma Rodriguez didn't always think big. Her modest Mexican restaurant in Forest Hill was doing well, but the idea of opening more restaurants and selling her famous tamales globally never crossed her mind. But when the Entrepreneurial League System® of Central Louisiana (ELS) entered her life two years ago, Rodriguez got the help she needed to expand her dreams.

She's setting goals to grow Mi Tierra restaurant in ways she never before imagined – goals that a young Mexican woman raising three children alone in the United States never envisioned just a few short years ago.

With the help of her ELS coaches and fellow team members, Rodriguez is a successful businesswoman living the American dream.

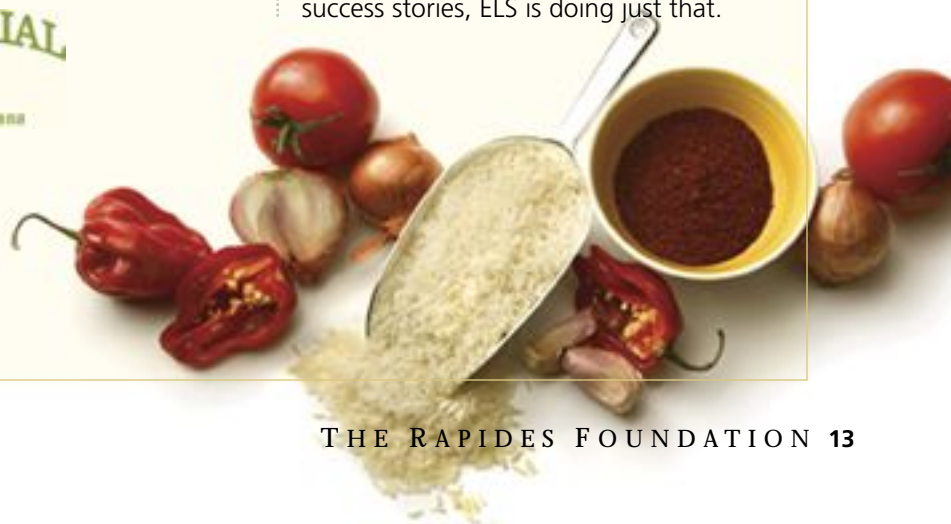
"Irma had the drive. ELS just gave her the confidence to go ahead with it," is how coach Skip Barth described it. "They have made me brave," Rodriguez said.

ELS uses a coaching method to develop entrepreneurial talent in Central

Louisiana. Reaching its one-year mark in 2007, ELS consists of four teams of 12 entrepreneurs each. Team members meet weekly with their coach and monthly with the rest of their teammates. ELS expects to add two more teams in 2008.

"Rural regions are filled with individuals like Irma, who if provided with the right help, can become valuable wealth-creating businesses – true community assets. Our task is to find those people, help them direct their motivation and develop the skills to succeed," said Gregg A. Lichtenstein, president of Collaborative Strategies and founder of ELS. "The results end up benefiting everyone – not only Irma, but her customers, employees, local service providers and fellow citizens as well as other entrepreneurs, who become inspired by her example."

The mission of ELS is to identify and develop entrepreneurial talent to generate an ongoing pipeline of highly skilled entrepreneurs capable of building successful companies in sufficient number to create wealth and transform the region's economy. With more than a year of success stories, ELS is doing just that.





CMAP participant Debra Whitley outside the CMAP office in Oakdale.

JUST WHAT THE DOCTOR ORDERED



have blossomed,” said Debra Whitley. “That’s what everyone tells me. I’ve come out of my shell.”

Since 2004, Whitley, like so many other Central Louisiana residents, has been receiving her lifesaving medications because of Cenla Medication Access Program (CMAP), a program of The Rapides Foundation that helps residents get free prescription medication for chronic medical conditions.

After her friend told her about CMAP and the assistance she was receiving, Whitley called CMAP to get the help she so desperately needed.

Access to these medications has had an incredible affect on Whitley’s life to the point where she’s more active and more positive than ever. Not only has she been able to control her high blood pressure, high cholesterol and borderline diabetes, but since 2003 Whitley has lost 50 pounds. She’s also been active in her community – helping out with her church’s

care group program, participating in a local weight loss program and taking health enrichment classes.

Without the assistance of CMAP, Whitley would not be able to afford the seven prescription medications she takes daily. Each month, Whitley receives her deceased husband’s small pension.

