

# ANNUAL REPORT 2020

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**west-end**  
**HEALTH**  
**FOUNDATION**



**MISSION:** ADVANCING HEALTH AND WELLNESS IN THE WEST END COMMUNITY.  
**VISION:** TO BUILD A CULTURE ENCOURAGING HEALTHY LIFESTYLES IN THE WEST END.

# 2020 Highlights:

During 2020, the West End Health Foundation faced a number of challenges; however, we were able to continue funding grants to benefit the health and wellness of the West End of Marquette County. The following highlights foundation activities:

- **COVID EMERGENCY GRANTS GIVEN:** The Proactive 2020 Grant Cycle focused on pandemic assistance for area health related nonprofits. In total, \$30,000 in grants were provided to 19 organizations
- **BLUE CROSS BLUE SHIELD GRANT RECEIVED:** The West End Health Foundation was awarded a \$25,000 grant for the Capturing Kids Hearts program through Negaunee Public Schools. Capturing Kids' Hearts® equips professionals in K-12 education to implement transformational processes focused on social-emotional well-being, relationship-driven campus culture, and student connectedness.
- **PILOT PROGRAMS GROW:** In 2018 The West End Health Foundation funded a pilot Applied Behavior Analysis Program to West End School Districts through Northern Michigan University's Behavior Education Assessment and Research Center. In 2020 this program received a \$500,000 grant from the Michigan Health Endowment.
- **SUPPORTING OUR YOUTH CONTINUES:** Ishpeming Public Schools, Negaunee Community Schools, NICE Community Schools, and Republic/Michigamme School District received a total of \$50,000 for school-based wellness programs.
- **FUNDRAISING EVENT PARTNERSHIPS REIMAGINED:**
  - Swim Teal Lake Benefit for Diabetes - \$25,363 to UPCAP and UPDON
  - WEIRD (West End Indoor Race Day) Bike Event- \$12,191.40 for Start the Cycle and Range Area Mountain Biking Association
  - Golf Classic: The Golf Classic was cancelled for safety this year. Instead, the West End Health Foundation supported local businesses by purchasing Love On Local Gift Cards for our Golf Classic Supporters and to encourage local economic growth.

50

Grants

13

Sponsor-  
ships

2

Event  
Partners

2

Proactive  
Projects

2020  
IMPACT

# FINANCIALS *2020 (unaudited)*

**Revenue: \$1,295,082**

- Investment Growth - \$1,213,220
- Fundraising - \$22,346\*
- Corporate Giving - \$47,016
- Grants - \$12,500

**Expenses: \$358,491**

- Philanthropy - \$262,964
- Operations - \$57,343
- Fundraising - \$14,779\*
- Investment Fees - \$23,405

## Philanthropy:

**\$137,800**

*Grants & Partnerships*

**\$32,577**

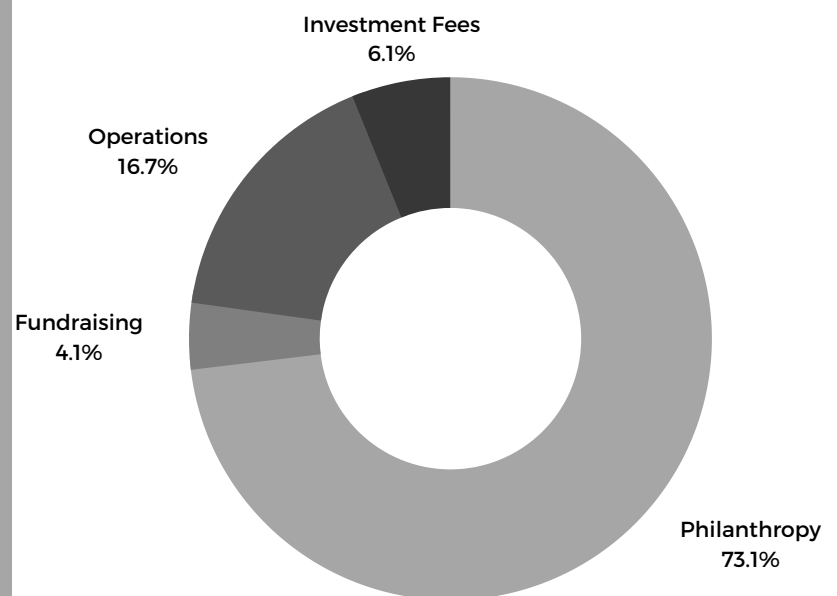
*Special Event Partnership*

**\$88,187**

*Proactive Funding*

**\$ 4,400**

*Sponsorships & Donations*



In addition to a 990, the West End Health Foundation undertakes an annual financial review. The financials presented in this report reflect an accurate representation of business conducted over the year 2020. The goal of the foundation is to grow the foundation's financial position for years to come, while also providing significant funding to improve the health and wellness in the West End of Marquette County. The foundation continually maintains a small operating budget to ensure that for every dollar spent to manage the foundation, at least \$2-\$3 provides direct support to our community.

\*100% of every fundraising event goes directly to the West End Health Foundation's approved event partner. The 2020 events were the Swim Teal Lake Benefit for Diabetes to benefit UPCAP/UPDON and the (virtual) WEIRD Bike Race to benefit Start the Cycle and Range Area Mountain Biking Association. In addition to the funds raised by businesses, sponsorships, and individuals, the foundation sponsors' each event by covering expenses up to \$10,000 incurred by the event, ensuring every dollar of event revenue goes directly to their programs.\*



## UPDATE FROM THE BOARD

2020 was a challenging year for the West End of Marquette County and beyond. Our aim, as a board, is to ensure that we are stewarding the foundation's funds in the best way to benefit the community. Last year we increased our grant making by \$30,000 while keeping our operational expenses low. Seventy-three percent of our total annual budget is earmarked for philanthropy.

We have grown the foundation's endowment to over \$9M, partnered with outside organizations to increase funding in our local community, and continue to expand our grantmaking with competitive grant cycles, while focusing our proactive cycle on helping nonprofit organizations through the pandemic. We have officially given out over \$1M to improve the health and wellness of the West End of Marquette County.

As we look to 2021, we will continue to work in ways to maximize the funds we invest in our community. We welcome new board members and a new foundation manager, as well as an online grant application system that will streamline our processes. We maintain our support for youth wellness through annual funding of \$50,000 to the West End School Districts, and we've focused our grant cycle to Capital in the spring and Programmatic in the fall.

We want to express our deepest thanks to the businesses that continue to sponsor our fundraising events, the health-centered organizations that work day in and day out to make our community a healthier place, and our friends and neighbors for your support throughout the years.

**THE WEHF BOARD OF DIRECTORS**

## THE TEAM

### Foundation Manager (2020):

Pam Christensen

### Board of Directors (2020):

President - Tom Edmark  
Vice President - Pam Roose  
Treasurer - Keith LaCosse, CPA  
Secretary - Kori Tossava

Paul Bonetti - Director  
Amy Clickner - Director  
Barb Meyer - Director  
Deb Pellow - Director  
Kevin Piggott, MD - Director  
Brian Sheridan - Director