



Table of Contents Mission Statement Letter From the Board Chair & President Leadership, Partnership & Useraging History Board of Directors /Stall Cirums 79 Statement of Activities & Changes

Mission Statement:

The Paso del Norte Health Foundation promotes health and prevents disease in the region through leadership in health education, research, and advocacy.



Working together, ordinary people can perform extraordinary feats. They can push things that come into their hands a little higher up, a little further on towards the heights of excellence.

uring the past year, the Paso del Norte
Health Foundation continued to deepen its work
toward ensuring that all people in the region,
regardless of socio-economic status, have the
knowledge, resources and environment needed to
lead healthy lives. Through its role in leading,
funding, promoting and leveraging opportunities,
the Foundation works to ensure that all people in
the region achieve good health.

This year's achievements are many. The Foundation is leading efforts to:

- Create a Regional Health
 Framework, a blueprint for improving health in the region;
- Establish a Health Information Exchange, to provide access by healthcare professionals to patient health records;
- Implement the region's first Health Leadership program to enhance the capacity of area health leaders and professionals.

The Foundation also significantly strengthened health advocacy and policy efforts toward impacting broad systems and larger numbers of people. The El Paso Independent School District

engaged thousands of elementary and middle school students to increase physical activity and learn about healthy eating and active living. School Board member training was provided in sexual health policies and programs, which support information and advocacy toward reducing teen pregnancies in Texas and New Mexico.

The Foundation continued to fund organizations working on Healthy Eating/Active Living (HEAL), Smoking, Building Healthy Families and Communities, and intensified efforts in Juárez to improve health and provide safe places for children and youth.

As is evident in this report, a great many diverse efforts are supported by the Paso del Norte Health Foundation. In total, they are clear indicators that while a great deal

remains to be done, much has been accomplished. We are proud to be a part of a very dedicated network of organizations, agencies and individuals working to improve health in the region. We salute our dedicated and competent board, staff and partners, and thank them for their continued commitment to improve health in this region.

Improving health involves more than grantmaking.

Myrna Deckert President and CEO Susana Navarro, Ph.D. Board Chair



After several years of economic uncertainty, foundations are expanding their role beyond grantmaking and identifying new strategies to provide more with less.

The Paso del Norte Health Foundation is:

- leading diverse groups and developing leaders
- partnering with a range of organizations and individuals across the region
- leveraging resources to ensure that available federal, state, and private funds come to the region

Leadership:

The Foundation approaches leadership in two ways: developing leaders and being a leader.

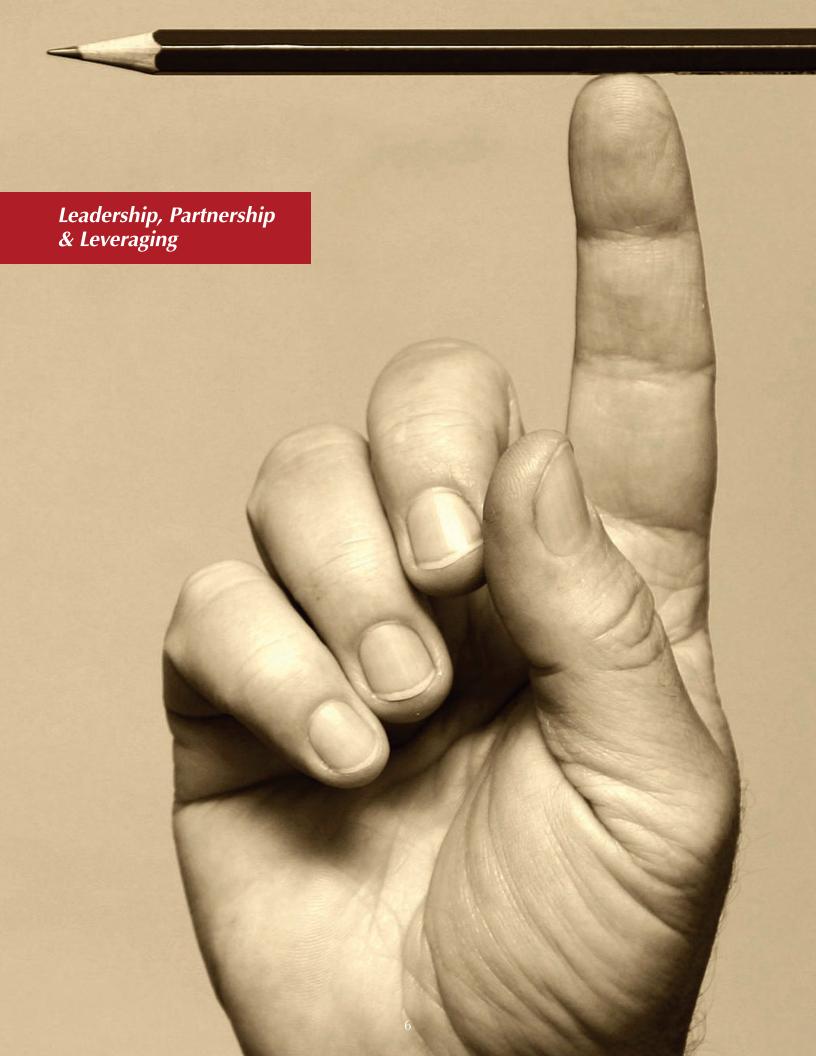
Having stronger leaders in non-profits, school districts, hospital systems, and universities helps to maximize resources.

