

我们认为公正平等契合我们的人道主义。

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We believe **health care** is a human right.

نحن نؤمن بأن الرعاية الصحية حق من حقوق الإنسان.

Peb ntseeg tias kev kho mob yog ib yam yuav tsum muaj rau tib neeg.

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我们坚信获得医疗保健是一种人权。

Peb ntseeg tias yuav tsum saib txhua tus tib  
neeg kom muaj nuj nqis thiab saib taus.

We believe in treating all people with **dignity and respect**.

Creemos que todas las personas merecen dignidad y respeto.

نحن نؤمن بأنه يجب معاملة كافة الناس بوقار واحترام.

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我们必须以尊严和尊重对待所有人。

Peb ntseeg  
tias ntau haiv  
sib koom ua  
rau lub zog loj.

我们信奉多元化的优势。

We believe there is **strength in diversity**.

نحن نؤمن بأن في التنوع قوة.

Creemos que la diversidad nos fortalece.



of South Central Wisconsin

2019 COMMUNITY GIVING REPORT

Creemos que la equidad celebra nuestra humanidad.

We believe **equity celebrates our humanity**.

نحن نؤمن بأن العدل تتوهج لإنسانيتنا.

Peb ntseeg tias kev muaj vaj huam sib luag yog peb tib neeg txoj kev vam meej.

Creemos que la atención médica es un derecho humano.

نحن نؤمن بأن الرعاية الصحية حق من حقوق الإنسان.

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# Dear GHC-SCW Members,



One of our common values is to be community involved. This model of service has helped to guide our cooperative for more than four decades and it continues to be a strong foundational principle which directs and shapes our efforts. I am happy to highlight that work in this 2019 Community Giving Report.

Our organization is focused and dedicated to providing exceptional care and support to our communities through our clinics. However, our call to serve others extends far beyond our walls. As you will see in the pages that follow, our involvement in the community is both varied and powerful, and we are lucky to work with individuals, families and partners to meet a variety of different needs. We work to address social determinants of health, as well as to address inequities so that everyone has the opportunity to be healthy.

The programs highlighted here are tremendously gratifying for employees of GHC-SCW, as the call to serve others unites and guides the work we do. Your support of GHC-SCW as members of the Cooperative makes all of this possible.

Please join me in celebrating the many ways in which GHC-SCW was able to make a difference in our world in 2019.

Sincerely,

A handwritten signature in black ink that reads "Mark Huth, MD".

**Mark Huth, MD**  
President & Chief Executive Officer





# 2019

**Group Health Cooperative of South Central Wisconsin**

## Report of Community Giving Summary

**Group Health Cooperative of South Central Wisconsin (GHC-SCW) cares deeply for our community.** We take pride in community involvement personally and we work together with community partners to find ways to provide real and compassionate care. As one of our most honored values, caring for our community means pushing beyond the walls of our clinics and into homes, schools, community centers, worksites, neighborhoods and places far and between.

We build upon approaches that have proven successful in addressing health care needs and the individual needs of our community. We create, foster and strengthen community partnerships to make a real difference. We combine resources and work together with others in the community to make an impact where we can.

**The 2019 Community Giving Report is our way of sharing our role in the community. More importantly, it showcases the capacity for positive change that is only possible when community partners work together.**

# Meeting the Needs

To meet the needs of and make the biggest difference in our community, we focus on four strategic pillars:



## **STRENGTHEN ACCESS TO HEALTH CARE pg 4–5**

We help create, support and strengthen a pathway to health care for the most vulnerable in our community.



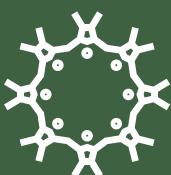
## **SPREAD HEALTH KNOWLEDGE pg 6–9**

We increase quality of life by sharing critical clinical, technical and general health knowledge with people living in our community.



## **SERVE THROUGH VOLUNTEERISM pg 10–12**

We embrace volunteerism in our community to put our expertise, skills, talent and time to use where it's needed most.



## **SPONSOR HEALTH AND COMMUNITY INITIATIVES pg 13**

We provide financial sponsorships to a variety of organizations that promote health activities and initiatives that make our community better.



