



2015



IMPACT



ANNUAL REPORT



PASO DEL NORTE HEALTH FOUNDATION

PRIORITY AREAS

The Health Foundation's role is to lead, fund, promote and leverage opportunities to ensure that all people in the region achieve good health. The board of directors identified five priority areas to focus its work throughout the region. Within these areas are initiatives and programs that target specific diseases and bring additional resources to health efforts.

Healthy Eating and Active Living (HEAL)

To make healthy eating and active living the easy choice for youth and their families.

- HEAL initiative

Program lead: Michael Kelly

Tobacco Control and Alcohol Prevention

To eliminate tobacco use and reduce binge drinking particularly among youth.

- A Smoke Free Paso del Norte initiative

- Shift + initiative

Program lead: Jana Renner

Mental Health and Emotional Well-being

To reduce the stigma associated with mental illness, increase training for mental health providers, and explore structural changes in the region's behavioral health treatment system.

- El Paso Behavioral Health Consortium

- El Paso Psychology Internship Consortium

- Think.Change initiative

Program lead: Enrique Mata

Healthy Relationships

To work with families, community organizations, and schools to increase the protective factors for youth.

- IGNITE initiative

- Two Should Know initiative

Program lead: Bianca Aguilar

Health Leadership

To develop regional health leaders and respond to community requests to provide leadership to health-related initiatives.

- Healthy Paso del Norte Report

- REALIZE Leadership

Program lead: Nohemi Rubio and Michael Kelly

REGIONAL IMPACT

Achievements to improve health and quality of life come through the establishment of partners who are visionaries and work to effectively plan and implement programs that address disease prevention and health education. With the support of the Health Foundation these partners are making an IMPACT and helping change habits for a healthy region.



Visit our interactive 2015 annual report website at www.2015annualreport.pdnhf.org to learn more about the IMPACT of these projects.

Behavioral Health: More than 150 health stakeholders of the El Paso Behavioral Health Consortium are meeting regularly to examine the community behavioral health system in preparation for future service needs and funding trends. This consortium is a leadership initiative of the Health Foundation.

Fruit and Vegetable Consumption: Consumers purchased more fruits and vegetables in grocery stores without increasing their budget through innovative marketing strategies by New Mexico State University, which were funded by the Health Foundation's Healthy Eating and Active Living initiative.

Health Information Exchange (HIE) : First initiated by the Health Foundation and after nearly four years of planning with major health stakeholders in El Paso County, the HIE will begin exchanging health information among doctors, hospitals and clinics.

Healthy Eating and Active Living: Body mass index declined 10% among 4th graders with Health Foundation funding to schools in the Coordinated Approach To Child Health (CATCH) program, which initiated a best practice active living program within area school districts.

Regional Health Framework: Health stakeholders throughout the region worked together to identify regional health issues for all to target and measure. This project is managed by the Health Foundation along with the HealthyPasodelNorte.org website, which provides health data of the region.

Smoke Free Community: Smoking among adults has decreased from 21.5% to 13.3% in El Paso County. The University of Texas at El Paso campus and the Housing Authority of El Paso facilities recently became smoke free with the collaboration and support from the Health Foundation.

Underage Drinking: Communities throughout the region are working with various governments to help cut binge drinking among youth. Through the Health Foundation's Shift + initiative, a Social Host Ordinance was approved by Deming County Commissioners.

20th Anniversary of PdNHF: Together with The Hospitals of Providence, the Health Foundation celebrated 20 years of improving health and well-being with grantees, community leaders, stakeholders and friends.

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 United States/Mexico border. The Health Foundation operates in a unique binational environment, which stretches across two countries and three states. The service area includes: Doña Ana, Luna, and Otero Counties in New Mexico; El Paso and Hudspeth Counties in Texas; and the Municipality of Ciudad Juárez, Chihuahua, México. Within the region's population of 2.4 million people, over 750,000 residents are under the age of 18.