“CMAP is an essential thing for some people,” Whitley said. CMAP continues to fulfill its mission of providing critical medicine to the uninsured in Central Louisiana – people just like Whitley.

Ultimately, CMAP, through its various programs, seeks to improve the overall health status of the community.

“By providing our clients with needed medications, they will have a better quality of life with fewer emergency room visits and hospitalizations,” said Program Director Wendy Roy.

Nearly 2,200 people like Whitley were assisted by CMAP in 2007. More than 500 of these were new patients.

Cenla Medication
Access Program





Automated External Defibrillator
AED network

Kenneth McQuillin poses with his "Batmobile," the '93 Oldsmobile Cutlass Ciera he was driving when he suffered a full cardiac arrest in Woodworth on October 22, 2007.

ALIVE TODAY, THANKS TO AN AED



Funded by The Rapides Foundation, the AED Network is responsible for the placement and upkeep of 480 automated external defibrillators in Central Louisiana. So far, nine residents have been saved by an AED.

For all practical purposes, Kenneth McQuillin should have died on Oct. 22, 2007. He had a history of heart attacks and strokes. So when he suffered another attack behind the wheel of his moving vehicle on U.S. Highway 165 that day and veered into the path of another car, one could say his number was up.

Fortunately, a host of “guardian angels, the Good Lord and an AED” were on his side. McQuillin, 63, of Ball is alive and well.

“If it hadn’t been for the people who were there and that little machine and a lot of prayers, I wouldn’t be here today,” said McQuillin.

McQuillin was one of two people saved by the AED Network in 2007. An Avoyelles Parish prisoner was saved the day after McQuillin.

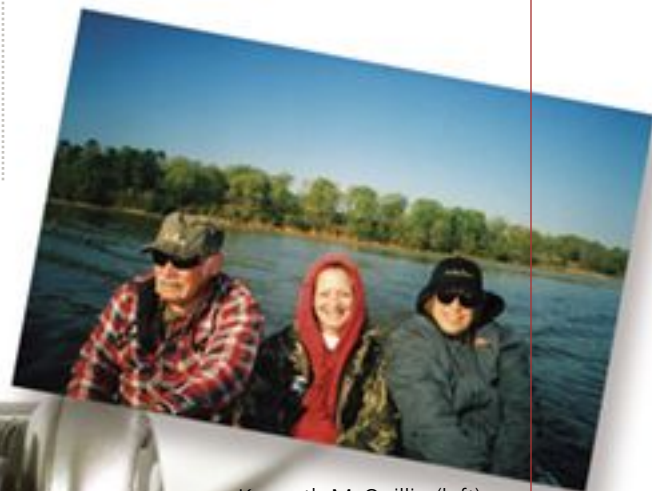
Funded by The Rapides Foundation, the AED Network is responsible for the placement and upkeep of 480 automated external defibrillators in Central Louisiana. The first AEDs were placed in 2001.

Since then, nine residents were saved by an AED.

In 2007, through a partnership with the American Heart Association, the Network continued to train Central Louisiana residents how to operate this life-saving machine. Board Chairman Lee Weems emphasizes the importance of training. “When you see the AED sign, you know that a response group is at that site,” he said.

The Network currently is working on sustainability plans. It is seeking collaborative efforts with other groups and partners to maintain a quality program and service.

For McQuillin and the Avoyelles Parish prisoner, there’s no question about the importance of the AED, and the training that goes with it.



Kenneth McQuillin (left) and his wife Lynn (right) enjoy fishing on Toledo Bend Lake with daughter-in-law Gwenn Berry.





PUTTING BETTER HEALTH TO WORK



Wellness Works in Cenla can help take a company's wellness program from non existent to real – or from good to great – and that's just what it did in 2007.

The program, which began as a pilot in 2003, is intended to be a guide to Central Louisiana businesses and their employees on the ways to be healthier for the benefit of the company, its people and the region's residents.

As an organization funded by The Rapides Foundation with funding matched by The Robert Wood Johnson Foundation, Wellness Works gives employers of all sizes the resources to offer a customized worksite wellness program.

And with 73 percent of employees in Central Louisiana categorized as overweight or obese and only 23 percent of those getting regular exercise, the need is there. Poor diet, being overweight, and physical inactivity are the top three risk factors related to productivity loss due to absenteeism and disability in Central Louisiana.

