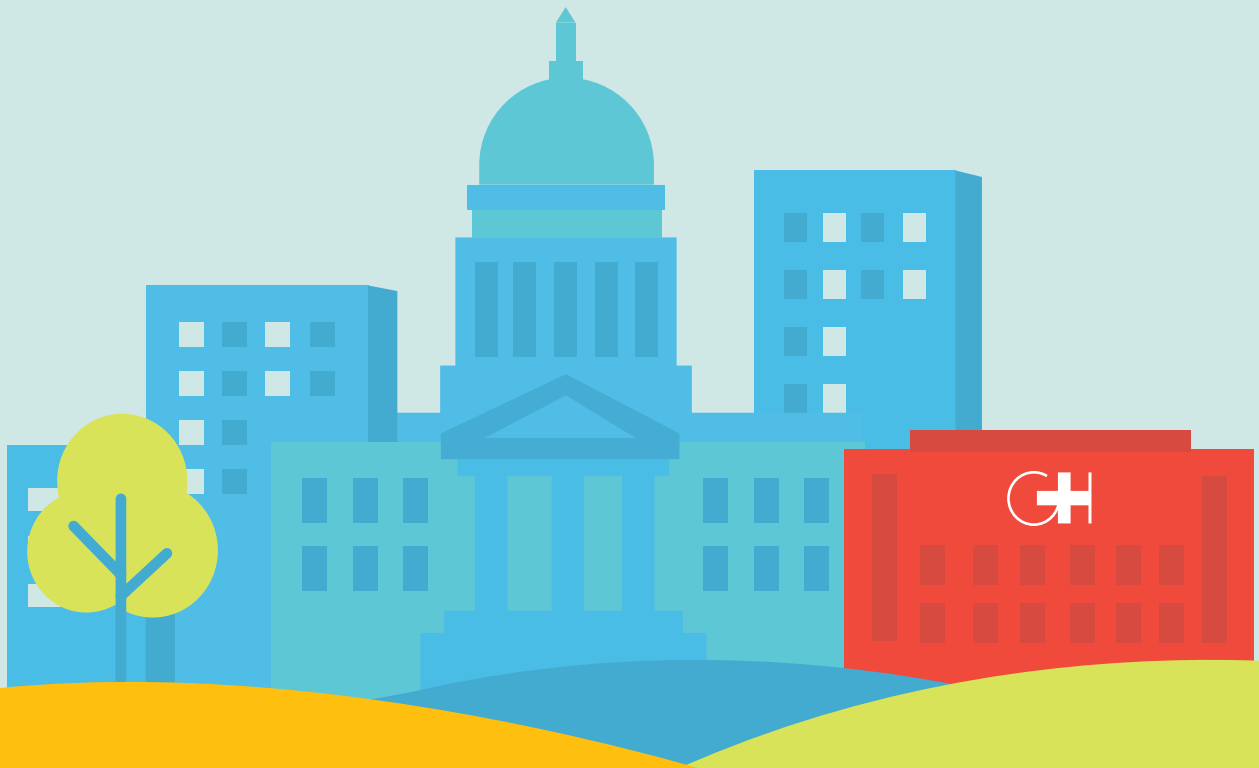




2024 Community Giving Report



Dear Member-Owners,

Looking back on 2024, GHC-SCW focused on strengthening existing partnerships and engaging new partners to promote health and well-being across our community. By centering health equity, we were able to enact and support many non-profit partners working to reduce health disparities and engage staff to improve the health care experiences of our members. Through shared knowledge and meaningful collaboration, we've worked to tackle complex health disparities with purpose and heart.

Our patients and members are our inspiration. Listening to our patients and members to understand barriers and facilitators to good health allowed us to find new ways to improve the health care experience. Their resilience and stories fuel our purpose and drive us to do better every day. The meaningful impact we've made is a testament to the strength of our partnerships, with outstanding organizations and passionate individuals who share our vision. United by a common goal, we are truly Better Together.

