



GENESIS PHILANTHROPY

IMPROVING THE HEALTH OF OUR COMMUNITIES

OUR MISSION

To empower philanthropy to engage communities in population health at all stages of life.

OUR VISION

A region that thrives because its communities are engaged in the population health of all of their members.

2020-2021 STRATEGIC GOALS

(1) Be a leading collaborator of community mental health.

- In each key community, facilitate the generation of new, innovative solutions by local entities to address community mental health needs.



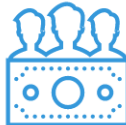
(2) Identify new initiatives to encourage diverse, inclusive and equitable community access to medical services.

- Invest in future healthcare workforce, such as nursing scholarships.
- Grow Family Connects through additional funding and innovation, such as virtual care.
- Increase accessibility to healthcare through innovative educational programs and wellness screenings, such as Waddell Lung Screening Initiative.



(3) Launch new fundraising initiatives to raise unrestricted funds to offset operating expenses.

- Engage the board in fund development.
- Establish a portfolio of action-ready projects for donor investment.
- Launch community campaign.



(4) Be a leading collaborator of community physical activity and nutritional density.

- Grow metabolic health initiatives.
- Identify new programs for encouragement of healthy lifestyles.