On behalf of the board and staff of the Paso del Norte Health Foundation, we are pleased to provide you a snapshot of our 2015 Annual Report. To learn more about the Health Foundation's IMPACT in 2015, visit our interactive website in English and Spanish at



www.2015annualreport.pdnhf.org

ANNUAL REPORT WEBSITE

Table of Contents

- Overview
- Message from Board Chair and Chief Executive Officer
- Priority Areas
- Regional IMPACT Features
- 2015 Grants
- Financial Statements
- Board and Staff
- Affiliated Foundations

All people Deserve **GOOD** **HEALTH**

MISSION

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

VISION

The vision of the Health Foundation is a region driven by the power of healthy living.

FINANCIAL REVIEW

The Paso del Norte Health Foundation supports hundreds of dedicated partnering regional nonprofit organizations and institutions focused on improving health and quality of life in the region.

Total amount of grant and contract payments in 2015: \$9,098,206.80

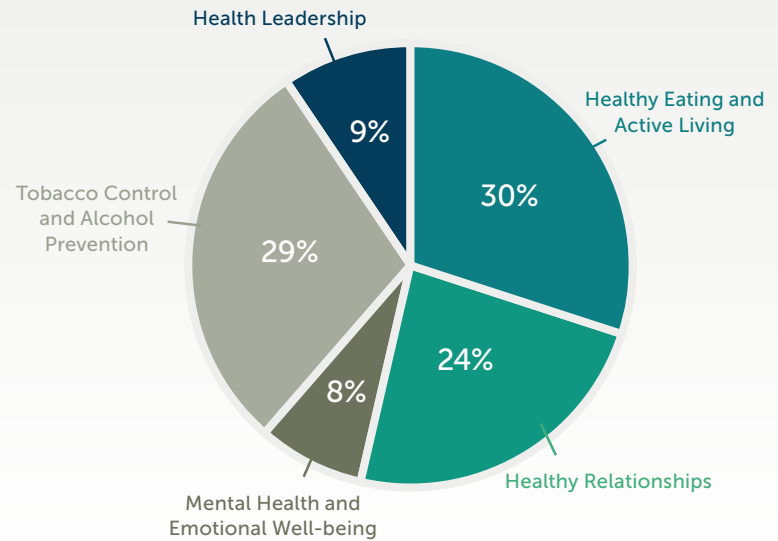
Total number of organizations funded: 46

For a complete list of grants funded in 2015 and financial statements, visit our



interactive 2015 annual report at www.2015annualreport.pdnhf.org.

2015 Payments by Priority Area



BOARD OF DIRECTORS

Carolyn L. Mora, Chair
Carolyn L. Mora Financial Services

Jose Prieto, M.D., Vice Chair
Partners in Pediatrics

Alan Abbott
Lynwood Garden Investments,
Inc.

Robert Ash
El Paso City Employees' Pension
Fund

Sharon Butterworth
Community Advocate

Guadalupe (Pita) De La Vega
Almacenes Distribuidores de la
Frontera

Bruce Esterline
Meadows Foundation

Allan M. Goldfarb
Kemp Smith LLP

Michael Miles
Community Advocate

Marina Monsisvais
Barracuda PR

Hector Retta
Capital Bank

Judy Robison
Community Advocate

Lisa Saenz
WestStar Bank

Benjamin Torres-Barron
Baker & McKenzie Abogados, S.C.

FOUNDATION STAFF

Myrna J. Deckert
Chief Executive Officer

Jon Law
President

Marcela Garcia
Vice President Finance

Michael Kelly
Vice President Programs

Bianca Aguilar
Associate Program Officer

Juanita Galaviz
Program Administrator

Rikki Holcomb
Director of Accounting and IT

Claudia Luevano
Program Assistant

Enrique Mata
Senior Program Officer

Ida Ortegon
Director of Communications

Faviola Porras
Accounting Support Assistant

Jana Renner
Associate Program Officer

Nohemi Rubio
Associate Program Officer

Sylvia Soto
Director of Operations

Angelina Velazco
Operations Support Assistant

FUNDING OPPORTUNITIES

The Paso del Norte Health Foundation partners with grantees to meet its mission to improve health and prevent disease. The Health Foundation offers grant workshops for organizations to understand the Foundation's initiatives, programs and how to respond to Request for Proposals.