The Foundation recognizes that leadership requires initiation of and active participation in regional collaboratives.

Highlights of leadership work include:

REALIZE – Twenty top leaders in the region participated in the 15-month REALIZE transformational leadership experience. These individuals hold management positions in non-profit organizations, school districts, hospital systems, and universities across the region.

Regional Health Framework – In collaboration with the City of El Paso and a Blue Ribbon Committee, the Foundation led an initiative to gather information and align stakeholders to identify health priorities and strategic solutions. The analysis from the Regional Health Plan is currently being used to support the planning and proposal for El Paso County's application for Texas Medicaid Transformation Waiver funds. This application has the potential to bring millions of dollars to the county.



Partnership:

The Foundation values partnerships and realizes that health improvements are strengthened when shared vision and collaboration come together.

Examples of partnership include:

Healthy Sexuality Academy – School Board members, teachers, nurses, and health educators from multiple districts were trained on healthy sexuality and school health policies. Together, these individuals are working to increase evidenced-based sexual health programming in schools.

Smoke Free Campuses – The Foundation funded the workshop "Joining the Movement for Tobacco-Free Colleges and Universities." The Foundation and members of the Smoke Free Network participated in the training and are supporting efforts by the University of Texas at El Paso and other higher education institutions in the region to prohibit smoking on campus.

Opening of Foundation Meeting Rooms – New meeting rooms were made available to help organizations come together at one location and conduct business. Non-profit organizations that focus on health have priority. A spirit of community has to be created for the whole to be greater than the sum of its parts.

Leveraging:

Beyond its direct investments in the region, the Foundation also utilizes its resources to bring other federal, state, and private monies to the region.

Example of leveraging:

Health Information Exchange – In 2011, the Foundation and six other community partners formed a new non-profit called the Paso del Norte Health Information Exchange. The purpose of the health information exchange is to improve the exchange of clinical data between medical providers. As part of this effort, more than \$500,000 was leveraged from the State of Texas for planning and implementation.

Bringing Grantmakers for Children, Youth and Families (GCYF) to El Paso – In 2011, the Foundation in collaboration with other regional funding organizations convinced GCYF to hold its 2012 national conference in El Paso.





History: The Paso del Norte
Health Foundation was established in
1995 from the sale of the not-for-profit
Providence Memorial Hospital and is
one of the largest private foundations
on the U.S./Mexico border.

The Foundation operates in a unique binational environment, which stretches across two countries and three states.

Service areas include: Doña Ana, Luna and Otero Counties in New Mexico; El Paso and Hudspeth Counties in Texas; and Ciudad Juárez, Chihuahua, México. Within the region's population of 2.3 million people, over 750,000 residents are under the age of eighteen.

The Foundation works effectively across these boundaries in partnership and collaboration with other organizations to plan and implement programs that promote health and prevent disease.



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Director of Accounting

Veronica Rios <u>Accounting Support Assistant</u>

Syliva Soto

Director of Operations

Funding Opportunities:

The Foundation generally does not accept unsolicited grant proposals. When seeking grantees, the Foundation offers grant workshops for organizations to better understand the purpose of the initiative or program and how to respond to the Request for Proposals (RFP).

Program officers are available to discuss ideas for future programs and welcome suggestions from organizations within the region.