# Strengthen Access to Health Care



## EYE CARE SERVICES

Without good vision, many adults and children are not able to be successful at their jobs or in school. At GHC-SCW, our primary care providers along with school nurses refer patients that are uninsured to our Eye Care Center for exams and glasses. **In 2019, we provided \$533 in eye care services to uninsured individuals living in our community.**

## BADGERCARE PLUS

One of the most pressing issues in our community is the role that poverty plays on the health and well-being of individuals and families. In Dane County, 10.8% of the population lives below the poverty level per the most recent U.S. Census data. With the help of the state of Wisconsin's Medicaid program, BadgerCare Plus, eligible families can get the medical care they need. **We proudly served 7,805 BadgerCare Plus members, providing \$8,074,445 in care in 2019.**

## BRIDGES TO ACCESS

Many families in the Madison area do not have a safe, warm place to call home. Combine that situation with a lack of medical care and suddenly the picture gets terrible. In 2009, we developed the Bridges to Access program with the fundamental idea that improved access to medical care can bridge the gap between homelessness and stable housing.

For up to three months, Bridges to Access provides immediate medical care to those in need, including coverage for primary care service, important medications and assistance with transportation. To keep them on the pathway to health care, program participants got help applying for permanent medical coverage through BadgerCare Plus.

**In 2019, we helped fifteen adults and their children receive real and compassionate medical care when there was nowhere else to turn. That amounted to \$12,751 in crucial health care services and medications. Throughout the year we also provided medical supplies to area shelters in the form of cold medicine, tissues and sanitation items.**

## HEALTHCARE ACCESS PROGRAM

Too many people in our community face the daily challenge of being uninsured. For a variety of reasons, access to the most basic form of primary care is out of reach. With a goal of promoting healthy outcomes for these community members, we partnered with the Dane County Health Council and other health care organizations to create the Healthcare Access Program, which has continued at GHC-SCW for 15 years.

The Healthcare Access Program gives uninsured individuals a place to call their medical home and access to a compassionate medical provider, all at no cost. Patients also receive prescription medications that they might otherwise have to go without.

**In 2019, GHC-SCW delivered over \$33,646 in health care, including medications, to thirteen individuals who are uninsured in our community.**

## PRIMARY ACCESS FOR KIDS

Children need health care to help them learn, grow and reach their full potential. Unfortunately, there are hundreds of children in our schools who do not have insurance to get basic health care. To help address this problem, the Dane County Health Council, a network of health care organizations in the Madison area, created the Primary Access for Kids program.

For over a decade, GHC-SCW has been providing free checkups, immunizations and medications, as well as vision checks and glasses, for uninsured students in the Madison Metropolitan School District through Primary Access for Kids.

**In 2019, GHC-SCW provided one hundred children with \$111,373 in primary care services and medications.**

## REFUGEE ASSISTANCE PROGRAM

There's almost nothing more challenging than escaping your home country in search of a better life, let alone trying to navigate a new health care system. To help ease the burden, GHC-SCW created the Refugee Assistance Program. Through the program, our new neighbors receive hours of one-on-one assistance from GHC-SCW staff whose help connect them to needed care. We serve as their advocates by setting up numerous appointments for care and follow-up.

**Working with our partners from Lutheran Social Services and Jewish Social Services, we helped seventy-three refugees establish roots here in our community.**



## STAY HEALTHY

Without proper insurance coverage, folks can't get the most basic health services like access to a regular health care provider and medications. It's the kind of preventive care that would otherwise help avoid a trip to the hospital or help manage expensive and damaging illness. So in 2009, GHC-SCW created the Stay Healthy Program to invest in our members who have fallen on hard times so their health issues could be detected and addressed sooner, rather than later.

The Stay Healthy Program covers one physical exam, lab work, follow-up appointments and medications related to the physical – all at no cost for qualified, uninsured adults who had lost their insurance coverage because of unemployment or other reasons.

