

Community Care  
Annual Giving Report

2018

At **Group Health Cooperative of South Central Wisconsin (GHC-SCW)**, we are focused on addressing not only the health needs of our members, but also those of our community.



**Mark Huth**  
GHC-SCW President &  
Chief Executive Officer

“Thanks to all of you who partner with us in this work and who support GHC-SCW and our mission of service to our members and our diverse communities.”

## Dear Valued Members,

One of the remarkable attributes of GHC-SCW is our commitment to being active in our community. In fact, Community Involved is one of our Common Values, and it continues to guide and support the efforts of our many employees and our organization in general.

The relationship between community support and lifelong health is well-established and it is a logical extension of our mission as a health care organization to look for ways to address the needs of people in our communities.

We are very fortunate to have many key partners who excel in this work, organizations who provide vital services and support to individuals, families and communities in powerful, impactful ways. These partners are both teammates in the work to be done and resources which help to guide our philanthropic programs.

Our 2018 Community Giving Report outlines and celebrates the powerful working relationship GHC-SCW has been able to build with many exceptional organizations in our community. It also highlights the many things which GHC-SCW does through our internal programs, especially our Community Care Department and our volunteer activities.

Thanks to all of you who partner with us in this work and who support GHC-SCW and our mission of service to our members and our diverse communities.

Sincerely,

A handwritten signature in black ink that reads "Mark Huth, MD". The signature is fluid and cursive.

Mark Huth, MD  
GHC-SCW President & Chief Executive Officer (CEO)



**Ginger Francis**

GHC-SCW Director of Community Care and Health Equity

“We are proud to engage in this powerful and necessary work alongside our community partners and members. Thank you for being a part of our story.”

## Dear Valued Members,

Research shows that social, economic and environmental factors greatly influence the health and well-being of a community. We also know these factors are closely linked with unfair health differences among groups of people, which are *health inequities*. GHC-SCW recognizes that the root causes of health inequities are systemic and persistent. As a Cooperative that values excellence and high-quality care, we are responsive and strategic in challenging these inequities.

GHC-SCW is deeply committed to prioritizing health equity, ensuring all people have an opportunity to achieve their full health potential. One way we demonstrate our commitment is through our community giving initiatives and programs, which align with supporting social determinants of health, such as economic stability, neighborhood and physical environment, education, community and social context, food security and access to health care.

Another way is through building meaningful relationships, which allows us to leverage community assets and collectively address broader health issues. One of the most vital components of this work is centralizing the voices of communities most impacted by health inequities in defining the issues and proposing solutions.

Working toward health equity is an active process that requires courage, investment, coordinated efforts and culture change. We are proud to engage in this powerful and necessary work alongside our community partners and members. Thank you for being a part of our story.

In partnership,

Ginger Francis, MSW  
GHC-SCW Director of Community Care and Health Equity



# GHC-SCW 2018 Community Giving Report

**At Group Health Cooperative of South Central Wisconsin (GHC-SCW), we care deeply for our community.** We take pride in community involvement and we work together with community partners to find ways to provide real and compassionate care. Caring for our community means pushing beyond the walls of our clinics and into homes, schools, community centers, worksites, neighborhoods and places far and between.



OutReach Pride Parade



100 Black Men of Madison's Children with Responsibilities Toy and Donations Drive



Feed the Need

We build upon approaches that have proven successful in addressing health care needs and the individual needs of our community. We create, foster and strengthen community partnerships to make a real difference. We combine resources and work together with others in the community to make an impact where we can.

**The 2018 Community Giving Report is our way of sharing our role in the community. More importantly, it showcases the capacity for positive change that is only possible when community partners work together.**

# Meeting the Need

To meet the need and make the biggest difference in our community, we focus on four strategic pillars:



## **Strengthen Access to Health Care pg 5-6**

We help create, support and strengthen a pathway to health care for the most vulnerable in our community.



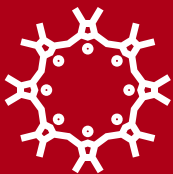
## **Spread Health Knowledge pg 7-9**

We increase quality of life by sharing critical clinical, technical and general health knowledge with people living in our community.



## **Serve Through Volunteerism pg 10**

We embrace volunteerism in our community to put our expertise, skills, talent and time to use where it's needed most.



