



Building Layers of Wellness

2017 Annual Report



PASO DEL NORTE
HEALTH FOUNDATION



PASO DEL NORTE
CHARITABLE FOUNDATION

PASSION • PURPOSE • POTENTIAL



FUNDACIÓN
PASO DEL NORTE

Para la Salud y Bienestar



PLAYA DRAIN TRAIL
COMING 2018



2017 Annual Report: Building Layers of Wellness

The Boards of Directors and Staff of the Paso del Norte Health Foundation, Paso del Norte Charitable Foundation and Fundación Paso del Norte para la Salud y Bienestar are pleased to share this snapshot of our **2017 Annual Report: Building Layers of Wellness**, which features the work of our partners, the grants we awarded and an accounting of the financial resources entrusted to our care.

We invite you to view the complete annual report at 2017annualreport.pdnhf.org to learn more about our collective missions, priorities, initiatives, partners, grantmaking, financials and impact in the region.

We extend our sincerest thanks to the hundreds of organizations and individuals who partner with us to build a foundation of health and wellness, support and grow community philanthropy and improve quality of life in our region.

Visit 2017annualreport.pdnhf.org





Building Health, Philanthropy and Quality of Life

The Paso del Norte Health Foundation, Paso del Norte Charitable Foundation and Fundación Paso del Norte para la Salud y Bienestar work together for a shared vision: to ensure that the people of our binational, tri-state region have the knowledge, resources, environment and support to live happy, healthy and productive lives.

The **Paso del Norte Health Foundation** (Health Foundation) was established in 1995 from the sale of Providence Memorial Hospital to Tenet Healthcare Corporation to lead, leverage and invest in initiatives, programs and policies that promote health and prevent disease in the Paso del Norte region.

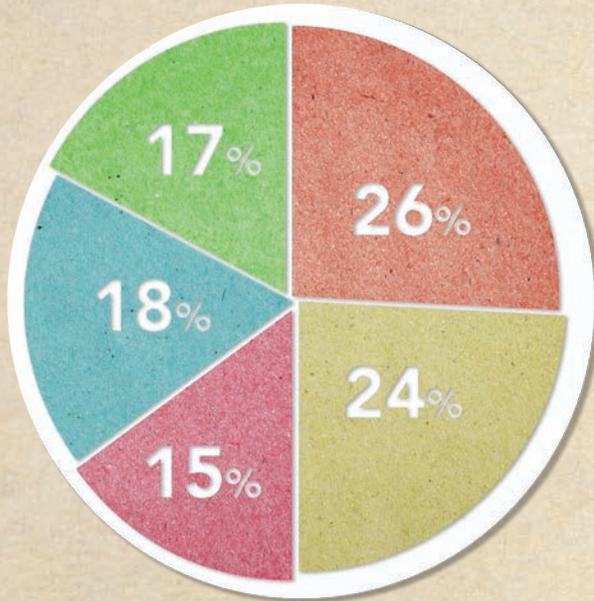
The **Paso del Norte Charitable Foundation** (Charitable Foundation) is a U.S. public charity established in 2013 to support the philanthropic goals of individuals, corporations, foundations and nonprofit organizations to improve health, education, economic development and quality of life in the region.

The **Fundación Paso del Norte para la Salud y Bienestar** (Fundación) is a Mexican Asociación Civil established in 2015 to advance partnerships and initiatives to improve the health and well-being of the people and community of Ciudad Juárez.