For more information, please call the Paso del Norte Health Foundation at 915-544-7636.





Grants:

GOAL 1:

Physical Activity and Balanced Nutrition

Children and youth will be physically active and have proper nutrition for a healthy weight and strong body.

GOAL 2: Tobacco, Alcohol, and Illicit Drug Use Eliminated

Tobacco, alcohol, and illicit drug use will be eliminated among adolescents.

It is not easy to stay on the path, we all need assistance. It is important that we associate with colleagues who share our commitment to the path.

GOAL 3: Access to Health Care and Mental Health Services

Children, youth, and families will have access to health care, including access to mental health services.

GOAL 4: Healthy Family and Social Environments

Children and youth will grow up in healthy family and social environments.

GOAL 5: Leadership Commitments Committed to being a leader to improve

Committed to being a leader to improve the health of the region.





GOAL 1

Physical Activity & Balanced Nutrition Children and youth will be physically active and have proper nutrition for a healthy weight and strong body.

Total grants paid in 2011.

Casas de Cuidado Diario Infantiles de Ciudad Juárez A.C.

Strengthening Nutrition in Juárez Children

To pilot an expansion of nutrition education and physical activity opportunities for children 18 months to 18 years of age at 10 home daycare centers.

\$44,128.81

○ City of El Paso

El Paso Community Garden Pilot Project

To develop a prototype community garden plan and pilot test a garden at one park location.

\$55,862.50

City of El Paso - Department of Public Health

Health Impact Assessment and Employee Wellness Planning Project

To support training and pilot test Health Impact Assessments (HIA) as part of the recent obesity prevention resolution and develop an employee wellness program.

\$25,297.80

O County of El Paso

Fit to Grow

To pilot test a community garden and to build a program model for employee/family wellness.

\$37,030.10

O Deming Public Schools

Wildcat Wellness Program

To begin preliminary planning related to a new school health program.

\$5,618.00

○ El Paso Independent School District

Get HIP Now

To integrate Get HIP (Health Initiative Program) Now, a health curriculum into core subject areas (math, language arts, social studies, and science), and physical education. Lessons and activities complement the classroom health instruction. Over 43,000 kindergarten through 8th grade students from 74 schools benefit from this integrated approach to school health and childhood obesity prevention.

\$737,699.00

○ La Semilla Food Center

La Semilla Planning Project

To initiate regional food system planning by increasing La Semillas' capacity to operate a youth farm, pilot a farm-to-school program, engage the community in planning a Regional Food Summit and build regional partnerships.

\$43,202.00

○ The FEMAP Foundation

Nutrition Assessment and Care in School Settings

To plan and evaluate a pilot nutrition program in community kitchens for children in Ciudad Juárez, Chihuahua, Mexico.

\$46,035.00

○ University of Texas at El Paso

Community Garden Projects Evaluation

To evaluate three regional community garden projects.

\$24,337.50

○ Youth Life Skills Fore Greater El Paso Inc.

The First Tee of Greater El Paso's Success in Nine: 9 Core Values and 9 Healthy Habits

To pilot test the National School Program in elementary schools and market the Out of School Golf Opportunities at 10 elementary schools.

\$23,040.00

○ YWCA El Paso del Norte Region

YW Zone

To support the YW Zones project to decrease sedentary lifestyles, reduce juvenile diabetes and other clinical effects of childhood obesity. A professional instructor works with children in branch base settings to utilize fitness equipment and diverse classes to improve cardio respiratory fitness. Classes incorporate music, dance and body conditioning to challenge children to try new fun fitness activities.

\$177,788.25

Goal 1 Contract Expenditures:

Expenditures incurred to pay third party independent contractors for services related to Goal 1.

\$91,860.50



GOAL 2

Tobacco, Alcohol, and Illicit Drug Use Eliminated Tobacco, alcohol, and illicit drug use will be eliminated among adolescents.

Total grants paid in 2011.

Ben Archer Health Center

KISSS (Kids Initiative and Smoking Support Services) Tobacco Goodbye

To control tobacco use by providing the Botvin LifeSkills Training for 6th and 9th grade students in the Hatch Valley Public Schools and the Deming Public School District. Also, to continue to provide tobacco cessation support in the service region using New Mexico Tobacco Use Prevention and Control funding.