## **Sponsor Health and Community Initiatives pg 11-12**

We provide financial sponsorships to a variety of organizations that promote health activities and initiatives that make our community better.



## Strengthen Access to Health Care



### BadgerCare Plus

One of the most pressing issues in our community is the role that poverty plays on the health and well-being of individuals and families. In Dane County, 11.3% of the population lives below the poverty level per the most recent U.S. census data. With the help of Wisconsin's Medicaid program, BadgerCare Plus, eligible families can get the medical care they need.

**In 2018, we proudly served 7,910 BadgerCare Plus members, providing \$9,108,789 in care.**

### Eye Care Services

Without good vision, many adults and children are not able to be successful at their jobs or in school. At GHC-SCW, our primary care providers along with school nurses refer patients that are uninsured to our Eye Care Center for exams and glasses.

**In 2018, we provided \$1,086 in eye care services to uninsured individuals living in our community.**

### Refugee Assistance Program

Fewer things in life are more challenging than escaping your home country in search of a better life, let alone trying to navigate a new health care system. To help ease the burden, GHC-SCW created the Refugee Assistance Program. Through the program, our new neighbors receive hours of one-on-one assistance from GHC-SCW staff to help connect them to needed care. We served as their advocates in 2018 by setting up numerous appointments for care and follow-up care.

**Working with our partners from Lutheran Social Services and Jewish Social Services, we helped 48 refugees establish their roots here in our community.**

### Healthcare Access Program

Too many people in our community face the daily challenge of being uninsured. For a variety of reasons, access to the most basic form of primary care is out of reach. With a goal of promoting healthy outcomes for these community members, we partnered with the Dane County Health Council and other health care organizations to create the Healthcare Access Program in 2005, and the program continues today at GHC-SCW.

The Healthcare Access Program gives uninsured individuals a place to call their medical home and access to a compassionate medical provider - all at no cost. Patients also receive prescription medications that they might otherwise have to go without.

**In 2018, GHC-SCW delivered over \$40,964 in health care, including medications, to uninsured individuals living in our community.**



### Primary Access for Kids

Children need health care to help them learn, grow and reach their full potential. Unfortunately, there are hundreds of children in our schools who do not have insurance to get basic health care. To help address this problem, the Dane County Health Council, a network of health care organizations in the Madison area, created the Primary Access for Kids program.

For over a decade, GHC-SCW has been providing free checkups, immunizations and medications, as well as vision checks and glasses, for uninsured students in the Madison Metropolitan School District through Primary Access for Kids.

**In 2018, GHC-SCW provided 158 children with \$109,101 in primary care services and medications through this program.**

### Bridges To Access

Many families in the Madison area do not have a safe, warm place to call home and are unable to get medical care. So, in 2009, we developed the Bridges to Access program with the fundamental idea that improved access to medical care can bridge the gap between homelessness and stable housing.

For up to three months, Bridges to Access provides immediate medical care to those in need, including coverage for primary care service, important medications and assistance with transportation. And to keep them on the pathway to health care, program participants get help applying for permanent medical coverage through BadgerCare Plus.

Through this program, we helped 21 adults and their children receive real and compassionate medical care in their hour of greatest need when there was nowhere else to turn. **That amounted to \$11,683 in crucial health care services and medications.** Throughout the year, we also provided medical supplies to area shelters in the form of cold medicine, tissues and sanitation items.

### Stay Healthy

Without proper insurance coverage, many people can't get the most basic health services like regular access to a health care provider and medications. It's the kind of preventive care that would otherwise help avoid a trip to the hospital or help manage expensive and damaging illness. In 2009, GHC-SCW created the Stay Healthy program to invest in our members who have fallen on hard times so their health issues could be detected and addressed sooner, rather than later.

The Stay Healthy program covered one physical exam, lab work, follow-up appointments and medications related to the physical - all at no cost for qualified, uninsured adults who had lost their insurance coverage because of unemployment or other reasons.

**In 2018, GHC-SCW provided primary care for uninsured individuals in our community, amounting to \$14,053 in medical services and medications.**



## Spread Health Knowledge

### Adopt-A-School

In 2005, Larry Zaroni, then GHC-SCW Executive Director, participated as a Principal for a Day at Crestwood Elementary School. Larry's experience inspired him to find an opportunity for GHC-SCW to be a resource for schools that had health and service needs. The result was the Adopt-A-School program with Leopold Elementary School.