The pilot program involving seven businesses proposed by the Central Louisiana Occupational Health Nurses was too promising to ignore. The pilot program led to the creation of Wellness Works. Wellness Works was recognized by The Rapides Foundation and The Robert Wood Johnson Foundation with a three-year grant in 2006 because of the successful worksite health model it provided. The expansion of Wellness Works

in Cenla was also one of only 12 national projects selected by The Robert Wood Johnson Foundation in 2006 through its Local Initiative Funding Partners Program.

Wellness Works in Cenla continued that momentum in 2007. Of the 10 participating businesses by 2007, several have seen exciting successes. One company had two groups of employees participate in a statewide weight loss and activity competition, one placing first and the other third. Nearly 37 percent of employees at the same company showed improvement in their cardiac risk. Another company's employees accrued more than 28,000 miles by walking, running and biking from fall to spring. Amazingly another company's employees lost nearly 700 pounds in one year.

Executive Director Ginger Humbles noted: "Several companies have experienced a decrease in insurance premiums and have passed the savings on to their employees."

Wellness Works knows that what one business needs another may not. It offers businesses tailored plans which could include health risk assessments, baseline measures, worksite walking breaks, physical fitness incentives, diet tips and onsite nutrition consultations.

Through ongoing programs like these customized plans, the program works with employers and employees to make a positive impact on the health of Central Louisiana.

Rapides Healthcare System

RAPIDES HEALTHCARE SYSTEM / RHS

The Rapides Foundation continues its 100-year legacy of healthcare in Central Louisiana through the services and community benefit provided by the Rapides Healthcare System (RHS).

2007

RHS COMMUNITY BENEFIT HIGHLIGHTS



A

ccess to Care

RHS hospitals operate 24-hour emergency rooms, treating 85,903 ER patients during 2007. Emergency patients were treated without regard to their ability to pay. RHS cared for 25,621 patients who were admitted to its facilities. Rapides Regional Medical Center and Savoy Medical Center delivered 2,573 babies. Savoy Medical Center also provided care for 1,379 psychiatric inpatients.

In 2007, Savoy Medical Center opened a Rural Health Clinic in Eunice. Winn Parish Medical Center and Oakdale Community Hospital were successful in developing Rural Health Clinics, allowing easier access to primary healthcare for adults and children in those communities.

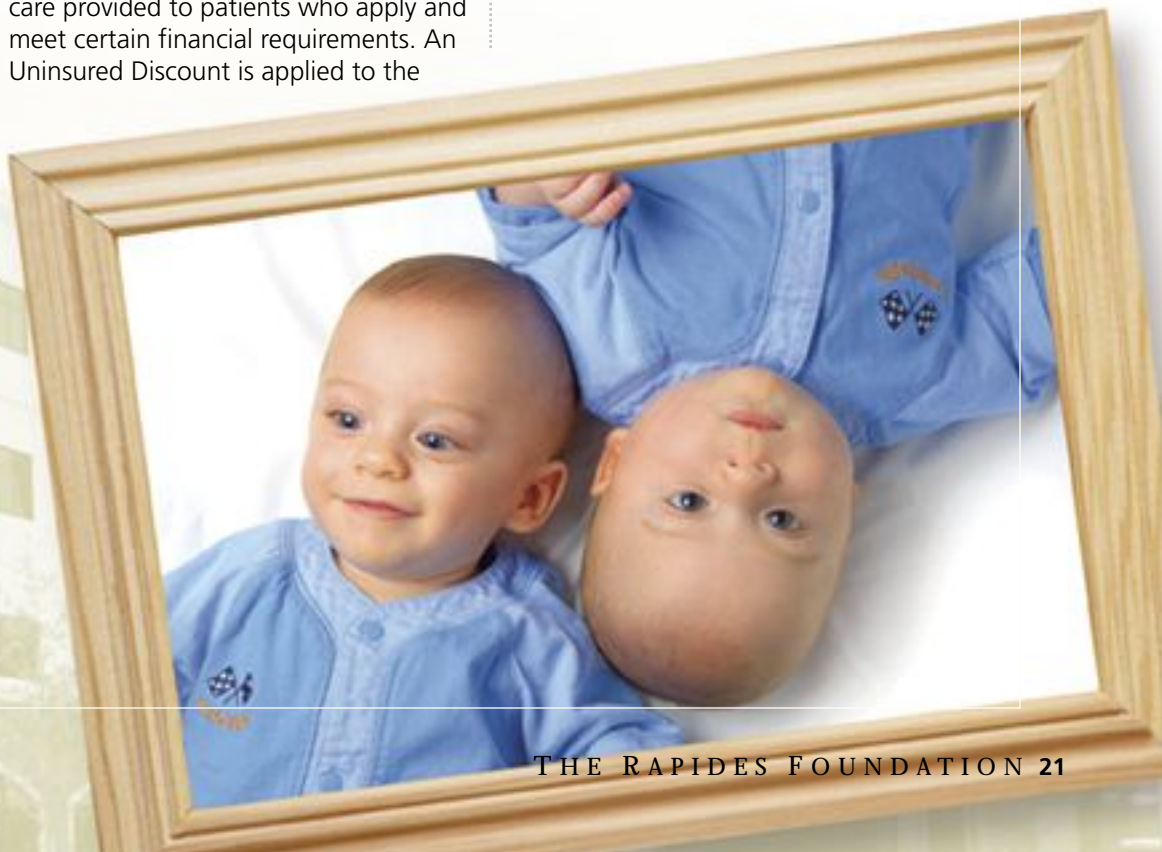
RHS hospitals participate in Medicare, Medicaid, Champus and other government-funded programs. In fact, Rapides Healthcare System is by far the largest provider of inpatient Medicaid services in the region. RHS hospitals provide a Charity Care Discount for non-elective care provided to patients who apply and meet certain financial requirements. An Uninsured Discount is applied to the