\$60,353.70

Centro San Vicente

Tobacco Control, Awareness and Education Program

To enhance tobacco control by integrating smoking cessation interventions into clinical visits and to coordinate the Texas Youth Tobacco Prevention Task Force to increase the awareness of existing tobacco control laws within the legal system, and increase court referrals to authorized tobacco prevention programs.

\$36,455.26

Children in Need of Services, Inc. (CHINS)

Tobacco Education and Cessation Help (TEACH) Program

To provide best practice programming such as the Botvin LifeSkills Training for youth tobacco prevention, health education about secondhand smoke risks, and smoke free advocacy efforts in Otero County.

\$93,816.80

City of El Paso Department of Public Health

Get Real About Tobacco

To offer the Get Real About Tobacco (GRAT) Program options to area school districts and private schools. GRAT is a Centers for Disease Control and Prevention Best Practice Model to prevent children and youth from starting to smoke.

\$136,378.00

○ Families and Youth, Inc.

Smoke Free Doña Ana County

To implement Botvin's LifeSkills program in Doña Ana County, New Mexico. Also, to develop a youth action group in Las Cruces and provide Lesbian, Gay, Bisexual, Transgender, and Queer (LGBTQ) specific cessation programs for adults interested in quitting smoking.

\$30,000.00

○ Texas A&M Foundation

Colonias Smoke-Free Project

To reduce exposure to secondhand smoke using the Mi Familia No Fuma program in the colonias of El Paso County. The organization will work on public policy by building community coalitions to promote smoke-free workplaces and facilitate a youth coalition that works to promote Smoke Free lifestyles among the members' peers.

\$81,550.00

University of Texas at El Paso

A Comprehensive & Collaborative Approach to Tobacco Control in the Border Region - Organizing Agency

To provide technical assistance to all Foundation grantees, coordinate the Smoke Free media campaign, promote clean indoor air policies and support the initiative across the region.

\$638,815.68

University of Texas at El Paso

StopLite: Reducing Smoking Prevalence and Supporting Smoke Free Policy

To implement and gather data on the sometimes smoker through the evidence-based program StopLite. The University will continue its cessation efforts on campus, at Centro San Vicente, and William Beaumont Army Medical Center. It will begin providing the intervention to patients and employees of the University Medical Center of El Paso.

\$103,758.00

University of Texas Health Science Center at Houston

Evaluation of Smoke Free Youth Coalitions

To conduct an evaluation of the youth coalitions funded during the 2011-2012 program year to determine if they have increased youth advocacy for smoke-free policies and identify factors that contribute to increased coalition success. Also, to evaluate different aspects of coalition functions and to use their data to improve success.

\$15,000.00

Ysleta Del Sur Pueblo

Tigua Smoke Out Program

To provide tobacco cessation and youth tobacco prevention education to tribal members in El Paso County. Also to institutionalize tobacco control interventions within the Tigua Health Center.

\$72,776.00

GOAL 2 Contracts Expenditures:

Expenditures incurred to pay third party independent contractors for services related to Goal 2.

\$5,752.21



GOAL 3

Access to Health Care and Mental Health Services

Children, youth, and families will have access to health care, including access to mental health services.

Total grants paid in 2011.

GOAL 3 Contracts Expenditures: There were no grants issued for this Goal.

GOAL 4

Healthy Family and Social Environments
Children and youth will grow up in
healthy family and social environments.
Total grants paid in 2011.

Arbol de Vida

Youth Enhancement at Arbol de Vida

To enhance current services to youth who live in the Colonia Anapra bordering their property. Program includes expansion of nutritional services, physical activity programs, and a recreational club for up to 100 youth.

\$62,755.00

○ AVANCE, Inc.

AVANCE Parent-Child Education Program

To expand a nine-month Parent-Child Education Program to serve more families in school sites in El Paso, TX and in Doña Ana County, NM.

\$398,000.00

OBen Archer Health Center

Plain Talk

To help adults develop the skills and tools they need to reduce sexual risk-taking behaviors in Doña Ana County.

\$166,705.43

○ Casa Amiga Centro de Crisis A.C.

Youth Club: An Option for Living in Peace

To conduct workshops for youth and to host "Club Juvenile." The youth workshops develop youth decision-making skills in family and social situations and teach non-violent responses to conflict. "Club Juvenile" is intended to offer youth a safe environment to congregate.

