

MHSF

METHODIST HEALTH SYSTEM
FOUNDATION, INC.

Legacy of Sharing

ANNUAL REPORT

July 1, 2010—June 30, 2011

Our Mission

The Methodist Health System Foundation, Inc. is dedicated to the support, development and management of health related programs and services for the benefit of the citizens of East New Orleans and beyond. The programs expressly target health status improvement of the referenced population by addressing the key determinants of health including lifestyles, access to healthcare services, social, and environmental factors. This is accomplished through operational management, program start up, and grant making while balancing community need, fiduciary responsibility, and exploring other business ventures that relate to healthcare.

Our Vision / Purpose

Though the United States spends more per capita on healthcare than any nation in the world, health status lags that of other industrialized nations. Population-based programs and personal health services that target the physical, mental and spiritual development of individuals and communities will improve health status. Our vision is for the Methodist Health System Foundation, Inc. to be a conduit for a healthy community that provides grants and healthcare services in addition to social, lifestyle, environmental and public policy programs that promote health and wellness.

Our Values

In keeping with the Christian spirit, Methodist Health System Foundation, Inc. promotes health, wellness, and wholeness through offering, supporting or advocating programs and services to the Greater East New Orleans community and beyond. Methodist Health System Foundation, Inc. is committed to:

- ◆ Provide programs and services in a cost-effective and ethical manner.
- ◆ Be close to the community and responsive to their needs without regard to race, ethnicity, gender, creed, age or disability.
- ◆ The well-being of the Foundation Family of employees and constituents...emotionally, financially and spiritually.



Message to the Community

In our 2010-2011 Annual Report, we are pleased to share the best examples of Methodist Health System Foundation, Inc.'s involvement throughout our community, as well as an overview of programs and services that are making a positive impact in the communities they serve.

As we continue to build on the strengths of our past, we rededicate and rediscover creative means to fulfill our mission – to the support, development and management of health related programs and services for the benefit of the citizens of East New Orleans and beyond. Even as the community's healthcare system evolves our responsibility remains the same, Methodist Health System Foundation, Inc.'s commitment to creating a healthy community continues to grow stronger.

As noted physician and author, Jonas Salk stated, "The reward for work well done is the opportunity to do more." After discovering the polio vaccine, Salk refused to patent the vaccine in order for it to be shared as widely as possible. We, too, share in the community responsibility "to do more" to bring healthcare opportunities to the individuals and families of East New Orleans and beyond. Sharing is more than our vision; it is our legacy.

We are pleased to report that for the fiscal year ending June 30, 2011, we have expended a total of \$3,425,353.00 in the form of grants, programs, services, and other support. We recognize, now more than ever, a balance is essential in funding short term needs and multi-year strategic initiatives. We remain proactive in response to the needs of the individuals in the communities we serve as we prudently balance grant allocations.

We are grateful to our dedicated Board Members, staff and community partners who serve as a wellspring of support, collaboration and commitment for a healthy community and the social lifestyle, environmental and public policy programs that promote health and wellness. We are encouraged by your prayers and support as we share a vision for the future, which will benefit individuals, families and communities for many years to come.

Sincerely,

Marian L. Eggerton

Frederick C. Young, Jr.



Marian L. Eggerton
Chairman
Member Since 1986



Frederick C. Young, Jr.
President
Member Since 1986

Board of Directors



Mr. Patrick M. Gibbs
Vice Chairman
Member Since 2004



Mr. Donald E. Pate
Treasurer
Member Since 2007



Mr. Larry D. Wink
Secretary
Member Since 2004



Dr. Joseph A. Labat
Member Since 2007



Mrs. Mary Giraud
Member Since 2010



Dr. Paul F. Naccari
Member since 2004



Dr. Enrica K. Singleton
Member Since 2000



Dr. Patrick Mottram
Member Since 2008



Mrs. Judy Dawson
Member Since 2004

COMMITMENT
LEADERSHIP
INVOLVEMENT

We are always open to instruction, willing to be wiser every day than we were before, and to change whatever we can change for the better.