While the Health Foundation generally does not accept unsolicited grant proposals, program officers are available to discuss ideas regarding potential future programs and welcome suggestions from organizations within the region.



2015 Annual Report

On behalf of the board and staff of the Paso del Norte Foundation, we are pleased to provide you a snapshot of our 2015 Annual Report. To learn about the Foundation's IMPACT in 2015, visit our interactive website in English and Spanish at www.2015annualreport.pdnhf.org.

OVERVIEW

The Paso del Norte Foundation (PDNF) is a public charity established in 2013 to advance the mission of the Paso del Norte Health Foundation and accept and manage gifts from individuals, corporations and foundations to improve health, economic development, education and quality of life in the region.

MISSION STATEMENT

The mission of the Paso del Norte Foundation is to increase the resources available to improve well-being in the Paso del Norte region.

INVESTING IN A HEALTHY FUTURE

The Paso del Norte Foundation (PDNF) was established to support and leverage grantmaking by the Paso del Norte Health Foundation. It also exists to grow and support philanthropy in the Paso del Norte region. The PDNF works with donors to meet their philanthropic goals and to grow Health Funds, Donor-Advised Funds and Agency Funds. The PDNF leverages annual giving with nonprofit organizations through its Challenge Fund. The PDNF also seeks to leverage grantmaking in Ciudad Juárez in partnership with the Fundación Paso del Norte para la Salud y Bienestar.

The PDNF takes advantage of the economies of scale offered by our affiliation with the Health Foundation. In addition, we ensure transparency and accountability important to donors.

Current & Planned Gifts

The PDNF gratefully accepts gifts and pledges of current assets and planned gifts including bequests, appreciated securities, real property, oil and gas mineral interests, closely-held business interests, life insurance, retirement plan benefits, charitable gift annuities and charitable remainder trusts. Donors may establish a named fund with gifts or pledges of \$5,000 over a five-year period. Donors also may designate their gift to the fund of their choice.

Tribute Gifts

Donors may make contributions in any amount in honor and memory of family and friends to support PDNF's general fund or fund designated by the donor.

REGIONAL IMPACT

The PDNF manages four primary funds to meet its mission and improve well-being in the region.

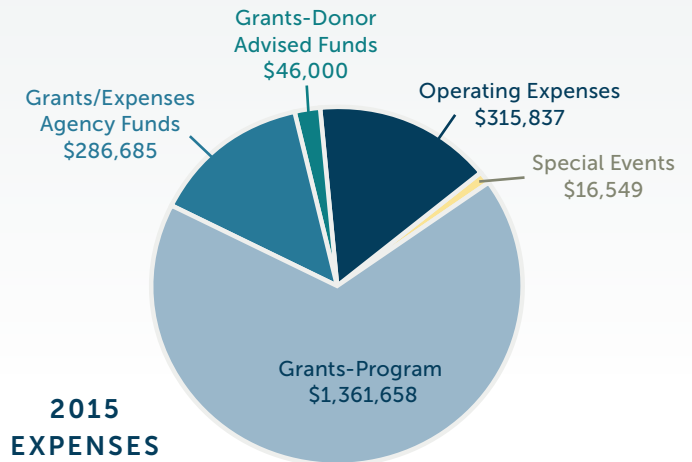
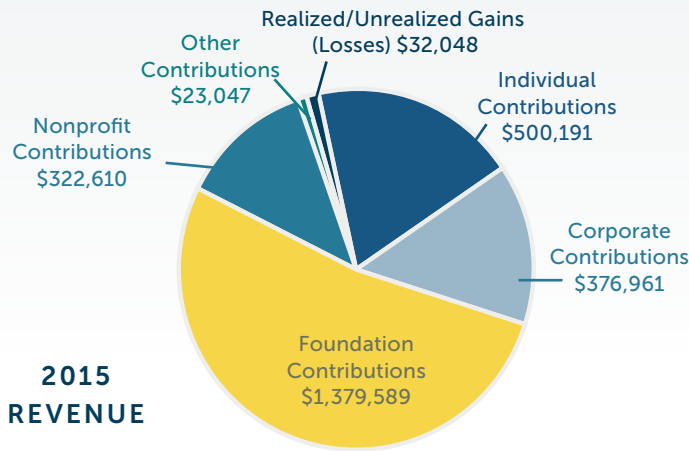