This past year, our collective efforts have centered on breaking down barriers and confronting the deep-rooted inequalities that prevent too many in our community from receiving the care they deserve. We believe, fiercely and unapologetically, that health care is a human right. Everyone, no matter their background or income, deserves the opportunity to live a healthy life. Through trusted partnerships and community collaboration, we've identified areas of greatest need and delivered thoughtful, impactful solutions.

Looking forward, we remain steadfast in our commitment to equity, compassion and community. The road ahead will not be without challenges, but with continued unity, innovation and purpose, we will rise to meet them. Together, we will keep pushing boundaries, forging stronger connections, and creating a healthier, more just future for all.

A black ink handwritten signature of Amber Duddy.

Amber Duddy

Population Health Manager

Group Health Cooperative of South Central Wisconsin

COMMUNITY IMPACT

At GHC-SCW, our commitment to the community goes far beyond the walls of our clinics. We actively partner with local organizations to bring compassionate, meaningful care directly into the places people live, work, learn and gather. Whether it's a home, school, workplace or neighborhood community center, we're there to help meet the need.

We believe that health care is a fundamental human right. That's why in 2024, we strengthened and expanded partnerships that break down barriers and increase access for everyone.

Giving back and working side-by-side with our community makes us all **BETTER TOGETHER.**

At GHC-SCW, we focus on these four areas to make the greatest impact in our community:



Strengthen Access To Health Care

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



Spread Health Knowledge

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



Serve Through Volunteerism

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

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



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, **11%** of the population lives below the poverty level¹, 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. In 2024, we proudly served **9,941** BadgerCare Plus members.

In addition, we provided over \$15 million in care to our BadgerCare Plus members in 2024.



Bridges To Access Program

Many families in the Madison area do not have a safe, warm place to call home. In 2009, we developed the Bridges to Access Program to help. The fundamental idea is 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. This includes coverage for primary care services, important medications and help with transportation. In addition, program participants receive help applying for permanent medical coverage through BadgerCare Plus.

In 2024, we helped 42 adults and children receive real and compassionate medical care. That amounted to \$30,280 in crucial health care services and medications. Throughout the year, we also provided medicine and medical supplies to area shelters.



ConnectRX WI Program and Saving Our Babies Initiatives

The ConnectRx WI program and Saving Our Babies initiatives are cross-sector collaborations initiated by the Dane County Health Council and bring health care systems, community organizations, public health leaders and service providers together to address disparities in birth outcomes. This work prioritizes the voices of Black women in shaping policies and practices affecting Black maternal and child health. The ConnectRx WI program aims to provide additional support to pregnant individuals who identify as Black throughout their pregnancy journey, with the goal of improving health outcomes for both mother and baby. Through addressing social needs and offering tailored support, the program seeks to enhance overall well-being and promote positive pregnancy outcomes.

In 2024, GHC-SCW contributed over \$35,000 to support this initiative.



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 partner with school nurses to refer patients who are uninsured to our Eye Care Center for exams and glasses.

In 2024, we provided \$3,943 in eye care services to uninsured individuals living in our community. This roughly equates to 105 pairs of glasses to help our uninsured visually impaired patients and members.

¹ Poverty according to the United Way ALICE report (2022) [Healthy Dane; ALICE - United Way of Wisconsin](#)

STRENGTHEN ACCESS TO HEALTH CARE (CONT'D)



Financial Assistance Program

This program is designed to help ease the financial burden of necessary medical care by offering discounted rates on outstanding bills. Members may receive up to **\$1,000** to apply toward a qualifying medical bill, ensuring access to essential healthcare services without added financial strain. To qualify, members must be referred by the Billing Department to the Population Health team, have a household income at or below **200%** of the Federal Poverty Level, demonstrate financial need and agree to a three-month payment plan for balances exceeding **\$500**. By supporting those in need, the Financial Assistance Program reflects GHC-SCW's commitment to equitable and compassionate care for all members of our community.

In 2024, GHC-SCW's Financial Assistance Program provided critical support to 15 eligible members facing medical debt.