**GHC-SCW provided primary care for twenty-one uninsured individuals in our community, amounting to \$25,762 in medical services and medications.**



## Spread Health Knowledge



► Kristin Lueschow and Eileen Bradley participated in serving students at the Frank Allis Elementary School Community Luncheon, one of GHC-SCW's newest Adopt-a-School partners.

### ADOPT-A-SCHOOL

As an avid promoter of health knowledge, we adopted five local schools in need of health resources in 2019. GHC-SCW supports our Adopt-a-School partners in a variety of ways, including medical supplies, clothing and healthy snacks for nursing offices, family crock pot classes, holiday gift giving, food bank stocking, community events and more.

For fourteen years, we've worked together with the Foundation for Madison's Public Schools to bring this service to our community. We donated \$19,899 to help support our six Adopt-a-School partners.

### ALPHA KAPPA ALPHA WALK IT OUT

Walk It Out, a community event held at Warner Park, promotes physical activity among African American women. The event was focused around a two-mile walk and three-mile run and we provided health education opportunities for healthy cooking and a variety of healthy activities like Zumba, yoga and cardio.

For the twelfth year, we've worked with the Alpha Kappa Alpha Sorority and the 100 Black Men of Madison organization to offer this event in our community.



## GHC-SCW DIABETES SUPPORT GROUP

GHC-SCW, in partnership with the East Madison Community Center and Second Harvest FoodBank of Southern Wisconsin, led a monthly Diabetes Support Group designed to meet the educational and emotional support needs of vulnerable patients living with diabetes. At each session, participants received healthy food, learned how to better manage their diabetes from the experts at GHC-SCW and met new people in their community! **Sharon Rice** and **Jenny Ibrahim** were founding GHC-SCW leaders of this initiative.



► Participants of the Diabetes Support Group. (Left)

Co-leaders **Sharon Rice** and **Jenny Ibrahim** at a radio interview. (Right)



► Families stopped by the GHC-SCW booth at the Celebration, May 2019

## EL DÍA DE LOS NIÑOS (THE DAY OF THE CHILDREN) CELEBRATION

Dia de los Niños is a celebration that originated in Mexico and dates back to 1925. Today, it is celebrated in many Latin American and other countries around the world and is designed to not only include the whole family in activities for children, but to share community resources with families.

## FARM FRESH PRODUCE

We all know that locally grown food makes sense, but too often low-income kids don't get the fresh fruits and vegetables they need on their plates. And getting kids to eat those vegetables can be tricky. We brought a regular supply of fresh, nutritious and locally grown organic vegetables to kids at four community centers. We also taught them about where their food comes from through fun gardening activities.

**For the twelfth year, we worked with Community GroundWorks, Fair Share CSA Coalition and Second Harvest FoodBank of Southern Wisconsin to bring this service to our community. In total, more than 2,000 pounds of fresh produce were distributed in 2019.**

## BRIDGING THE GAP

Language access is essential for achieving health equity. Certified medical interpreters play a key role in ensuring that patients with limited English proficiency receive the health care they need.

**We have partnered with the Dane County Medical Interpreter Coalition for over a decade to sponsor Bridging the Gap, a training for bilingual community members who are interested in becoming nationally certified medical interpreters.**



## LATINO HEALTH COUNCIL

For over a decade, we have helped promote the health and well-being of our Latinx neighbors by serving on the Latino Health Council. Along with our participation on the council in 2019, we were deeply involved in efforts throughout the year to spread health knowledge to the community. We were present at health fairs to provide health checks and screenings for skin cancer and we sponsored an event to educate Latinx teens about mental health and other health topics.

## HMONG NEW YEAR

Each year, members of the Hmong community from across the state gather for a weekend celebration during the Hmong New Year. They don traditional dress, enjoy delicious food and celebrate with music.

**For ten years, GHC-SCW has worked together with the Southern Wisconsin Hmong Association, Inc. to support this event.**



► GHC-SCW has had a longstanding partnership with the Wisconsin Hmong Association and has been proud to support the Madison Hmong New Year Celebration for years. GHC-SCW was honored to receive a Certificate of Appreciation on the first day of the 2019 Celebration.