charges of those who do not qualify for the Charity Care Discount, granting them a reduction equal to the average of discounts provided to insured patients. Additionally, many who do not qualify or apply for the Charity Care Discount are unable to pay for the discounted services they receive. The total unreimbursed cost of providing hospital services was \$24.4 million during 2007.

Quality Healthcare

In 2007, RRMCM was once again named among the top 5 percent of hospitals nationwide by Health Grades, an independent healthcare quality company. RRMCM was one of only 230 hospitals in the country to qualify for recognition in the study and only one of four hospitals given this honor in Louisiana.

RHS hospitals participate in quality and safety initiatives through the Leapfrog Group, JCAHO (Joint Commission on Accreditation of Hospitals), Centers for Medicare and Medicaid Services and others.



2007 RHS Community Benefit Highlights



Healthcare Workforce Development

RHS supports a full range of medical education programs. It continued programmatic and financial support of the LSU Family Practice Program during 2007 with unreimbursed funding of \$1.8 million. Residents and faculty contribute to the care of the needy by ensuring that one-third of patients seen through the program are lower income or enrolled in Medicaid.

During 2007, RHS provided ongoing support to the Northwestern State University Nursing and Radiology programs residing on the Rapides Regional Medical Center campus. Endowed professorships and other support were provided to both Northwestern State University and Louisiana State University at Alexandria for medical education programs.

RRMC is a Training Center for the American Heart Association, responsible for training laypersons and healthcare providers in basic life-support, use of the automated external defibrillator (AED), advanced cardiac life support and pediatric advanced life support.

Community Health Education

The Rapides Health and Lifestyle Center offered various educational classes, seminars and speakers during 2007. The Senior's Choice Club provided over 1,000 free blood pressure and diabetes checks. RRMC also participates in Wellness Works, an employer-based organization that seeks to improve employee health.

Community Contributions

RHS contributed over \$669,000 to charitable organizations during 2007. Contributions were made to national disease organizations, local nonprofits and public programs. Included in this amount is support for Central Louisiana Arts & Healthcare, whose mission is to bring innovative arts experiences into healthcare settings and to use the arts to promote healing for patients, respite for family members and stress relief for medical personnel.

RHS employees volunteered over 37,000 hours and contributed more than \$100,000 to charitable organizations during 2007.



2007 RHS Community Benefit Highlights

Economic Impact

RHS employed more than 2,500 employees with a payroll of almost \$122 million. Significant renovations and expansions were underway or completed during the year. This included a \$50 million expansion at Rapides Regional Medical Center alone.

RHS is a taxable organization, even though it maintains the operating characteristics of a nonprofit hospital system. As such it paid \$1.9 million in property taxes and more than \$5 million in sales taxes during 2007. These taxes, not paid by nonprofit hospitals, support education and government services in the region.