\$38,500.00

Center Against Family Violence

Healthy Relationships Outreach (HeRO)

The Healthy Relationships for High Risk Occupations [HERO] program is a sexual violence prevention program provided for men and women in El Paso and Hudspeth counties to increase knowledge and reduce partner and domestic violence.

\$44,883.00

Center Against Family Violence

No Means No

To demonstrate a positive impact on the health of children and youth that emphasize interventions to improve sexual health among adolescents and emphasizing primary prevention of child abuse. The program also addresses policies that schools must include in violence prevention education programming.

\$68,673.00

Center Against Family Violence

Two Should Know

To provide "No Means No" presentations. Also to identify, implement and evaluate best practice programs to promote safe use of social media and to educate parents and youth on risks associated with the abuse of electronic applications.

\$60,245.00

○ Child Crisis Center

No Kidding: Straight Talk from Teen Parents

To provide presentations to middle school students in the Socorro Independent School District on the realities and responsibilities of young parenting including issues related to child support and paternity.

\$80,626.81

Child Crisis Center

Teens Thinking Smart

To provide the "Teen Talk Sexuality Education Curriculum" to 500 at risk youth 16-24 years of age attending David L. Carrasco Job Corps Program, youth participating in programs at the Boys and Girls Club and students attending Mountain View High School in Clint Independent School District.

\$93,765.50

○ City of El Paso

2011: Focus El Paso

To partner with the Women Infants and Children (WIC) program and area family planning clinics to provide "Project Focus," a program to help prevent sexually transmitted infections and unintended pregnancies. The program target is women under the age of 20 participating in the WIC program in El Paso County.

\$117,251.20

City of El Paso - Department of Public Health

Comprehensive Sexual Health Program

To reduce the number of unintended pregnancies, sexually transmitted diseases and sexual violence among teens in the Greater El Paso area. The program is a multi-session curriculum with six components and options for parents and teens to learn about sexual violence, abstinence, sexually transmitted diseases, and engages family talk on healthy sexuality.

\$185,524.62

O Club de la Tercera Edad Epoca de Oro, A.C.

Youth in Ciudad Juárez, Building Healthy Family and Social Settings for Prevention

To conduct educational and recreational activities for youth in southeastern colonias of Ciudad Juárez. These activities include: carpentry projects, rappelling, creative arts workshops, art-cultural fairs and workshops on community development and conflict resolution.

\$46,379.30

Oristo Rey Outreach, Inc.

La Casita Youth Development Program

To provide a safe environment for educational and recreational summer programs for approximately 80 youth ages 5-17 in the Sunland Park Anapra community.

\$5,000.00

○ The FEMAP Foundation

Youth, Culture, and Sexuality

To provide 11,000 youth of Ciudad Juárez with educational workshops, puppet shows and an art exhibit for the promotion of sexual health and teen group discussions.

\$77,404.25

○ The FEMAP Foundation

Youth as a Community Resource

To develop and implement a program in partnership with the Ciudad Juárez-based organization SADEC to reduce the likelihood of students dropping out of school. Youth from seven school sites will participate in conflict resolution training, "youth as resources" workshops, and youth-developed community service projects. Extracurricular athletic and artistic activities will also be made available to the students.

\$112,332.00

○ The FEMAP Foundation

Youth to Youth: In Sexuality, You Have the Last Word

To provide comprehensive sexuality education presentations for youth 12 to 18 years of age in primary and secondary schools in the Ciudad Juárez area to assist in the prevention of sexually transmitted infections and unintended pregnancies.

\$69,100.00

University of Texas at El Paso

One City One Future Bi-National Youth Exchange

To give children and youth from selected Ciudad Juárez and El Paso schools an opportunity to express emotions about the violence in Ciudad Juárez through artistic media. Students will share their experiences through electronic communication in the school setting.

\$11,000.00

GOAL 4 Contract Expenditures:

Expenditures incurred to pay third party independent contractors for services related to Goal 4.

\$111,450.00

GOAL 5

Leadership Commitments

Committed to being a leader to improve the health of the region.

Total grants paid in 2011.

City of El Paso

Picturing Health: Norman Rockwell and the Art of Illustration

To fund health education related to Picturing Health: Norman Rockwell and the Art of Illustration.

\$27,000.00

GOAL 5 Contract Expenditures:

Expenditures incurred to pay third party independent contractors for services related to Goal 5.