To learn more about these funds and the IMPACT they are making for better health, visit our interactive website in English and Spanish at www.2015annualreport.pdnhf.org.



FINANCIAL REVIEW

The Paso del Norte Foundation is grateful for the generosity of individuals, corporations and foundations for their investment in a healthy future.



BOARD OF DIRECTORS

- | | |
|---|--|
| Robert Ash – Chair
El Paso City Employees' Pension Fund | Steve Lauterbach
Lauterbach, Borschow & Company |
| Carolyn L. Mora – Vice-Chair
Carolyn L. Mora Financial Services | Richard Moore
Strategic Growth Bank |
| Alan Abbott
Lynwood Garden Investments, Inc. | Dr. Susana Navarro
Community Advocate |
| Sandra Sanchez Almanzán
Fannie Mae, National Service Organization | Benjamin Torres-Barron
Baker & McKenzie Abogados, S.C. |
| Guadalupe (Pita) De La Vega
Almacenes Distribuidores de la Frontera | Myrna J. Deckert, Ex-Officio
CEO, Paso del Norte Health Foundation |
| Allan M. Goldfarb
Kemp Smith, LLP | Jon Law, Ex-Officio
President, Paso del Norte Health Foundation |
| W.L. (Woody) Hunt
Hunt Companies | |

FOUNDATION STAFF

- Tracy J. Yellen**
President
- Michelle Ruiz**
Administrative/Development Assistant
- Rosemary Hernandez**
Accounting Manager
- 221 N. Kansas, Suite 1900
El Paso, Texas 79901
(915) 544-7636

www.pasodelnortefoundation.org

 /PasodelNorteFoundation



Visit our interactive website in English and Spanish at www.2015annualreport.pdnhf.org.



FUNDACIÓN
PASO DEL NORTE
Para la Salud y Bienestar

2015 Annual Report

On behalf of the board and staff of the Fundación Paso del Norte para la Salud y Bienestar, we are pleased to provide you a snapshot of our 2015 Annual Report. To learn more about the Fundación's IMPACT in 2015, visit our interactive website in English and Spanish at www.2015annualreport.pdnhf.org.

OVERVIEW

The Fundación Paso del Norte para la Salud y Bienestar (Fundación) is a Ciudad Juárez-based nonprofit organization established in 2015 by the Paso del Norte Health Foundation to improve the quality of life of children, youth and families in the region by leading, advancing and promoting initiatives, programs and partnerships for health and well-being.

MISSION STATEMENT

The Fundación will lead to improve the quality of life of the people in the region, promoting partnerships and initiatives for health and wellness.

ORGANIZATION IMPACT

Committed to excellence, the Fundación ensures that its investments are meaningful and effective. The Fundación works cooperatively across sectors to understand and address the needs of the community. The following strategic areas will be the focus of the Fundación.

Gender Equality: Strengthening the role of women, empowering girls and promoting gender equality.

Resilient Families: Working with children affected by past violence in Ciudad Juárez, through resilience and peace building activities.

Healthy Eating and Active Living: Promoting active living and healthier eating habits.

Healthy Relationships: Promoting healthy environments that contribute to community well-being.

Networks and Partnerships: Achieving a collective impact among organizations in the region.