What is RHS?

Rapides Healthcare System is a five hospital network in Central Louisiana comprised of Avoyelles Hospital, Marksville; Oakdale Community Hospital, Oakdale; Savoy Medical Center, Mamou; Winn Parish Medical Center, Winnfield; and its flagship, Rapides Regional Medical Center, Alexandria.

RHS serves 12 Central Louisiana parishes, all designated as Medically Underserved Areas. Eight of the parishes are designated as having a shortage of primary healthcare professionals.

Organizational documents require that RHS meet the community benefit standard established by the Internal Revenue Service even though it is a taxable organization.

RHS is 74% owned by HCA and 26% owned by The Rapides Foundation. Despite these ownership percentages, RHS is administered by a Governing Board made up of Foundation appointees, HCA appointees and Medical Staff appointees. The Rapides Foundation maintains a 50% vote on major reserved powers. Foundation Trustees and staff analyze, assert and monitor community benefit opportunities and outcomes at RHS.



Avoyelles Hospital



Oakdale Community Hospital



Savoy Medical Center



Winn Parish Medical Center



Rapides Regional Medical Center

Community Benefit Policy

The Rapides Foundation caused the RHS Governing Board to adopt and implement a Community Benefit Policy. The policy can be accessed at www.rapidesfoundation.org.

GRANT APPLICATION PROCESS

The Rapides Foundation has two types of grants available – Program Opportunity Grants and Mini Opportunity Grants.

Qualified organizations requesting funds through the Program Opportunity Grant Program should submit a Letter of Intent prior to the 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 May 15/October 15 deadline for the Letter of Intent.

Applicants requesting funds for Mini Opportunity Grants (up to \$10,000) can submit at any time.

Application materials and eligibility criteria are contained in the booklet titled, *Applying for Funds from The Rapides Foundation*. Any group or organization interested in applying for funds is encouraged to call the Program Assistant at 318-767-3013. She will direct your call to the appropriate Program staff person. Calls and e-mails are strongly encouraged prior to any formal written submission.

First Stage: Letter of Intent

(Program Opportunity Grants)

Before submitting a Letter of Intent, an applicant should request the booklet *Program and Funding Interests* 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

- Successful applicants will look to maximize use of existing local, state and federal funds and services in an effort to develop and sustain more effective systems.

- Successful applicants will propose to develop or provide services to a sufficient number of community residents to make an impact.

On the other hand, proposals calling for large grants to serve thousands of individuals across multiple parishes are rarely funded, at that scale. Successful applicants will, at a minimum, recognize the importance of evaluation in developing and supporting services that go beyond goodwill or charity.

Applicants with weak or non-functioning Board of Directors are generally not successful.

GRANT APPLICATION PROCESS

Second Stage: Project Proposal

(Program Opportunity 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.

Evaluative Criteria

Grant decisions are made through the combined effort of the Budget and Grants Committee and the Board of Trustees. Staff provides recommendations to the Budget and Grants Committee based upon some or all of the following procedures: analysis of the written proposal, consultation with experienced program leaders and researchers in the field, site visits and meetings with project staff and Board,

and experience with your organization or contributing personnel on prior grants. Applicants will hear of decisions regarding their submissions via a letter. Award/decline letters will communicate the decisions of the Board and will also include information on various contingencies or pre-funding requirements. Please keep in mind that grant awards may contain significantly different terms of award than originally proposed by your group. Also, a contract (Grant Agreement) must be signed between your group and The Rapides Foundation which spells out requirements and expectations for superior performance.

Decline letters will generally not indicate specific reasons for Committee or Board action. Groups who are unsuccessful are encouraged to contact the Program Department. In many cases, staff are able to highlight certain areas of the proposal that may require additional refinement for program excellence.

Grant Cycle Deadlines

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

(Note: New guidelines instituted in 2007.)



PROGRAM PRIORITY SUMMARY

Healthy People

Healthy Behavior

The historic public health work by William Foege and J. Michael McGinnis has demonstrated that at least 50 percent of all illness and premature death is directly connected to lifestyle choices. Smoking, obesity, lack of exercise, alcohol and substance abuse all contribute to early death and disease.