John Wesley, founder of the Methodist Church

Administration and Staff



Pictured from left: Philip A. Becnel, III, Director of Legal Services; Paul R. Page, Jr., Vice President of Finance; Frederick C. Young, Jr., FACHE, President; Cameron B. Barr, FACHE, Executive Vice President; and Richard A. Henault, FACHE, Executive Vice President

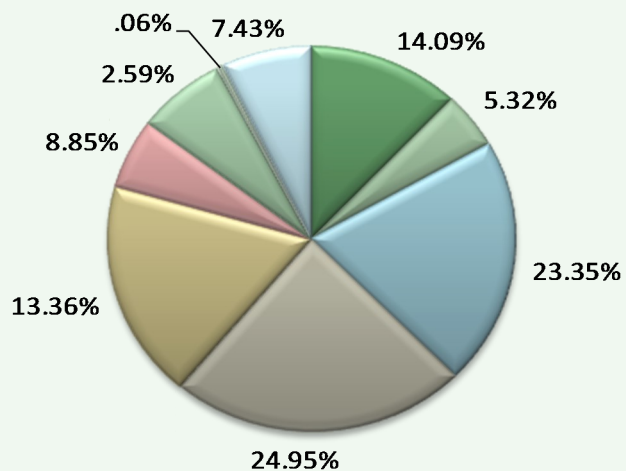
Financial Highlights - As Of June 30, 2011

INVESTMENT POSITION

	% Total	Amount
Large Cap Equities	14.09%	10,587,599.66
Small Cap Equities	5.32%	3,998,052.80
International Equities	23.35%	17,554,114.00
Alternative Investments	24.95%	18,754,335.06
Fixed Income Bonds	13.36%	10,040,725.17
International Fixed Income	8.85%	6,653,254.54
Emerging Market Bonds	2.59%	1,950,462.35
Money Market Funds	0.06%	46,137.56
United Methodist Trust	7.43%	5,581,971.62
Total Investments	100.00%	75,166,652.76

PORTFOLIO TOTAL: \$75.16 MILLION

- Large Cap Equities
- Small Cap Equities
- International Equities
- Alternative Investments
- Fixed Income Bonds
- International Fixed Income
- Emerging Market Bonds
- Money Market Funds
- United Methodist Trust

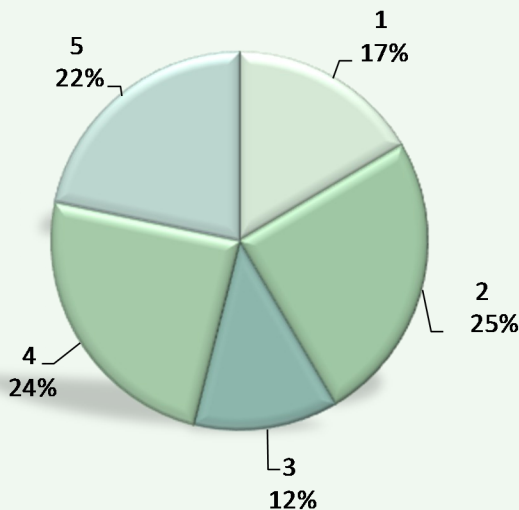


KEY FINANCIAL INFORMATION

	CURRENT YEAR	5 YEAR TOTALS
Net Investment Income	13,226,922	14,736,622
Change in Fair Market Value of Investments	7,375,844	4,142,136
Net Operating Expenses	4,791,459	25,900,233
Increase in Net Assets	10,446,765	(5,391,778)

OUR STRATEGIC GRANTMAKING INITIATIVES STRIVE TO:

1. Improve the physical, emotional and mental health status of the citizens of the metropolitan New Orleans area with an emphasis on the communities of New Orleans East, Gentilly, St. Bernard and beyond.
2. Increase access to healthcare for the citizens of the metropolitan New Orleans area with an emphasis on the communities of New Orleans East, Gentilly, St. Bernard and beyond.
3. Promote healthy lifestyles and disease prevention for the citizens of the metropolitan New Orleans area with an emphasis on the communities of New Orleans East, Gentilly, St. Bernard and beyond.
4. Assist, where applicable, in the recovery and reestablishment of healthcare services in New Orleans East.
5. Provide MHSFI staff assistance to other non-profit entities in subject areas of our internal expertise. This assistance would be directed towards non-profit entities within the New Orleans area with an emphasis on the communities of New Orleans East, Gentilly, St. Bernard and beyond.