As time went on, GHC-SCW worked with the Dane County Health Council to expand the program to include other health care providers and schools in our area. Our staff volunteered their time and energy to help directly at area schools by providing medical supplies, clothing, healthy snacks for school nurse offices, family crock pot classes, holiday gift giving, food bank stocking, community events and more.

**In 2018, we donated \$18,156 to five different schools in our area through the Adopt-A-School program.**

### Waisman Wellness Inclusion Nursing (WIN) Distance Learning

GHC-SCW, in partnership with the Waisman Center at University of Wisconsin-Madison, provided training opportunities for caregivers of individuals with disabilities. This includes individuals and their families, paid and non-paid caregivers, direct service workers and health care providers.

The goal is to provide expertise, training and resources through in-person and online workshops for individuals who support the overall health and well-being of adults with developmental disabilities in their communities. These trainings support caregivers across Wisconsin.

**The 2018 trainings included "Take Charge of Your Own Health Care" and "Go with Your Gut: Healthy Living = Healthy Bowel."**



### Outstanding Business or Corporation Award

Each year, the Association of Fundraising Professionals Greater Madison recognizes organizations and individuals who have made significant contributions to their community through fundraising and other means of support.

**In 2018, GHC-SCW won the Outstanding Business or Corporation award for our 15 years of work with the Madison Metropolitan School District on the Adopt-A-School program.**

The work our team has done through the Adopt-A-School program has created a lasting impression and foundation of support for children and families in need. We were honored to receive this award.





## The Foundation for Black Women's Wellness

The Foundation for Black Women's Wellness is a Dane County-based non-profit committed to improving Black women's health by finding ways to reduce and eliminate the disparities that disproportionately impact Black women and their families. Each year, the Foundation for Black Women's Wellness also hosts a Black Women's Wellness Day to raises awareness of the issues facing Black women in our community.

**In 2018, through the Healthy Dane Collaborative, GHC-SCW and three other health care organizations provided a collective contribution of \$200,000 and made a two-year commitment to support the efforts of the Foundation for Black Women's Wellness. This gift will fund work primarily aimed at heart health and maternal and child health.**

## Latino Health Council

For the past decade, we have helped promote the health and well-being of our Latinx neighbors by serving on the Latino Health Council. Along with participation on the council in 2018, we were deeply involved in the efforts throughout the year to spread health knowledge to the community. We were present at health fairs to provide health checks and screenings for skin cancer, and we sponsored an event to educate Latinx teens about mental health and other topics.

## Reach Out and Read

Fewer things are more important to a child's cognitive, emotional and social health than the simple act of reading. And research clearly proves how important the first years of a child's life are for healthy brain development and their long-term success. GHC-SCW has embraced the Reach Out and Read program, championed by local pediatrician, Dr. Dipesh Navsaria.

Our medical staff invest substantial time in the program, making it a standard part of our pediatric primary care. At each Well Child visit from ages two months to five years, a child is given a book by their primary care provider to help assess childhood development and encourage the parent or guardian to read to their child. Through this program, a total of 11 books are distributed to each GHC-SCW member between the ages of two months and five years.

**In 2018, we proudly paid for 6,531 age-and culturally-appropriate books to be distributed to children through the Reach Out and Read program. The value of these books was \$16,327.**

## Farm Fresh Produce

We all know that locally grown food is healthier. But too often, low-income children don't get the fresh fruits and vegetables they need on their plates. So, we brought a regular supply of fresh, nutritious and locally-grown organic vegetables to children at four community centers. We also taught them about where their food comes from through fun gardening activities. **In total, more than one ton of fresh produce was distributed in 2018.**

**For 11 years, we've worked together with Community GroundWorks, the Fair Share CSA Coalition and Second Harvest Foodbank of Southern Wisconsin to bring this service to our community.**



## Spread Health Knowledge

### Exceptional Community Leadership Award of Excellence

In 2018, 100 Black Men of Madison presented GHC-SCW employees **Melvin Welton** and **Ginger Francis** with the Exceptional Community Leadership Award of Excellence at their seventh annual Mentor, Mentee, and Educator Recognition Ceremony. Melvin and Ginger received this award for their outstanding work on behalf of GHC-SCW as community mentors and leaders.