Healthcare Access

An unacceptable number of community members cannot get the medical, and mental health services they need. Because of this, some people delay or neglect treatment and their health problems get worse. The Rapides Foundation will continue to work to support efforts that help people get access to the healthcare services they need.

Education

Systemic Initiative

The purpose is to engage all nine area school districts more deeply in the type of school improvement work that the Foundation has supported over the last five years through its K-12 grants.

The Orchard Foundation

This organization provides meaningful opportunities for local engagement, with the goal of providing a permanent home for local efforts supporting higher student achievement.

Healthy Communities

Citizen and Nonprofit Training and Organizational Development

The Foundation funds these activities under the umbrella of Community Development Works (CDW). CDW offers a variety of training programs and resources for both inexperienced and experienced community members and organizations interested in promoting positive community change.

Economic Development

The Rapides Foundation works with employers to develop creative solutions to positively impact employees' wage-earning potential and, concurrently, business productivity. Ultimately, the Foundation's interest in this area correlates the ability to earn a higher wage with other indicated measures such as home ownership and the ability to purchase health insurance.

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.





HEALTHY PEOPLE

Seeds of Harvest

For Senior Assistance Program Supporting Independent Living: To extend and expand a small, successful pilot program for home care and transportation services to serve 60 clients per year in Rapides and Grant parishes.

\$116,350

Playgrounds

Anacoco Elementary School

To renovate and expand the community-accessible playground at this rural elementary school, benefiting approximately 4,000 local residents.

\$10,000

Cenla Christian Academy

To provide playground for students and the surrounding community in Pineville.

\$10,000

Town of Evergreen

To refurbish older, existing playground equipment, relocate it to a new site at the Recreational Complex, and add new equipment.

\$9,285

Fairview High School

To improve and expand the school's playground for elementary students.

\$10,000

Leesville Housing Authority

To replace outdated and dilapidated playground equipment at multiple playgrounds on Leesville Housing Authority properties.

\$10,000

Natchitoches Parish Housing Authority

To replace and expand the playground equipment at the 50-unit Campti Public Housing community in rural Natchitoches Parish.

\$10,000

South Grant Elementary School

To upgrade and expand the playground equipment at South Grant Elementary School.

\$10,000

Walking Trails

Village of Forest Hill

For the Wanda Johnson Poole Memorial Park Walking Trail, to be located at the public park in Forest Hill.

\$10,000

Northwestern State University Office of Physical Plant

To add an 8-ft. wide walking trail along South Jefferson Drive for use of students and the public.

\$10,000

Town of Olla

To construct a Community Walking Trail as part of Phase I construction of a new sports complex for the town.

\$10,000

2007 GRANTS

EDUCATION

(5 years for a total of \$10,000,000)

Allen Parish School Board

For Student Achievement through Teaching Excellence: To improve instruction in reading and mathematics through the establishment of professional learning communities (PLCs) at all schools and at the district level.

Avoyelles Parish School Board

For Advancing Leadership and Instruction: To address student learning improvement in literacy and math through development of district and school-level instructional leadership using Effective Schools Model and TQM to build high performance teams.

Catahoula Parish School Board

For Increasing Student Performance in Math and Language Arts: To develop a TQM-based program to improve achievement in math and language arts through broadened leadership in instructional practice.

Grant Parish School Board

For Effective Instruction: To improve instruction in literacy and math by equipping a cadre of Highly Skilled Educators (HSE) at schools throughout the district with leadership skills and instructional strategies to mentor and coach younger and less experienced teachers.

LaSalle Parish School Board

To support district-wide efforts to improve teaching and learning in reading and math.

Natchitoches Parish School Board

For Implementation of PACE Process: To improve student achievement in literacy and mathematics through rigorous staff development for teachers and administrators and Professional Learning Communities at each school and the district level.

Rapides Parish School Board

To develop a district-wide plan to improve student achievement in math and reading through the design of research-based instructional strategies and techniques.

Vernon Parish School Board

For Fostering Professional Learning Communities: To build district and school leadership with Whole Faculty Study Groups (WFSG) and improve instruction in literacy and mathematics in all schools.

Winn Parish School Board

For Professional Learning Communities: To improve student performance in literacy and math by supporting continued implementation of Professional Learning Communities (PLCs) among teachers in the district's schools.