GRANTS PAID — FYE 2011 IN SUPPORT OF PROGRAMMATIC GOALS

OUR APPROACH

Our recent history suggests that when we think about grant-making there exists a range of models that describe different approaches. These models include everything from being "charitable bankers", to being totally strategic organizations, trying to create value and population driven health care related service improvement. At one end of the range, money is "given out", hoping that it will do good at the individual or group level. At the other end, which is where we see Methodist Health System Foundation, Inc. (MHSFI), we are investors and collaborators in creating healthier communities, setting our sights on identifying and solving systemic healthcare related problems. We are able to use our unique set of resources...people, dollars, reputation, data, and intellect...to create transformative change and to do it in a way that builds on evidence and lessons learned from our efforts to improve the quality of people's lives.

As is our tradition, MHSFI's grant-making activities are grounded in the principles of: integrity, transparency, disclosure, performance, and accountability.

1. Improved Physical, Emotional And Mental Health



- Greater N.O. Immunization Network (SKIP)
- Just the Right Attitude
- Kingsley House
- Second Harvest
- LA Conference, The United Methodist Church
- Mary Queen of Vietnam CDC

2. Increased Access to Healthcare



- Kingsley House
- Our Lady of Holy Cross College
- MHSFI Project—Sign Up Friday
- LA Conference—The United Methodist Church
- Mary Queen of Vietnam CDC
- Orleans Parish Hospital Service District - A Methodist Hospital

3. Promote Healthy Lifestyles and Disease Prevention



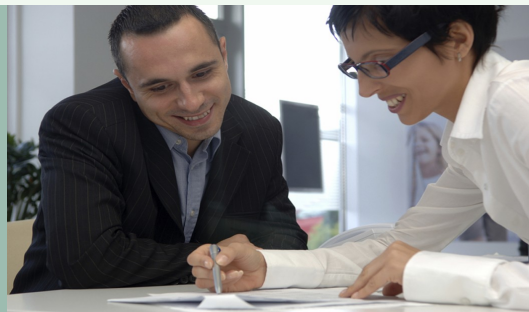
- Greater N.O. Immunization Network (SKIP)
- Healthy Lifestyle Choices
- Kingsley House
- MHSFI Project—Sign Up Friday
- LA Conference, The United Methodist Church
- UNO Privateer Athletic Foundation

4. Assist in Recovery and Reestablishment of Healthcare Services in New Orleans East



- Greater N.O. Immunization Network
- Kingsley House
- Mary Queen of Vietnam CDC
- Orleans Parish Hospital Service District - A Methodist Hospital

5. Provide MHSFI Staff Assistance to Other Non-Profit Entities



- Greater N.O. Immunization Network (SKIP)
- Mary Queen of Vietnam CDC
- MHSF Project—Sign Up Friday
- Orleans Parish Hospital Service District – A Methodist Hospital

Grants in Action





Our Lady of Holy Cross College

Our Lady of Holy Cross College (OLHCC) consistently produces highly trained and compassionate nurses through their rigorous nursing program. Supporting of OLHCC Nursing Studies Program not only helps deserving students, it fosters quality health care professionals to remain in our community, and serve its' people. This is the legacy of sharing our MHSFI mission represents.



This year two MHSFI sponsored, students received degrees in nursing, pass their boards and have already begun working in area hospitals. Christina Bragg (right) and Joshua Porte (left) reflect the best and the brightest of the most recent graduates that were recipients of MHSFI scholarships throughout their years at OLHCC. Six equally deserving student nurses are currently in training as a result of a MHSFI scholarships. A \$100,000 Endowment Scholarship will continue to support OLHCC's excellent nursing programs to ensure quality healthcare for future generations.