## REACH OUT AND READ

Fewer things are more important to a child's cognitive, emotional and social health than the simple act of reading. Research shows how important the first years of a child's life are for healthy brain development and their long-term success and how reading to a child aids in early childhood brain development. So GHC-SCW has embraced the Reach Out and Read Program, championed by local pediatrician, **Dr. Dipesh Navsaria**.

Our medical staff make substantial time commitments toward the program, making it a standard part of our pediatric primary care. At each Well Child visit from two months to five years old, a child is given a book by their primary care provider to help assess childhood development and encourage the parent or guardian to read to their child. Through this program, a total of eleven books are distributed to each GHC-SCW member from two months to five years old.

**In 2019, we proudly paid for 6,588 age and culturally appropriate books to be distributed to children through the Reach Out and Read Program. The value of these books was \$16,470. 2019 was the eighth year that GHC-SCW participated in the program.**



## BLACK WOMEN'S WELLNESS DAY

Black Women's Wellness Day is an event that raises awareness of issues facing Black women in our community. We offered therapeutic massage and information on stress reduction to the attendees. **2019 was the seventh year GHC-SCW participated in this important event.**



- GHC-SCW employees participated in the luncheon and were on stage with Healthy Dane Funders presenting a \$100,000 contribution in support of The Foundation for Black Women's Wellness opening the first ever Black Women's Wellness Center in Madison.



## Serve Through Volunteerism



### COOPERATIVE TEAM COMMUNITY EVENTS

Our employees were involved in the causes our community cared about all year long. We sponsored or voluntarily participated in a variety of community races that promoted health and well-being. We believe when each of us does our part, the entire community benefits. Here are a few events that our employees were involved in 2019:

- National Alliance on Mental Illness of Wisconsin - NAMIWalks
- March of Dimes - March of Babies Walk
- Berbee Derby
- Lung Cancer Research Foundation - Free to Breathe Yoga Event
- Fairshare CSA Coalition - Bike the Barns
- Arthritis Foundation - Jingle Bell Run
- Cure SMA Walk-N-Roll
- GSAFE Trick or Trot 5K Walk/Run

### UNITED WAY SEASONS OF CARING KICK OFF EVENT

Fifteen employees and eight of their family members volunteered at a United Way Community Kick-Off event at Warner Park. Working in groups, they labeled cans for Second Harvest FoodBank of Southern Wisconsin, put together kids snack packs for MMSD students and assembled kids' dental hygiene kits for Community Action Coalition and Access Community Health Centers.



## COOPERATIVE COMMUNITY FUNDRAISERS

All year long, our employees organized and supported a variety of fundraisers for local charities and health initiatives. Below is a listing of community fundraisers our employees organized in 2019.



**\$11,456.45 was donated through both our Jeans Days and our Cooperative's Charitable Giving Campaign.** Jeans Days are opportunities for employees to wear jeans on a designated day and donate to a specified organization. Some of the organizations who received Jeans Days donations include: DAIS, Underdog Pet Rescue, The River Food Pantry, Santas Without Chimneys, NAMI Dane County, OutReach LGBT Community Center, Multiple Sclerosis Society, American Heart Association, March of Dimes, Badger Honor Flight, Susan G. Komen, Madison Metropolitan School District and Lung Cancer Research. All proceeds raised through the Cooperative's Charitable Giving Campaign went to one of three programs of the employee's choice: United Way of Dane County, Community Shares of Wisconsin or the Dr. Russell Hess Memorial Endowment Fund for School Nurse Emergency Medical Needs.

## HOLIDAY GIFT GIVING

Families with limited financial means can have a tough time getting through the holidays. That's why we developed the Holiday Gift Giving Program.



In 2019, we selected 52 families through our Adopt-a-School partners and 100 Black Men of Madison's Children with Responsibilities program with the help of the school social workers. We've helped ease the burden by providing families with gas cards, gift cards, board games, healthy snacks and other items such as socks and blankets to stay warm. We then bought gifts on the families' wish lists and hand delivered them in time for the holidays.