2007 GRANTS

HEALTHY COMMUNITIES

Destiny Now, Inc. To assist with board training and a strategic planning process to establish a vision and strategic direction for the next three years.	\$10,000
Family Counseling Agency, Inc. To support the planning process for this well-established local organization for a five-year strategic plan.	\$10,000
Food Bank of Central LA, Inc. To support planning and development of a strategic plan for expansion of services.	\$10,000
Lily of the Valley Ministries, Inc. To support organizational assessment, board development, and Executive Director coaching for a small, eight-year-old, faith-based organization, serving six parishes of The Rapides Foundation Service Area.	\$10,000
YMCA of Central Louisiana To provide support for board and staff planning for future growth and development of organization and its program services.	\$10,000

DIRECT CHARITABLE ACTIVITIES

AED Program (1 year) For AED Monitoring and Equipment: To provide continued equipment monitoring and maintenance and to enhance support of the AED network with software upgrades, battery packs, reference cards and other materials to comply with 2005 CPR/AED use guidelines.	\$234,116
Community Development Works (3 years) For Leadership Development, Organizational Effectiveness and Civic Engagement: To develop stronger nonprofit leadership, to strengthen the functioning of nonprofit organizations to become more efficient in delivery of services to the community, and to encourage increased participation by local citizens, nonprofit organizations, business entities, public agencies and community stakeholders in collectively discussing and addressing community issues.	\$1,623,020
Entrepreneurial League System® of Central Louisiana (30 months) To fund a program for entrepreneurs throughout the region, coordinated by Collaborative Strategies.	\$1,330,000
Tobacco Prevention & Control Initiative (3 years) A multi-faceted Initiative designed to target reduction or prevention of tobacco use among both youth and adults.	\$3,000,000

FINANCIAL SUMMARY

Combined Statements of Activities and Changes in Net Assets

For the Years Ended December 31, 2007, 2006, and 2005

	2007 Consolidated	2006 Consolidated	2005 Unconsolidated
CHANGES IN UNRESTRICTED ASSETS:			
INVESTMENT INCOME:			
Income on cash and long-term investments	\$4,315,692	\$3,386,410	\$4,002,991
Gains and losses on securities	3,167,986	21,312,043	8,302,313
Equity in earnings of jointly owned companies	4,194,788	3,621,423	8,492,265
Rental Income	46,500	50,375	38,750
TOTAL INVESTMENT INCOME	11,724,966	\$28,370,251	\$20,836,319
INVESTMENT EXPENSE	655,137	637,602	383,982
NET INVESTMENT INCOME	11,069,829	27,732,649	20,452,337
CONTRIBUTIONS	216,301	285,737	168,350
PROGRAM EXPENSES			
Grants	3,668,632	1,517,368	4,140,647
Direct Charitable Expenses	3,190,703	2,865,118	2,953,045
Development	1,496,168	1,128,254	1,337,982
TOTAL PROGRAM EXPENSES	\$8,355,503	\$5,510,740	\$8,431,674
ADMINISTRATIVE EXPENSES	\$1,203,501	\$1,256,413	\$1,807,829
INCREASE / DECREASE IN UNRESTRICTED NET ASSETS FROM OPERATIONS	\$1,727,126	21,251,233	10,381,184
INCREASE IN NET ASSETS	1,727,126	21,251,233	10,381,184
NET ASSETS, BEGINNING OF YEAR	233,428,952	212,177,719	201,796,535
NET ASSETS, TRANSFER IN DUE TO CONSOLIDATION	189,564	-	-
NET ASSETS, END OF YEAR	\$235,345,642	\$233,428,952	\$212,177,719

Financial Summary

Statements of Financial Position

For the Years Ended December 31, 2007, 2006, and 2005

	2007	2006	2005
ASSETS:			
Cash and cash equivalents	\$2,595,295	\$3,477,838	\$5,442,599
Prepaid expenses	38,030	38,391	39,497
Furniture and equipment, net	3,159,749	3,298,909	3,375,554
Assets whose use is limited	404,238	407,980	427,320
Marketable securities	179,098,715	176,905,971	154,863,543
Accrued RHS Settlement - PUT	-	-	2,606,529
Investments at cost plus equity in undistributed earnings	53,078,329	52,843,272	51,565,834
Total Assets	\$238,374,356	\$236,972,361	\$218,320,876
LIABILITIES			
Accounts payable	321,239	879,896	689,711
Payroll, payroll taxes and benefits payable	106,184	117,431	150,529
Grants payable	2,351,957	2,275,398	5,012,893
Annuity obligations payable	249,334	270,684	290,024
Total Liabilities	\$3,028,714	\$3,543,409	\$6,143,157
Net Assets - Temporarily Restricted	101,455	410,106	221,250
Net Assets - Unrestricted	235,244,187	233,018,846	211,956,469
Total Liabilities and Net Assets	\$238,374,356	\$236,972,361	\$218,320,876