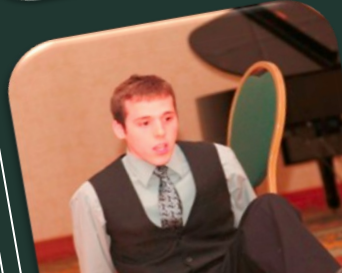
UNO Privateer Athletic Foundation

MHSFI supports the University of New Orleans Privateer Foundation through the renovation and restoration of the University of New Orleans Department of Intercollegiate Athletics This department is instrumental in promoting health and wellness of students athletes.





The Hilton New Orleans, Riverside was the site of the 2010 Daffodil Tea. This fundraising benefit was hosted by the Overture to the Cultural Season and MHSFI to honor the talents of the New Orleans area youth. Creative arts scholarships were awarded, in the areas of visual arts, dance, theater, vocal and instrumental music, to outstanding local young artisans.



Sign Up FRIDAYSM

Sign Up Friday is a comprehensive event designed to educate, motivate and inspire the community through community groups, organizations, clubs, camps and local event organizers. Participants can "sign up" for a healthier lifestyle while meeting friends and family from multiple physically active programs in the area. Attendees make informed decisions about what activities are best for them and their family. Various games and activities, a demonstration of health education, screenings and testing, and a variety of action packed fun filled learning event.



to educate
groups, private
organizers. Families
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round out an



**Blue Cross Blue Shield
of Louisiana**

An independent licensee of the Blue Cross and Blue Shield Association.
Blue Cross and Blue Shield of Louisiana incorporated as Louisiana Health Service & Indemnity Company



We share with our generous partners a joint commitment to the children of our community. Their education, health, and overall wellbeing is an investment in our future. The Blue Cross Blue Shield of Louisiana Foundation, along with various entities, agencies and volunteers shared their money, time, talents and resources to make this event a positive influence in our city.

Sharing produces Results

5 participating health related organizations including mobile health units from Daughters of Charity and Greater New Orleans Immunization Network providing a variety of services, including:

- . Height, weight, BMI and blood pressure
- . Hearing and Vision (New Orleans Speech and Hearing Center)
- . Immunization Procedures (Greater New Orleans Immunization Network)
- . Education, including: nutrition, drug, alcohol and tobacco awareness
- . Mental health services and counseling support services (Daughter's of Charity)
- . Nutritious snacks (fresh fruit and drinks) provided by Whole Foods Market

8 participating physically active community groups educating families on healthy programs, camps, groups and leagues for their children.

Approximately 2,400 participants representing hundreds of families in the New Orleans area in attendance.

4% of children failed the hearing screening and 28% failed the vision screening. BMI (fitness testing) resulted in 30% testing below the healthy fitness zone.

Screening results were noted on take home forma to parent/guardian. Follow-up assistance is presently under way with children identified as "at-risk".



Grants in Action

Greater New Orleans Immunization Network

To ensure that children receive timely and proper immunizations, the Greater New Orleans Immunization Network (GNOIN) takes that commitment to the streets. GNOIN schedules routine neighborhood visits with their Mobile Immunization Unit and maintains a registry of all immunizations. This immunization registry is shared with all 10 area network hospitals.

Health care providers are key to the success of any immunization effort. With the active participation of private physicians, nurses and other health care providers GNOIN can positively impact the health of children in our community.

MHSFI recognizes an investment in our children's health is an investment not only in that child's future, their family's future but the future of a healthier and more productive community. GNOIN shares MHSFI's goals to improve physical health, prevent disease and making vital health care services, such as immunizations, accessible.

SKIP School Kids Immunization Project

School Kids Immunization Project (SKIP) partners with area schools to bring their services where the children are, in school. The SKIP program has enrolled 18,738 students at 18 area public schools and has provided over 13,000 vaccines to area students. 100% of those immunizations are entered into a statewide immunization data base for easy accessibility of records in the event of an emergency, change of school or family move.



Just the Right Attitude



6,000 hot meals served a month, and over 1,700 households received food boxes from the food pantry at New Orleans East based, Just the Right Attitude. JTRA serves up generous helping of nourishment and hope to New Orleans East and Gently needy residences.