### Hmong New Year

Each year, members of the local Hmong community gather for a weekend celebration during the Hmong New Year. Members of the Hmong community don their traditional dress and enjoy delicious food and music.

**For nine years, GHC-SCW has worked with the Southern Wisconsin Hmong Association to bring this event to our community.**

### Centro Hispano of Dane County

Since 1983, Centro Hispano of Dane County has been providing crucial programs and services to help empower youth, strengthen families and engage the community.

**In 2018, GHC-SCW presented a \$15,000 Investing Agency Sponsorship to Centro Hispano of Dane County to support their work in the Latinx community.**

### Alpha Kappa Alpha, Walk It Out

Walk It Out, a community event held at Warner Park, promotes physical activity among African American women. The event featured a 2-mile walk and 3-mile run, but we also provided education opportunities for healthy cooking and a variety of healthy activities like Zumba, yoga and cardio.

**For eleven years, we've worked together with the Alpha Kappa Alpha Sorority and 100 Black Men of Madison to bring this service to our community.**

### American Heart Association – Go Red Goes STEM

In the United States, women make up nearly half of the workforce. Despite that, they hold less than 25% of all jobs in the science, technology, engineering and math (STEM) industries. As a science-based organization, the American Heart Association is familiar with the gender gap in the workforce and the ways in which it limits scientific progress and medical breakthroughs.

**In 2018, GHC-SCW donated \$25,000 and countless staff hours to support the American Heart Association in hosting the first ever Go Red Goes STEM conference in Madison. The day-long event connected female leaders in the STEM community with local young women through hands-on workshops, “speed mentoring” and innovative breakout sessions all designed to inspire.**





# Serve Through Volunteerism

## Cooperative Team Community Events

Our employees were involved in the causes our community cared about all year long. We sponsored or participated in a variety of community races that promoted health and well-being. We believe when each of us does our part, the entire community benefits.



Below are the 2018 events that our employees were involved in:

- National Alliance on Mental Illness of Wisconsin – NAMI Walks
- National Kidney Foundation of Wisconsin – Capital City 5k
- Susan G. Komen Wisconsin Race for the Cure
- March of Dimes – March for Babies
- Berbee Derby
- Lung Cancer Research Foundation: Free to Breathe Yoga Event
- Fairshare CSA Coalition: Bike the Barns

## OutReach Pride Parade

In 2018, GHC-SCW sponsored the Madison OutReach Pride Parade to help welcome and celebrate the contributions of lesbian, gay, bisexual, transgender and queer people in our community and to challenge intolerance and injustice. Nearly 50 GHC-SCW employees and their families gathered to walk in the parade.

## Cooperative Community Fundraisers

All year long, our employees organized and supported a variety of fundraisers for local charities and health initiatives through our Cooperative's Charitable Giving Campaign. Employees donated \$14,053 of their own money and all proceeds went to one of three programs of the employee's choice: United Way of Dane County, Community Shares of Wisconsin, or the Dr. Russell Hess Memorial Endowment for School Nurse Emergency Medical Needs.

## Holiday Gift Giving

Families with limited financial means can have a tough time getting through the holidays. That's why we developed the Holiday Gift Giving Program. In 2018, we selected 67 families through our Adopt-A-School program partners and 100 Black Men of Madison's Children with Responsibilities with the help of the school social workers. We helped ease the financial burden by providing these families with gas cards and fun activities like board games or gift cards, helped them keep warm with new socks, slippers and cozy blankets and provided healthy snacks. We then bought the gifts on the families' wish lists and hand-delivered them in time for the holidays.

## United Way Seasons of Caring

While still on the clock, 25 of our employees volunteered at community projects in the Madison area through United Way Seasons of Caring. The community projects included mentoring children, gardening, working in the food pantry and helping with Spruce Up A Senior's Yard program and the Cycling Without Age program.

## Hammer with a Heart and Paint-a-Thon

In 2018, GHC-SCW sponsored Project Home's Hammer with a Heart and Paint-a-Thon initiatives. GHC-SCW staff volunteered at both events to help paint the exterior of Dane County homes and provide major home repairs and maintenance to families in need. Their volunteer work through Project Home helped improve families' safety, comfort and health in their homes.



