



STEPPING UP.
ADDRESSING
CONCERNS.
CREATING CHANGE
FOR WILSON.

CHANGE MAKERS





WE ALL
HAVE THE
POWER
TO BE

CHANGE MAKERS

Our Grantees are Changemakers in Wilson County. They are changing lives by taking action to solve problems and turn ideas into reality.

Healthcare Foundation of Wilson is proud to be a part of that change as we partner to provide funding to organizations whose leadership is committed to changing the trajectory of health and wellness for the residents of the greater Wilson community.

We are vision driven in our funding and energized by our thriving community of changemakers. The sky is the limit, and we are amazed by the impact that our community investments can have when individuals and groups identify an issue and are motivated to act with empathy, creativity and a positive mindset.

HEALTHCARE FOUNDATION OF WILSON



Since 2014 Healthcare Foundation of Wilson has provided funding support for essential and strategic projects that improve the health and wellbeing of the people of greater Wilson. Funding has been provided to our community through responsive grants, strategic funding, restricted funding and hospital renovations. Our long-term commitment to strategic initiatives continues to grow as we seek and seize opportunities for the greatest potential to positively influence Wilson for generations to come.

We celebrate the ideas brought to life over the past few years by committed changemakers, and we are gratefully inspired as we seek new opportunities to connect, collaborate and create change.

CHRIS HILL
Board Chair

DENISE O'HARA
Executive Director



We're Moving Downtown!

Healthcare Foundation of Wilson is relocating late summer to the 3rd floor of the Foundation YMCA. Look for more details soon.

STRATEGIC INITIATIVES. BOLD INVESTMENTS. COLLABORATIVE CHANGE.

CHANGEMAKERS

OUR FIRST STRATEGIC INITIATIVE

Opening New Doors for Middle School Youth at the Foundation YMCA

Healthcare Foundation of Wilson made a bold commitment in 2018 to build a brighter future for children and our community by investing more than \$25 million in the creation of an innovative afterschool program for middle school youth in Wilson County. Our vision included a special space and place in the heart of Wilson so this new afterschool experience will be accessible to youth from across the county. That vision is becoming a reality in 2022!

We have entrusted the YMCA to create, lead and sustain a strong network of community partners and to offer engaging, hands-on programming choices for middle school youth during after school hours. Led by YMCA staff, mentors and talented service providers will create unique experiences that help young minds grow in healthy ways. Youth and parents will receive something similar to a college course catalog allowing them to select courses that help youth discover their strengths, pursue their passions and explore new interests.

The Foundation YMCA, a state-of-the-art, shared use facility located in downtown Wilson, is being built for our youth as part of this strategic endeavor. Students will be buzzing with youth activities in the after school hours at this new, positive place of health and wellness for our community.

“THIS NEW AFTERSCHOOL PROGRAM IS AN UNPRECEDENTED INVESTMENT IN MIDDLE SCHOOL YOUTH OF WILSON COUNTY. THEY WILL BE ENGAGED IN CREATIVE OPPORTUNITIES TO LEARN, GROW AND DEVELOP IN WAYS THAT THEY MIGHT NOT EVEN IMAGINE IS POSSIBLE.” – CHRIS HILL

To learn more about the Middle School After School program at the Foundation YMCA, call 252-291-9622.

NEW OPPORTUNITIES. NEW BUILDING. NEW AFTERSCHOOL EXPERIENCE.





As our community leaders and nonprofit organizations collaborate to address some of our greatest health challenges, we are committed to providing funding to help nonprofits connect and develop resources to create change.

Our grantmaking focuses on sustainable, high-impact solutions with evidence-based approaches for positive improvements in one or more of the following areas of health concern:

ADOLESCENT PREGNANCY • ALCOHOL AND SUBSTANCE ABUSE • OBESITY • SEXUALLY TRANSMITTED DISEASES

HEALTHCARE FOUNDATION OF WILSON 2019 – 2021 RESPONSIVE GRANT RECIPIENTS

First Missionary Baptist Church, Lucama

\$5,000 was funded for the launch of a health and wellness initiative with educational and instructional guidance to assist children, adolescents and seniors in the church community and at sister churches within the county. Activities and education focused on health education, nutrition, food preparation, exercise and fitness.

Food Bank of Central & Eastern NC

\$21,850 was granted to support the local Kids Cafe Program, which provides free meals in a safe environment where children receive help with homework or mentoring from community volunteers. Funding was also provided to support an after-school pantry at the Salvation Army Boys & Girls Club of Wilson along with nutrition education, cooking demonstrations, taste tests and fresh produce distribution.

Hope Station

\$107,300 was funded over two years for an initiative to help reduce obesity and track improvements in specific health measures for shelter and pantry clients. Access was provided to community mini-gardens, and nutrition and cost-efficient cooking classes were offered to assist with food selection and meal planning. Screening tools were also used to help identify shelter clients with addictions and connect them to substance abuse education and appropriate services.