CHALLENGE GRANT

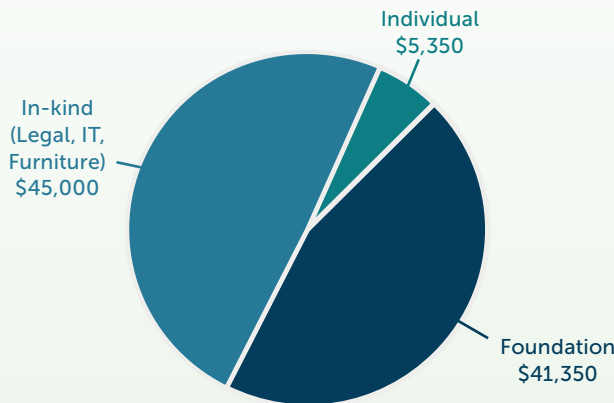
The Fundación received an incredibly generous \$1 million Challenge Grant from the Hunt Family Foundation, \$200,000/year for five years, with the goal of raising \$400,000/year in matching gifts from individuals, corporations and foundations in the U.S. and México to support the Fundación's work in Ciudad Juárez. The Fundación looks forward to meeting this challenge to support its grantmaking efforts in Ciudad Juárez.

To learn more about the Fundación or to donate, visit www.fundacionpdn.org.

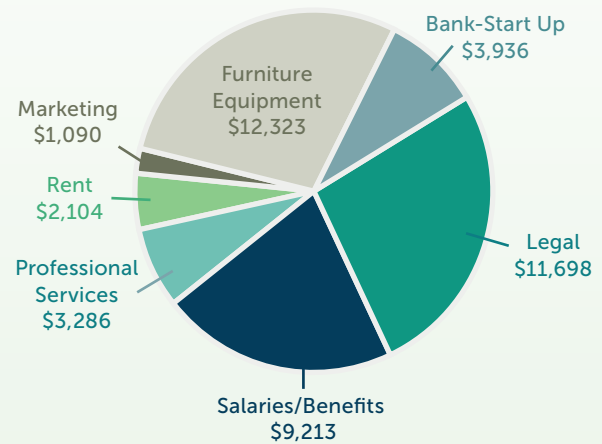
FINANCIAL REVIEW

The Fundación partnered with the Paso del Norte Foundation to manage start-up funds for the first part of the year of operations. The Fundación and the Paso del Norte Foundation are grateful for the generosity of individuals, corporations and foundations for their investments.

2015 REVENUE



2015 EXPENSES



BOARD OF DIRECTORS

Benjamín Torres-Barrón – President
Baker & McKenzie Abogados, S.C.

Ernesto Avila – Vice-President
Capital Bank

Estuardo Alvelais
Arca Continental SAB de C.V.

Domingo Arellano
Delphi

Michelle Assael
Clínica Médica Internacional

Luis Mario Gutiérrez
Hospital Angeles

Dana Hamilton
Community Advocate

Marina Monsivais
Barracuda Creative PR

Ricardo Mora
Technology Hub

Laura Ochoa
Empresas Ixtlán

Humberto Valles
Community Advocate

Marco Zaragoza
Windstar, LPG

Tracy Yellen, Ex - Oficio
Paso del Norte Foundation

FOUNDATION STAFF

Karen Yarza, Executive Director
karen@fundacionpdn.org

Luis Mendoza, Deputy Director
luis@fundacionpdn.org

Ave. Paseo Triunfo de la República 3304 int 401
Col. Partido Escobedo
Cd. Juárez, Chih. 32330 México
+52 (656)257-0136
+52 (656)257-0137
(915) 400-0147

 FundacionPDN

 @FundacionPDN

www.fundacionpdn.org



Visit our interactive website in English and Spanish at www.2015annualreport.pdnhf.org.



*To learn more about the IMPACT
the Health Foundation has made in 2015,
visit our interactive annual report
in English and Spanish at
www.2015annualreport.pdnhf.org.*

CONTACT US:

221 N. Kansas, Suite 1900
El Paso, Texas 79901
915-544-7636
Health@pdnhf.org

Find us at:
www.pdnhf.org

Facebook /PdNHFoundation
Twitter @PdNHFoundation
YouTube /PDNHFoundation
LinkedIn /paso del norte health foundation