Pediatric Flu Clinic

In addition to our on-site flu clinics and vaccinations, GHC-SCW hosted two flu vaccine clinics at the Madison Children's Museum for our youngest members and their families. After receiving their vaccine, children were able to engage in the museum's playful activities free of charge. These vaccine clinics provided a unique opportunity to turn a routine health procedure that can be distressing for children into a fun day out for the family.

In October 2024, we gave a total of 191 flu vaccines to 86 families at the museum. This initiative is a reflection of our dedication to ensuring children in our community are up to date with their necessary flu vaccinations.



Primary Access For Kids

Children need health care to help them learn, grow and reach their full potential. Hundreds of children in our schools do not have insurance to get basic health care. To help address this problem, the Dane County Health Council 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.

In 2024, GHC-SCW provided over 356 children with \$129,602 in primary care services and medications through this program.

STRENGTHEN ACCESS TO HEALTH CARE (CONT'D)



Refugee Assistance Program

Fewer things in life are more terrifying and challenging than escaping your home country in search of a better life. Navigating new languages and cultures is hard enough, 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 neighbors receive hours of one-on-one assistance from GHC-SCW staff whose help connects them to needed care. We served as their advocates by setting up numerous appointments for care and follow-up care.

In 2024, we worked with Jewish Social Services to help over 41 refugees from Afghanistan, the Democratic Republic of the Congo, Iraq, Syria and Venezuela establish roots here in our community.



Stay Healthy Program

Without proper insurance coverage, folks can't get the most basic health services. They are more susceptible to astronomical bills when health emergencies arise. So, in 2009, GHC-SCW created the Stay Healthy Program to lift up members who have fallen on hard times and lost their health insurance coverage. Their health issues still need to be detected and addressed. The Stay Healthy Program covers, at no cost, one physical exam, lab work, follow-up appointments and medications related to the physical.

In 2024, GHC-SCW provided primary care for 16 uninsured individuals in our community, amounting to \$6,940 in medical services and medications.

SPREAD HEALTH KNOWLEDGE



Adopt-A-School

As an avid promoter of health knowledge, we adopted six local schools in need of health resources for the nineteenth year in a row. Our commitment to school children was demonstrated in many ways throughout the year, including donations of medical supplies, clothing and healthy snacks for nursing offices, holiday gift giving, food bank stocking, community events and more. **We donated over \$22,142 to help support our six Adopt-A-School partners.** We worked together with the Madison Public Schools Foundation to bring this service to our community.



Latino Health Council

For over a decade, we have helped promote the health and well-being of our Latino neighbors by serving on the Latino Health Council. **Along with our participation on the council in 2024, we were deeply involved in efforts throughout the year to spread health knowledge to the community.**



Reach Out And Read

Fewer things are more important to a child's cognitive, emotional and social health than the simple act of reading. National research continues to show the importance of reading to children in early childhood brain development.

For the twelfth year, GHC-SCW was a proud supporter of the Reach Out and Read Program, championed by local pediatrician, Dr. Dipesh Navsaria. Our employees dedicate time toward the program, making it a standard part of our pediatric primary care. At each Well Child visit, a child gets a book from their Primary Care Provider. Through this program, GHC-SCW distributes a total of **11** books per member, starting at two months and going to five years of age.

In 2024, we proudly paid for 4,824 age and culturally-appropriate books through the Reach Out and Read Program for a total of over \$8,485.

SERVE THROUGH VOLUNTEERISM

Cooperative Community Fundraisers

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 2024:



Charitable Giving Campaign

Employees have a choice of donating via payroll deductions all year long. 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.

In 2024, a total of **\$10,113** was donated to the three programs on behalf of GHC-SCW employees. Another **\$45,000** was donated on behalf of the Cooperative to the three programs.



Employee Blood Drives

In 2024, GHC-SCW proudly partnered with the American Red Cross to host four successful blood drives. Thanks to the generosity of our donors, a total of **73** units of blood were collected—enough to potentially save up to **219** lives.