## 100 SCHOLARS GALA

GHC-SCW team members at the 100 Black Men of Madison's 100 Scholars Gala in September 2019. GHC-SCW was a proud sponsor of the event and is committed to walking alongside 100 Black Men of Madison in supporting their 100 Scholars Program to ensure students realize their full potential.



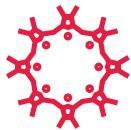
## OUTREACH MAGIC PRIDE FESTIVAL

GHC-SCW was a proud sponsor of the OutReach Magic Pride Festival in August 2019. We had a booth at the festival with GHC-SCW volunteers staffing it.

## BACK TO SCHOOL BACKPACK STUFFING EVENT

A group of GHC-SCW volunteers participated in the Back to School Backpack Stuffing Event to help prepare for the big Back to School Celebration. The goal of this celebration is to ensure a wonderful and meaningful start of the school year for all students. With more than twenty-five years of historical impact, the 100 Black Men of Madison have provided about forty thousand backpacks filled with school supplies to area youth in need.





# Sponsor Health and Community Initiatives

Throughout the year, we provided corporate financial sponsorships to a variety of important causes. In total, we contributed \$561,101. The largest contributions were \$200,000 to Access Community Health Centers and \$100,000 to the Edgewood College Henry Predolin School of Nursing. We helped support and sponsor organizations that worked to promote health activities and initiatives that made our community better.

100 Black Men of Madison  
Access Community Health Centers  
African Association of Madison  
Agrace  
Aldo Leopold Elementary School  
Alpha Kappa Alpha Walk It Out Health Fair  
Alzheimer's & Dementia Alliance of Wisconsin  
American Cancer Society  
American Heart Association  
Arthritis Foundation  
Badger Honor Flight  
Badger Rock Middle School  
Black Girl Magic Conference – Madison Metropolitan School District  
Boys and Girls Club of Dane County  
Breastfeeding Coalition of South Central Wisconsin  
Carl Sandburg Elementary School  
Centro Hispano of Dane County  
Child & Adolescent Psychiatry Expansion Project  
Children's Theater of Madison  
Community Action Coalition for South Central Wisconsin  
Crestwood Elementary School  
Cure SMA  
Dane County Immunization Coalition  
Domestic Abuse Intervention Services  
East Madison Community Center  
Easter Seals Wisconsin  
Edgewood College Henry Predolin School of Nursing  
FairShare CSA Coalition  
Falk Elementary School  
Family Works  
Foundation for Black Women's Wellness  
Foundation for Madison's Public Schools  
Frank Allis Elementary School  
Friends of MSCR  
Fruit Fest – 10th Annual LGBTQ+ Community Event  
Gilda's Club of Madison  
Goodman Community Center  
Henry David Thoreau Elementary School  
Independent Living, LLC  
Junior Achievement

KEVA Sports Center  
Kiwanis  
Latino Health Council  
Lung Cancer Research  
Lussier Community Education Center  
Madison 56ers  
Madison Area Care for the Homeless OneHealth  
Madison Area Food Pantry  
Madison Children's Museum  
Madison Public Library  
MARC  
March of Dimes  
Mikayla's Grace  
Muscular Dystrophy Association  
NAMI  
NewBridge  
OutReach Magic Pride Festival  
Porchlight  
Project Home  
REACH-A-Child  
REAP Food Group  
River Alliance of Wisconsin  
Ronald McDonald House  
RSVP of Dane County  
Safe Community Coalition of Madison and Dane County, Inc.  
Second Harvest FoodBank of Southern Wisconsin  
Southern Wisconsin Hmong Association, Inc.  
Sustain Dane  
Technology Education Foundation  
The Hmong Institute  
The Latino Children and Families Council  
The River Food Pantry  
The Road Home Dane County  
The World's Largest Brat Fest  
United Cerebral Palsy of Dane County  
United Way of Dane County  
Velma Hamilton Elementary School  
Wil-Mar Neighborhood Center  
Winterfell Acres  
Wounded Warrior Project  
YWCA Madison



of South Central Wisconsin

We are all **BETTER TOGETHER<sup>SM</sup>**