Second Harvest Food Bank



Sons & Daughters of Promise

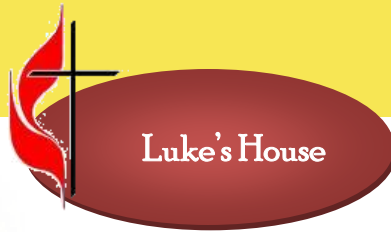
Love In Acton



Second Harvest Food Bank delivered over 40,000 lbs. of food to New Orleans East residences through the Sons & Daughters of Promise and Love In Action Food Pantries.



Grants in Action



Luke's House works closely with church leaders and congregations from across the country to bring healing and compassion to the underserved communities of New Orleans.

Luke's House mission to provide hope, help, and healing in response to the medical, mental, and spiritual health concerns of the New Orleans area.

Services offered through Luke's House

- Medical clinic - general medical care for adults and children
- Spiritual / Pastoral Counseling
- Psychiatry/Mental Health Counseling
- Prescription Assistance Program
- Referrals -follow up for patient's medical or mental health issues
- Childhood Immunizations
- Medical Interpretation for Spanish-speaking patients



Kingsley House provides individuals and family counseling to residents of New Orleans East and St. Bernard. The Walker Talker program continues to identify persons/families in need. Through their satellite office, in New Orleans East, residents have access to medical and mental health recourses in or near their own neighborhood.





Healthy Lifestyle Choices

Healthy Lifestyle Choices training promotes healthy lifestyles, disease prevention, conflict resolution and development of patterns that lead to successful students. HLC is making a difference in the lives of the children in 12 schools across the New Orleans area.

Results of the program's effectiveness can be seen in the overall impact to the participating students.

Results:

- An immediate effect on student behavior
- 71% observed positive changes in school climate
- 48% noted classroom behaviors easier to manage
- 100% noted HLC impacting overall academic performance (62% high impact; 38% partial impact)

Bringing health care back to the multicultural population of the New Orleans East community is the driving force behind Mary Queen of Vietnam's renovation and equipping the Community Health Center.

Mary Queen of Vietnam



Scope of Services

In fulfillment of its Mission, MHSFI engages in services organized within three domains:

- Grant-making
- Oversight of Pendleton Memorial Methodist Hospital Run Out
- Management of Programs and Services

Programs and Services

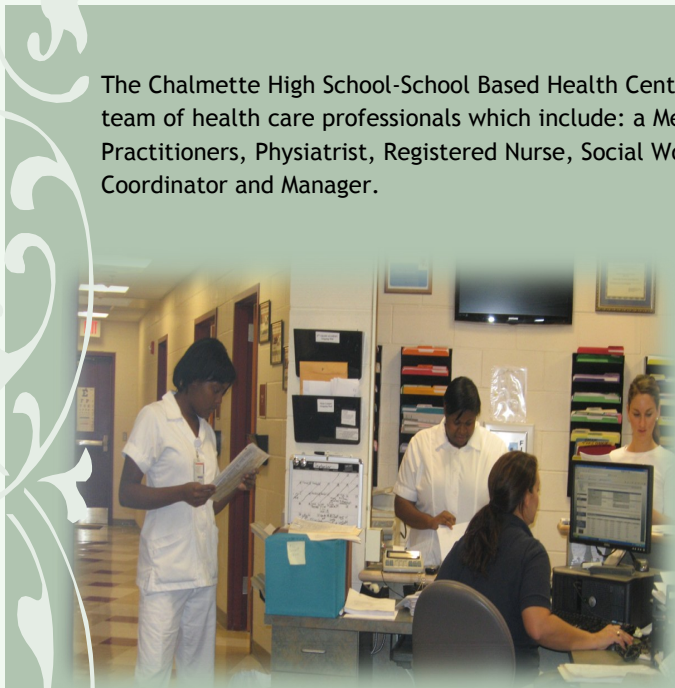
Chalmette High School School Based Health Center

The Chalmette High School-School Based Health Center is staffed by a multidisciplinary team of health care professionals which include: a Medical Director—Physician, Nurse Practitioners, Psychiatrist, Registered Nurse, Social Worker, Medical Assistant, Center Coordinator and Manager.