Each donation represents more than just a number—it's a lifeline for patients in need of surgeries, cancer treatments, trauma care and chronic illness support. Blood cannot be manufactured; it can only come from volunteer donors. By hosting these drives, GHC-SCW supports a critical mission: ensuring that hospitals and emergency centers have the resources they need to save lives every day.



Highway Clean-Up

In July 2024, staff from the Intensive Outpatient Program (IOP) united to support their community through the Adopt-A-Highway program. Demonstrating their commitment to service beyond the clinic, team members volunteered their time to clean up a designated stretch of roadway. Their efforts not only contributed to a cleaner, safer environment but also highlighted the spirit of collaboration and care, both in and out of the workplace.



SERVE THROUGH VOLUNTEERISM



Holiday Gift Giving

Families with limited financial means can have a tough time getting through the holidays.

GHC-SCW developed the Holiday Gift Giving Program to help. Through our Adopt-A-School Program and with the help of school social workers, we supported over **80** families by fulfilling gift requests during the holidays. We helped ease the holiday burden by providing these individuals with gas cards and fun activities such as board games or gift cards. To help them keep warm, we provided them with new socks, slippers and cozy blankets.

We also provided them with nutritious snacks and bought gifts from the families' wish lists and delivered them in time for the holidays.



Hurricane Relief

In response to the devastating hurricanes that impacted the southeastern United States in the fall of 2024, GHC-SCW staff came together to support those affected by the disaster. Team members generously donated essential items to aid in relief efforts, demonstrating a strong spirit of compassion and community.

In addition to these contributions, several staff members made personal monetary donations to the American Red Cross. GHC-SCW proudly matched those donations, resulting in a total contribution of **\$1,080** to help provide critical support and resources to individuals and families in need.



SPONSOR HEALTH AND COMMUNITY INITIATIVES

Throughout the year, GHC-SCW provided corporate financial sponsorships to a variety of vital causes. **In total, we contributed \$388,000.** The largest contributions were **\$200,000** to Access Community Health Centers and **\$35,838** to the Foundation for Black Women's Wellness. We helped support and sponsor organizations that worked to promote healthy activities and initiatives that made our community better:

- 100 Black Men of Madison
- Access Community Health Centers
- Affordable Dental Care
- Agrace
- American Cancer Society (Coaches Vs. Cancer)
- American Heart Association
- American Red Cross
- Arthritis Foundation
- Autism Society of South Central WI
- Big Brothers Big Sisters
- Black Women's Wellness Center
- Brat Fest
- Breakthrough T1D
- Carbone Cancer Center
- Centro Hispano of Dane County
- Children's Theater of Madison
- Community Living Alliance
- Community Shares of Wisconsin
- Covering Wisconsin
- DAIS
- Dane Buy Local
- Dane County Immunization Coalition
- Disability Pride Madison
- EasterSeals
- FairShare
- Family Community Alliance
- Gilda's Club
- Girls on the Run
- Goodman Community Center
- GSAFE
- Habitat for Humanity
- Junior Achievement
- Kiwanis
- Latino Health Council
- Madison Children's Museum
- Madison Public Library
- Madison's Public Schools Foundation
- MARC
- Mikayla's Grace
- NAMI
- Peyton's Smile
- Porchlight
- Project Home
- REAP
- Returned Peace Corps
- Ronald McDonald House Charities
- Roots\$Change
- RSVP of Dane County
- Russell Hess Memorial Fund
- Safe Community Coalition
- Safe Harbor Child Advocacy Center
- St. Vincent De Paul Social Determinants of Health
- Susan G. Komen
- The Literacy Network
- The Rainbow Project
- The Road Home Dane County
- United Cerebral Palsy
- United Way of Dane County
- Wil-Mar Neighborhood Association
- Wisconsin Literacy
- Wisconsin Women's Health Foundation
- Wisconsin Youth Company
- WIT (Women in Technology)
- YWCA Madison