2017 Highlights

- Celebrated the 15th anniversary of the City of El Paso's Smokefree Ordinance and adoption of a new ordinance by the City of Anthony.
- Began construction of 3.4 miles of the Playa Drain Trail from Ascarate Park to Riverside High School to make physical activity the easy choice for residents.
- Made a leadership gift for the new Doctor of Pharmacy (PharmD) program at The University of Texas at El Paso (UTEP) to increase pharmacy students and the workforce.
- Made a leadership gift to support the new Texas Tech University Health Sciences Center–El Paso Woody L. Hunt School of Dental Medicine.
- Improved access to healthy foods in partnership with UTEP's Paso del Norte Institute for Healthy Living and La Semilla Food Center's school gardens.
- Funded out-of-school time programs in partnership with the United Way, Creative Kids, FEMAP Foundation, Centro de Asesoría y Promoción Juvenil and Boys and Girls Clubs of El Paso and Las Cruces delivering positive programs for thousands of disconnected youth.
- Partnered with the El Paso Behavioral Health Consortium, Las Cruces Wellness Coalition and ROTMENAS Ciudad Juárez to expand Mental Health First-Aid and other programs designed to increase access to mental health services and reduce the negative bias associated with mental illness.
- Partnered with the Alcohol Impact Network to support a grassroots effort that led to the adoption by the City of El Paso of the first Social Host Ordinance in Texas designed to reduce binge drinking among youth.
- Engaged Sites Southwest/Alta Design to begin a trail planning project to establish the route for a 60-mile county-wide recreational trail across El Paso county.
- Welcomed 20 health leaders in the 4th REALIZE Executive leadership development program and partnered with the United Way to implement the REALIZE Board development program.



Financials

The Health Foundation invested more than **\$9 million** with more than **83 organizations** in our five priority areas to expand the opportunity for individuals to live healthy lives.

Grantmaking by priority area

26% Healthy Eating and Active Living

24% Tobacco and Alcohol Prevention

15% Mental Health and Emotional Well-being

18% Healthy Kids

17% Health Leadership

The Health Foundation ended the year with **\$241.7 million in assets**, up from \$130 million in 1996, keeping administrative expenses below 1% of foundation assets and bringing total grantmaking since inception to nearly **\$164 million**.

For a complete list of 2017 grants and a copy of our financial statements, visit 2017annualreport.pdnhf.org.



2017 Highlights

- Welcomed the Ginger G. and L. Frederick Francis Foundation with the largest gift the Charitable Foundation has received to date, one of a growing list of designated and donor-advised funds working to support a range of charitable causes in the region.
- Distributed more than \$1 million for charitable causes, including \$130,000 in scholarships and awards to 125 students through the EPISD Education Foundation, Bowie Jardin, Cocina y Mercado Fund, Deby Lewis Foundation and Women's Fund of El Paso.
- Welcomed the Arthur and Patricia Boardman Fund, a charitable gift annuity established for the benefit of the El Paso Pro-Musica Foundation, an agency endowment fund under the Charitable Foundation's umbrella.
- Partnered with 167 nonprofit organizations for the second El Paso Giving Day, a 24-hour on-line, social media-driven fundraising campaign that raised \$204,967 from 1,734 donors, "prize" money from The Meadows Foundation, corporate employee matching gifts from companies like El Paso Electric, and generous underwriting support, with 100% growth over the first year's campaign and 40% of gifts coming from first-time donors.
- Worked with the Fundación Paso del Norte para la Salud y Bienestar to meet the Hunt Family Foundation Challenge Grant to grow philanthropy and charitable giving, helping to raise and return as much as \$600,000 a year for nonprofit organizations and programs in Ciudad Juárez.
- Hosted the first annual "Paso on the Ritz" Gala to support the Charitable Foundation's work with nonprofit organizations, led by an extraordinary committee of volunteers.