NURTURING
MINDS &
BODIES FOR
HEALTHY
CHANGE

WILSON POLICE DEPARTMENT

120

PARTNERING
IN PURSUIT
OF GREATER
CHANGE

Love A Sea Turtle (LAST)

\$15,000 was awarded to create a sustainable cycling program and initiative called Wilson on Wheels (WOW) for The SPOT and the greater Wilson community. Funding supported the purchase of bicycles and accessories, including safety gear and repair kits. In addition to equipping The SPOT with a sustainable fleet of approximately 25 bikes and helmets, LAST worked with The SPOT to distribute approximately 75 bikes along with helmets to local community members. LAST also scheduled rides in bike friendly areas and offered training for staff and youth.

\$32,500 was provided to support the FAN (Fitness and Nutrition) program, which offers summer sessions focused on healthy choices. In collaboration with The SPOT, LAST provided youth with hands-on cooking lessons and water-focused activities such as swim skills, snorkeling, Try Scuba diving and kayaking, which improve fitness and build self-confidence. Youth also participated in cycling activities, nutrition scavenger hikes and a baseline fitness test.

Opportunities Industrialization Center of Wilson (OIC)

\$124,205 was provided to OIC over a three-year period for free, voluntary HIV/STD testing due to the high incidence rates in Wilson County. The project included door-to-door campaigns and screenings for sexually transmitted infections (STI) and outdoor testing stations in high traffic locations and at OIC countywide food distribution events. The Barton College Nursing Department also offered A1c (blood sugar), cholesterol and blood pressure screenings.

Town of Stantonsburg

\$65,000 was granted for walking trail improvements to create a smooth even surface that is safer and more accessible to all residents of the town. Outdoor exercise equipment was installed to provide a place for exercise and physical activity. The Town encourages walking groups to increase daily use of the trail. Pedestrian counters are in place to track use by citizens and peer-led walking groups are offered.

United Way of Wilson

\$120,000 was awarded to the United Way to expand AmeriCorps VISTA Service Year Placements. The goal was to improve the overall health of Wilson residents with a focus on improving services provided to our community. This provided leadership opportunities and career paths for the individuals who served in these roles. United Way of Wilson recruited members to serve in the four focus areas of Healthcare Foundation of Wilson to work collaboratively with local organizations toward health and wellness initiatives.

Wilson County Department of Social Services

\$300,000 in grants was funded over three years to continue and expand Eat Smart Move More. In collaboration with Wilson County Health Department and Wilson Family YMCA, additional phases of the countywide obesity prevention plan were implemented with a focus on healthy portions, stress management and sleep. Emphasis remained on previous phases of the plan, which included drinking more water and increasing physical activity as part of the community plan. Weight-loss challenges included nutrition education, physical activity, healthy lunch and learn sessions, and goal setting. The team also partnered with after-school programs to reach children and families.

\$20,000 was provided to implement the Making Proud Choices program. This program integrates a curriculum of teen pregnancy prevention along with HIV/STI prevention with a focus on the role of responsibility and accountability. The curriculum teaches participants to make responsible decisions regarding their behavior. Participants were also taught about the importance of developing a positive image and respecting themselves and others.

Wilson County Health Department

\$648,639 was granted to the Wilson County Health Department over three years to continue services at Wilson Area School Health (WASH) Centers at Forest Hills Middle School and Beddingfield High School and add an additional site at Hunt High School. The school-based health centers are staffed with a family nurse practitioner, who is equipped with telemedicine equipment, and there is a registered nurse at each school. Any student or staff member at Wilson County Schools can be seen at any of the three locations for wellness or sick visits. Health education, nutrition, clinical services and access to behavioral health care services are available for both the insured and uninsured at all three sites.

\$30,000 in funding was provided over three years to provide long-acting contraceptives (Nexplanon®) to uninsured women under the age of 26. Studies have shown the increase in the use of long-acting contraceptives is a very effective way to prevent teen pregnancy.

\$20,000 was awarded to support the role of a licensed, clinical social worker for behavioral health integration at the health department. The funding supported clinical follow-up needed by post-detox clients. Services included assisting patients with access to counseling and support to live a drug-free life.

BUILDING TEAMS FOR PROACTIVE CHANGE



ENGAGING YOUTH IN COMMUNITY CHANGE



Wilson County Schools

\$22,500 was granted over three years to coordinate Motivating Adolescents with Technology to CHOOSE Health (MATCH) for all 7th grade students. MATCH uses a body-systems approach and empowers students to make healthy choices through lessons taught in Healthful Living, Science, Math, Language Arts and Social Studies.

\$90,000 was provided for an outdoor obstacle course at Speight Middle School to help reduce obesity and improve fitness among students. The fitness course also helps with overall cognitive development, including memory and problem solving skills, sensory processing, motor skills, and coordination.

\$85,000 was awarded to fund an NC Pre-K Program and Playground at Hearne Elementary School to help provide high-quality experiences to enhance school readiness for eligible 4-year-olds. The program prepares preschool children in five developmental domains, including health and physical development.

\$95,000 was granted for continued resource development support to address needs across the district. Prioritized attention is given to grants relative to the four focus areas of the Healthcare Foundation of Wilson, which are linked to the top health concerns of the greater Wilson community.