\$257,366.15



Statement of Financial Position

Unaudited financial statements as of December 31, 2011

Assets	
Current Assets	
Cash	\$163,543
Accounts Receivable, net of allowances	45,663
Other Currents Assets	11,226
Total Current Assets	220,432
Property, Plant & Equipment (net)	892,232
Investments	183,310,019
Other Assets	117,869
Total noncurrent assets	184,320,120
Total Assets	184,540,552
Liabilities and Net Assets	
Current Liabilities	
Accounts payable and accrued liabilities	164,695
Grants payable	1,840,443
Total Current Liabilities	2,005,138
NonCurrent Liabilities	
	1,000,000
Accrued general and professional liabilities Grants payable, L.T.	1,000,000 1,677,901
Deferred tax liability	223,468
Total noncurrent liabilities	2,901,369
Total Horiculterit Habilities	2,901,309
Net assets	
Unrestricted	
Board Designated	20,350
Undesignated	179,583,070
Total Unrestricted	179,603,420
Temporarily restricted	23,500
Permanently restricted	7,125
Total net assets	179,634,045
	., 5,55 1,5 15

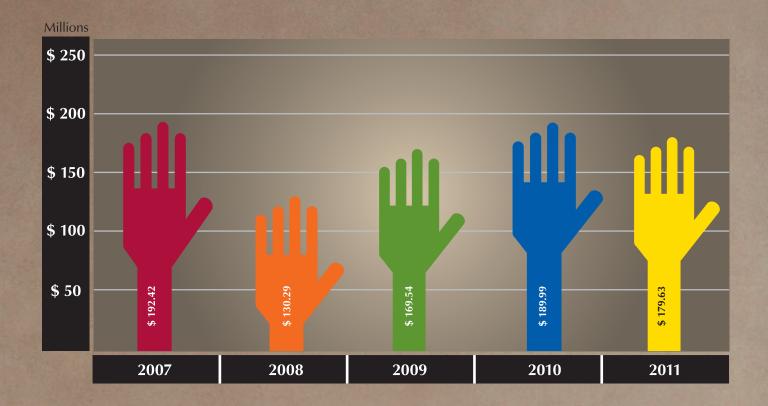
Total liabilities and net assets

184,540,552

Statement of Activities and Changes in Net Assets (Income Statement) Unaudited financial statements as of December 31, 2011

	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
Contributions:				
Temporarily Restricted	0	34,000	0	34,000
Permanently Restricted	0	0	2,155	2,155
	0	34,000	2,155	36,155
Investment Income:				
Interest and Dividend Income	2,608,831	0	0	2,608,831
Loss from Partnerships/CTF	(309,518)	0	0	(309,518)
Net Realized Gain (Loss) on Investments	975,204	0	0	975,204
Net Unrealized Gain (Loss) on Investments	(5,610,045)	0	0	(5,610,045)
	(2,335,528)	0	0	(2,335,528)
Less: Investment Expense	1,028,898	0	0	1,028,898
Net Investment Income	(3,364,426)	0	0	(3,364,426)
Exempt Purpose Revenue:				
Program Revenue	50,750	0	0	50,750
Unrealized Grants	32,859	0	0	32,859
Rental Revenue	175	0	0	175
Other Income:				
Misc. Income	(164)	0	0	(164)
Total Exempt Purpose Revenue	83,620	0	0	83,620
Exempt Purpose Expenses:				
Program Related				
Administrative Expenses	1,063,853	0	0	1,063,853
Goal Related Expenses	81,629	0	0	81,629
Board Commitments	5,406,809	0	0	5,406,809
Total Program Related Expenses	6,552,291	0	0	6,552,291
Administrative Expenses	408,172	0	0	408,172
Current Federal Excise Taxes	153,512	0	0	153,512
Total Administrative Expenses	561,684	0	0	561,684
Total Exempt Purpose Expenses	7,113,975	0	0	7,113,975
Net Assets Released from Restrictions:	67,650	(67,650)	0	0
Changes in Net Assets	(10,327,131)	(33,650)	2,155	(10,358,626)
Net Assets at Beginning of Year	189,930,551	57,150	4,970	189,992,671
Net Assets at December 31, 2011	179,603,420	23,500	7,125	179,634,045

Comparative Net Assets 2007 - 2011





I never notice what has been done.

I only see what remains to be done.

99





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