Financials

The Charitable Foundation received nearly

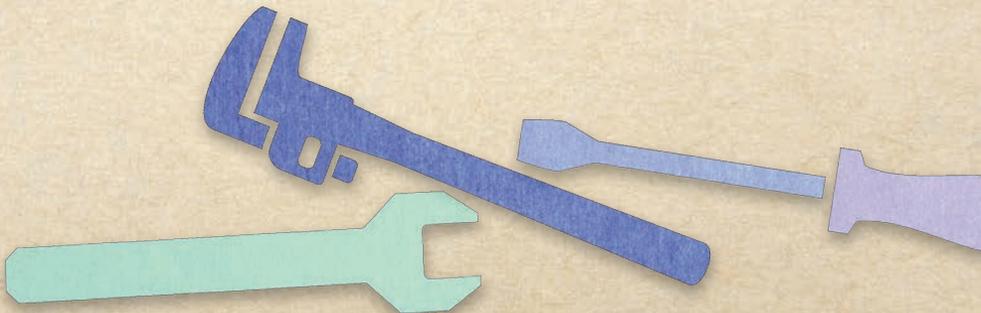
**\$4.4 million in contributions
from 2,370 donors**

to improve health, education, economic development and quality of life in the region.

The Charitable Foundation awarded more than **\$1 million in distributions** from designated funds, donor-advised funds, agency funds and supporting organizations, bringing total distributions since inception to \$5.3 million. The Charitable Foundation ended the year with

\$5.5 million in assets and 72 funds.

To learn more about the Charitable Foundation's 2017 accomplishments, funds and financials, visit 2017annualreport.pdnhf.org.





2017 Highlights

- Invested nearly \$400,000 dollars to improve health and well-being in Ciudad Juárez, through a variety of programs, partnerships and grants. This represents more than 7 million pesos.
- Helped raise and return \$231,000 in contributions and matching funds to six nonprofit organizations through the Fundación's "Reto por la Salud" (Challenge Fund Program) in partnership with the Hunt Family Foundation.
- Implemented the "Escuelas en Acción" program, employing an internationally-recognized methodology to train 85 coaches and PE teachers to use play and sport to teach values and life skills to more than 24,000 students in 99 schools and social programs in Ciudad Juárez.
- Supported eight nonprofit programs to prevent violence in marginalized neighborhoods in Ciudad Juárez in partnership with FICOSEC.
- Led the second annual "Juárez en Acción" weekend, in partnership with FC Juárez Bravos, registering more than 7,000 volunteers to clean public spaces, organize sport activities for the community and do charitable work, impacting more than 70,000 individuals.
- Hosted several fundraising events that featured wine tasting, unique car collections and on-line giving.

Financials

The Fundación raised more than

**\$800,000 from generous donors,
grants, and fundraising events**

to **support 15 nonprofit organizations and programs** to improve health and well-being in Ciudad Juárez to be granted in 2017 and 2018.

To learn more about the Fundación's 2017 accomplishments and financials, visit 2017annualreport.pdnhf.org.



Working together to expand opportunity

Our community partners are the building blocks to better health and quality of life in our region.



Students at Bowie High School tend to the organic garden established as part of the Bowie Jardin, Mercado y Cocina in partnership with the Charitable Foundation.



Mayor Dee Margo officially proclaims November 15, 2017 "El Paso Giving Day," a project of the Charitable Foundation in partnership with and for the benefit of more than 165 nonprofit organizations in the community.



The Health Foundation breaks ground on construction of 3.4 miles of the Playa Drain Trail in partnership with the City of El Paso Parks and Recreation Department and El Paso Water.



The Health Foundation staff and A Smoke Free Paso del Norte coalition members showcase the City of El Paso's Proclamation recognizing the 15-year anniversary of El Paso's Smokefree Ordinance.



230 guests enjoy the Dueling Pianos at the "Paso on the Ritz" Fundraising Event for the Charitable Foundation.



The Health Foundation provides support to increase the number of pharmacy students at The University of Texas at El Paso's new PharmD program.



Teachers graduate from the Fundación's first "Schools in Action" training to learn how to use play and sports for social change.



Leandro Carrijo, soccer player from the FC Juárez Bravos, signs autographs during a community activity organized by the Fundación.



Female student-athletes from NMSU work with grade-school girls to improve their physical activity with support from the Health Foundation.

Visit 2017annualreport.pdnhf.org to learn more.

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