Wilson County Substance Prevention Coalition – Hope Alliance

\$21,500 was provided in grants to assist with the growing needs for citizen access to treatment and care needed to combat current issues with substance use disorder. Funding supported transportation and costs related to detox and other treatment.

Wilson Parks and Recreation

\$33,000 was funded over three years for grant projects to expand and continue an exercise program for the intellectually disabled with outreach to school-age children, teenagers and adults who do not have a group setting for exercise. The program focuses on fun activities that increase mobility and will also help in everyday life situations. At the start of the program, participants had their blood pressure checked with follow-up checks every three months. Classes also included a healthy snack and discussions about healthy food choices.

\$130,000 was awarded to support the new Wilson City Miracle League field and help create more accessible and safer recreational opportunities for citizens with intellectual and physical disabilities. The funds support a custom-designed, rubberized turf field to accommodate wheelchairs and other assistive devices while helping prevent injuries. The new field will enable the Miracle League to remove barriers that keep children off the baseball field and help them experience the joy of America's favorite pastime.

CELEBRATING MOMENTS OF CHANGE



2019 Grant Recipients

CHANGEMAKERS

2019 - 2021 RESPONSIVE GRANT RECIPIENTS

Wilson Police Department Police Athletic/Activities League (PAL)

\$25,000 was provided to initiate a Total Child Mentorship Program. Youth meet bi-weekly with Wilson Police role models and civilian volunteers to participate in activities that address topics including substance abuse, violence, health and wellness.

Wilson Youth United (The SPOT)

\$134,800 was granted for “My Classroom MOVES” interactive classrooms that provide teachers and students the opportunity to exercise together or individually at any time throughout the day. Flexible classrooms are proven to increase engagement, empower student choice, increase oxygen flow to the brain, and increase metabolism. Rising desks, alternative seating, under-desk treadmills and mats are at each station. Virtual field trips and large projection screens allow kids to physically move within their designated space as they navigate places such as monuments in Washington D.C. or The Sistine Chapel.



\$143,320 in grants was awarded over two years for ongoing nutrition education and fitness activities to meet the out-of-school needs of youth in the community, including a nutritious meal service and a mobile food cart. Transportation was provided to the SPOT for activities and family engagement opportunities. A salad bar option was created during the summer, and youth had the opportunity to try fresh, on-site grown vegetables and learn about nourishing foods for healthy, active growth and development. The SPOT also incorporated individualized health and fitness goals and implemented an evidence-based adolescent pregnancy prevention program for girls ages 11 to 15.

Young Life of Wilson

\$5,190 was provided to support a substance abuse training initiative to improve assistance accessibility among vulnerable teens. A select group of program leaders and highly engaged teen participants were trained to identify substance abuse among adolescent and connect them to resources.



Wilson County Schools Pre-K Playground

2019 TO 2021 FUNDING \$2.7 MILLION

Responsive Grant Funding **\$2.3 million**

FOCUS AREAS OF FUNDING

Adolescent Pregnancy	\$340,063
Alcohol and Substance Abuse	\$308,333
Obesity	\$1.3 million
Sexually Transmitted Diseases	\$340,114

Restricted Funding **\$385,125**

FOCUS AREAS OF FUNDING

Breast and Cervical Cancer	\$298,310
Cancer & Hospice Patients	\$32,479
Chronic Diseases	\$16,407
Elementary School Fitness	\$4,000
Flu Vaccines for Uninsured	\$8,969
Health & Wellness Medical Needs	\$1,560
Mental Health Counseling	\$23,400



“AS HEALTHCARE FOUNDATION OF WILSON INCREASES IT’S INVESTMENTS IN VISION-DRIVEN, STRATEGIC FUNDING INITIATIVES, WE REMAIN COMMITTED TO FUNDING SUSTAINABLE PROJECTS THAT FOCUS ON RISING CONCERNS AND CURRENT NEEDS TO IMPROVE THE HEALTH AND WELLNESS OF THE GREATER WILSON COMMUNITY.”

– DENISE O’HARA

Healthcare Foundation of Wilson was established in March 2014.

OUR TOTAL FUNDING TO DATE **\$46.7 MILLION**

Responsive Grant Funding

\$6.35 million

Financial support for projects that focus on the areas of greatest health concerns for Wilson, including adolescent pregnancy, alcohol and substance abuse, obesity, and sexually transmitted diseases (STDs). Organizations complete an application through our annual responsive grant cycle to request this funding.

Strategic Initiatives Funding

\$16.2 million

Funding projects that evolve through research and collaboration with proactively selected partners in pursuit of ambitious goals with large-scale outcomes related to the same four focus areas as our responsive grants. Funding allocated to date is for the Middle School Afterschool program and new Foundation YMCA facility. An additional \$9 million in future funding has been approved for the initiative.

Restricted Funding

\$689,771

Support provided through donated funds that are designated in specific areas of healthcare.

Hospital Renovations

\$23.5 million

Funding for construction and upgrades to improve the environment of care at Wilson Medical Center



INVITING OPPORTUNITY
FOR CREATIVE CHANGE



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