BOARD OF TRUSTEES

MELANIE TORBETT
Board Chairman,
Community Volunteer and
Freelance Communications Writer

REV. DOYLE L. BAILEY
Former Director of Stewardship,
Louisiana Baptist Convention

BRUCE BARTON, M.D.
Physician

MICHAEL G. BUCK, M.D.
Physician

JACQUE CAPLAN
Community Volunteer

BLAKE CHATELAIN
President & CEO, Red River Bank

ILYAS CHAUDHRY, M.D.
Physician

KELVIN FREEMAN
Engineer, Union Tank

DONALD KRAMER
Bank President, Retired

ALBIN M. LEMOINE, JR.
Avoyelles Parish School
Superintendent, Retired

DONALD MALLET
Director, Civilian Personnel
Advisory Center,
Fort Polk

MIKE NEWTON
President, Colfax Bank

MAXINE PICKENS
Medical Certification
Regional Manager,
Bureau of Health Standards

JOSEPH R. ROSIER, JR., CPA, CFA
President & CEO,
The Rapides Foundation

CAROLINE THEUS
President, Keller Enterprises

RENICK P. WEBB, M.D.
Physician

Honorary Trustee:

ROANE HATHORN

2008 Appointed:

JAMES R. BAKER, JR. (RUSTY)
President/Owner,
Baker Manufacturing

DAVID R. GILCHRIST
Owner, Gilchrist Construction

NANCY MCCABE
Registered Nurse

HOWARD WOLD, M.D.
Physician

STAFF

JOSEPH R. ROSIER, JR., CPA, CFA
President/Chief Executive Officer

VICKI BERNARD
Director of Programs
and Communications

ANNETTE BEUCHLER, MBA, FACHE
Evaluation Manager

NANCY BORDEN, MMC
Special Projects Associate

INGRID D. FIELDS
Accounting Manager

CHRISTY FREDERIC
Program Officer

KATHY GUNN
Communications Officer

CAROL ANNE HANDY
Program Assistant

DONNA HERNANDEZ
Receptionist

FLORA S. KEYS
Grants/Accounts
Payable Technician

PATRICIA M. LACOUR
Systems Manager

LORETTA T. MAGEE
Assistant to the President

TAMMY MOREAU
Program Officer

KAROL SCULLY
Administrative Assistant

AKESHIA SINGLETON, MBA
Program Officer

Foundation's Direct Charitable Activities:

Cenla Medication Access Program (CMAP):

WENDY ROY, MHA
Program Director

TAMMY BILLINGS
Patient Assistance
Program Supervisor

KEVIN BROWN, RPH
Program Pharmacist

CRYSTAL WATTS
Office Manager

CMAP Patient Assistance Program Specialists:

JORIE ASPERSTRAND

JEANNIE ATWOOD

MINDY HANCOCK

JONI LONGLOIS

JESSICA PAUL

Community Development Works (CDW):

RACHEL FARRELL
Program Assistant

CODY LADNER
Student Intern

PATRICIA STARLING
Community Engagement
Coordinator

FELICIA WALKER
Learning Lab Manager

ADVISORS

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Prevention Institute
Oakland, California

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Sr. Manager, Training & Program Support
Tobacco Technical Assistance Consortium
Rollins School of Public Health, Emory University
Atlanta, Georgia

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Executive Director
Southern Growth Policies Board
Research Triangle Park, North Carolina

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Founder and Executive Director
Prevention Institute
Oakland, California

LEROY DIVINTY, JR., MPP
Founder and President
Paraclete Consulting Group, Inc
Folsom, Louisiana

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Sarasota County Public Schools
Wadsworth, Illinois

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Executive Director
Tobacco Technical Assistance Consortium
Rollins School of Public Health, Emory University
Atlanta, Georgia

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Program in School Administration and Supervision
Queens College of the City University of New York

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Prevention Institute
Oakland, California

J. TRENT WILLIAMS
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