The SBHC team provides much needed services to the students thereby making a positive difference in their lives and that of their community.

Chalmette High School, School Based Health Center was recognized by the Department of Health and Hospitals Office of Public Health - Adolescent School Health Program in acknowledgement of their outstanding achievements in three distinct areas; Registrations, Immunizations and Comprehensive Physicals.

The center's funding is a collaborative effort through MHSFI, St. Bernard Parish School System and the State of Louisiana's Office of Public Health's Adolescent School Health Program. DHH/ OPH/ ASHP contributes as monitor and technical, assistance provider.



Hypnotherapy Services

Hypnotherapy is an ideal adjunct to traditional medical protocols, such as; stress management, pain management, general anxiety, pre/post procedure anxiety, childbirth, fears and phobias, chronic conditions and as well as addressing negative habits and motivation to heal.



Childbirth education using hypnosis teaches couples how to call upon their own innate abilities to control pain and build confidence in the natural processes of the human body. In the absence of fear; calm, confidence and control can play a significant role in a healthy birthing outcome for Mom and Baby.

Wellness for body, mind, and spirit means utilizing the most powerful resource human beings have...the mind. Hypnotherapy helps to maximize the full potential and minimize resistance to success, good health and healing.

Management Services Organization

Management Services Organization (MSO) has provided affordable Practice Management Services to the Greater New Orleans area and the Gulf Coast region since 1997.

MSO's customized services are designed to alleviate the burden of accounts receivable management from the physician's practice. Some of the services offered are: the access and usage of a proven practice management system, daily billing and collections efforts, patient registration and charge entry, guidance in identifying and rectifying coding issues, and the assignment of a personal customer service representative to each practice.



ACTIVE GRANTS

ORGANIZATION NAME	PROJECT TITLE	Terms (months)	Grant Amount
Greater New Orleans Immunization Network	School Kids Immunization Program (SKIP II)	36	\$483,621
Healthy Lifestyle Choices	Helping Children Make Healthy Choices	24	\$54,550
Orleans Parish Hospital Service District A	Planning for New Orleans East Hospital	38	\$1,656,182
Just the Right Attitude	Addressing Hunger in New Orleans East	12	\$133,000
Kingsley House	Counseling and Outreach Program	12	\$630,000
Mary Queen of Vietnam CDC	Primary Care: FQHC Application	4	\$15,000
Our Lady of Holy Cross College	Endowment Scholarships for Nursing Students	ongoing	\$100,000
MHSFI Project	Sign Up Friday 2010: N.O. Health Screenings	12	\$50,000
Second Harvest Food Bank	Addressing Hunger in New Orleans East	12	\$125,000
The United Methodist Church	LA Conference Programs: <ul style="list-style-type: none"> . Luke's House—Community Clinic . Hispanic/Latino Community Centers . Mission Zone Seminars . Disaster Recovery Director 	12	\$78,000
UNO Privateer Athletic Foundation	Renovation and Restoration of UNO's Intercollegiate Athletics Department	48	\$100,000

FISCAL YEAR ENDING JUNE 30, 2011
TOTAL \$3,425,353

OTHER ORGANIZATIONS SUPPORTED

Bridge House

Bureau of Governmental Research

Catholic Charities of the Archdiocese of New Orleans

Centenary College of Louisiana

Christ the Healer

Court Appointed Special Advocate

Dillard University

Family Advocacy & Neighborhood Services, Inc.

First United Methodist Church

Foundation of American College of Healthcare Executives

Isidore Newman School

Jesuit High School

Lighthouse for the Blind

Leukemia and Lymphoma Society—Louisiana Chapter

New Orleans Ballet Association

New Orleans Council for Community & Justice

Overture to the Cultural Season

Raintree Services, Inc.

Slidell Memorial Hospital Foundation

St Bernard Parish School Board Employees Lions Club

St Edward's University

UNO Alumni Association

Urban League of Greater New Orleans

Ursuline Academy

Volunteers of America

Sharing...A Com



Community Legacy



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