## Sponsor Health and Community Initiatives

Throughout the year, we provided corporate financial sponsorships to support organizations that worked to promote health activities and initiatives that made our community better. The largest contributions were \$200,000 to Access Community Health Centers and \$100,000 to the Edgewood College Henry Predolin School of Nursing. But in total, we contributed \$481,501 to the following organizations:

- 100 Black Men of Madison
- Access Community Health Centers
- African American Breastfeeding Alliance
- Agrace HospiceCare
- Aldo Leopold Elementary School
- Alpha Kappa Alpha Walk It Out Health Fair
- Alzheimer's Dementia Alliance of Wisconsin
- American Heart Association
- Arthritis Foundation
- Badger Prairie Needs Network
- Badger Rock Middle School
- Big Brothers Big Sisters of Dane County
- Bike for MS
- BratFest
- Carl Sandburg Elementary School
- Catholic Charities Madison
- Centro Hispano of Dane County
- Children's Theater of Madison
- Community Action Coalition for South Central Wisconsin
- Community Around the Children's Hospital
- Community Shares of Wisconsin
- Cottage Grove Fire Department
- Cross Cultural Health Care Program
- Dane County Immigrant Assistance Fund
- Domestic Abuse Intervention Services
- East Madison Community Center
- Edgewood College Henry Predolin School of Nursing
- End Domestic Abuse Wisconsin
- Fair Wisconsin Education Fund
- FairShare CSA Coalition
- Fete de Marquette
- The Foundation for Black Women's Wellness
- The Foundation for Children with Neuroimmune Disorders
- Foundation for Madison's Public Schools
- Friends of MSCR
- Goodman Community Center
- Harambee Village
- Henry David Thoreau Elementary School
- Henry Vilas Zoo
- The Hmong Institute
- Junior Achievement of Wisconsin
- The Kiwanis Club of Downtown Madison
- Latino Chamber of Commerce of Dane County
- The Latino Children and Families Council
- Latino Health Council
- Literacy Network
- Lung Cancer Research Foundation
- Lussier Community Education Center
- Madison Children's Museum
- Madison Museum of Contemporary Art
- Madison Public Library
- MARC
- March of Dimes
- Monona Terrace
- Mothers' Milk Alliance
- NAACP Dane County Branch
- National Kidney Foundation
- OutReach Pride Parade
- Philip H. Falk Elementary School
- Porchlight
- Project Home
- Rape Crisis Center
- REACH-A-Child
- REAP Food Group
- The River Food Pantry
- RISE
- RSVP of Dane County
- Ronald McDonald House Charities of Madison
- Sally the Stone
- Someday Foundation
- Susan G. Komen Wisconsin
- United Way of Dane County
- Urban League of Greater Madison
- Vermont Valley Community Farm
- Waisman Center – WIN Program, Distance Learning
- Winterfell Acres
- Wisconsin Alliance for Women's Health
- Southern Wisconsin Hmong Association
- Wisconsin Literacy, Inc.
- Wounded Warrior Project
- YMCA of Dane County
- YWCA Madison

**We were proud to partner with other local organizations to make our community better.**



Centro Hispano of Dane County



Project Home - Hammer with a Heart



United Way Seasons of Caring



March of Dimes



Meadowood Health Partnership



March of Dimes



Project Home - Paint-a-Thon



Among Language and Cultural Enrichment Program



Adopt-A-School Summit



Go Red Goes STEM Conference



Project Home - Home Run Derby



United Way Seasons of Caring



Project Home - Paint-a-Thon



Purple Day: Supporting Epilepsy Around the World




## Meet Our Community Care Team

The Community Care Team is made up of BadgerCare Plus coordinators, community service coordinators, a community care specialist, bilingual member liaisons and a community care assistant. Together, they help bridge the gap between clinical care and community resources for our most vulnerable members. **Each day, they go above and beyond to understand and respond to the needs of our members in a way that enriches lives.**



**Back row:** Melvin Welton, Eileen Bradley, Andrea Benkowski, Jodi Joyce, Sharon Rice, Catalina Heshusius  
**Front row:** Chueshee Xiong, Son Nguyen, Arely Tinoco Guerrero, Ana Oliver, Ginger Francis



**“A special THANK YOU  
to the driving force  
behind many of these  
important efforts, the  
Community Care Team.”**

**— Dr. Mark Huth**

GHC-SCW President &  
Chief Executive Officer



of South Central Wisconsin

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