



Annual Report  
2021/2022

# From the Chief Executive Officer

Ann Battaglia



Dear Friends,

With the pandemic behind us, most of us are back to enjoying family gatherings, celebrations, in-person events, and onsite services. It certainly has been nice to finally meet clients and colleagues face-to-face after months of virtual meetings and conference calling.

While it might feel as though we are getting back to normal, there are so many lessons the pandemic has taught us that we cannot forget as we move forward. Through it all, we learned new ways to connect with each other, explored creative strategies to better support our communities, and uncovered critical needs and inequities that historically have left many populations underserved. So, let us not simply return to normal, but instead, progress forward by using the lessons we have learned these past two years.

I would like to take this opportunity to extend a great big thank you to all the staff, board members, partners, and funders for their ongoing commitment and support of the mission of Healthy Community Alliance. As we forge ahead into this next program year, make sure to follow HCA on social media for the latest news, events, and program announcements.

All the best in 2023,

A handwritten signature in cursive script that reads "Ann Battaglia". The ink is dark and the signature is fluid and legible.

Ann Battaglia, Chief Executive Officer

# Community Wellness

Addressing health related social needs continues to be a major area of focus for HCA. To advance rural health and wellness and meet critical community needs, Healthy Community Alliance (HCA) collaborated with many organizations this past year.

In partnership with the Cattaraugus County Department of the Aging, the HCA-managed Senior Wellness and Nutrition site at Community Place offered social programs and served more than 14,000 meals this year to older adults in Gowanda.

Under grants from New York State and the Community Services Society of New York, HCA's navigators assisted 2,300 community members with enrollment in affordable health insurance coverage.

As a network provider with the Western New York Integrated Care Collaborative, HCA's Community Wellness Coordinators delivered nearly 250 hours of evidence-based coaching services so community members could more successfully manage life skills and chronic conditions.

*"Healthy Community Alliance is an excellent network partner of the Western New York Integrated Care Collaborative (WNYICC) and one of its founding members. WNYICC has worked with HCA to pilot several evidence-based wellness programs that address health-related social needs across our Western New York communities. HCA's wellness coaches are extremely professional as they assist program participants with food security and health literacy and help increase participants' social and community engagement. The staff at Healthy Community Alliance is informed, collaborative, and always ready to innovate!"*

-Nikki Kmiciński, Executive Director, Western New York Integrated Care Collaborative



Through grant funding from Exhale – the Family Caregiver Initiative, HCA's program, Caregiver Tech Solutions, has provided free

caregiver coaching and technology to 64 family caregivers of older adults.

Caregivers also visited the project's website, [www.caregivertechsolutions.org](http://www.caregivertechsolutions.org), for helpful resources. To date, the program has contributed to a statistically significant

decline in caregiver burden and stress among participating caregivers, further demonstrating that coaching and technology help caregivers feel a sense of support and improve their caregiving experience.

# Strengthening Rural Systems of Care



As a New York State funded Rural Health Network since 1996, HCA

remains laser-focused on health promotion, disease prevention, and building quality of life in rural communities. In support of these objectives, HCA facilitates collaboration across sectors to improve systems of care and works

with partners to eliminate barriers for rural residents in need of that care. A solid example of this work is in HCA's role as anchor entity for Strong Starts Chautauqua — a coalition of partners dedicated to improving the health, development, and well-being of Chautauqua County children, prenatally through age five. Strong Starts Chautauqua collaborates with more than 40 multi-sector organizations

to implement its maternal/child Screening, Assessment, Referral & Treatment system. This system consists of training, information sharing, and technical assistance on best practices in prevention, risk identification, service coordination, and treatment. As anchor entity, HCA supports the coalition with fiscal, program and administrative functions which support community education and outreach, information and referral, universal maternal and early childhood risk screening, and connection to resources that help young children thrive. The coalition is leveraging proven national strategies to create a strong local support system for organizations working with young children and their families. HCA is honored to serve as anchor entity for the collaboration and has, so far, managed grant funding for the initiative from John R. Oishei Foundation, Health Foundation for Western and Central



*Through a grant from The Children's Guild Foundation, HCA helped purchase equipment for the Strong Starts Chautauqua Sensory Room located at The Chautauqua Center in Jamestown. Pictured here is Occupational Therapist, Sue Green and her assistant, demonstrating how the equipment is used in play therapy to address a child's sensory needs.*

New York, Chautauqua Region Community Foundation, City of Jamestown, Ralph C. Sheldon Foundation, The Lenna Foundation, Chautauqua County, The Children's Guild Foundation, Highmark Blue Cross Blue Shield Blue Fund, and WNY COVID-19 Community Response Fund.

The perinatal period, defined as the period before, during, and after childbirth, is a critical time for supporting pregnant people and infants to promote positive short- and long-term health outcomes. To further support our community's perinatal health outcomes and strengthen that system of care, HCA applied for and was awarded a New York State Perinatal Infant Community Health Collaborative (PICHC) grant. As grantee, HCA will lead the initiative that focuses on individual level strategies, as well as community level strategies that promote positive perinatal and

infant health outcomes across Chautauqua County. At the individual level, HCA employs Community Health Workers to provide outreach and engage high-need, low-income, and/or Medicaid-eligible pregnant, postpartum, and interconception individuals and their families. This includes those not already connected to care and to facilitate connections to needed health and supportive services. The community level strategies involve diverse community partners, including community residents, to mobilize community action to strengthen the continuum of health and social care that impacts perinatal and infant health outcomes. Heading into the first year of a five-year grant, the PICHC program is off to a great start with four Community Health Workers conducting perinatal-infant home visits to 57 families.

## What PICHC program moms have to say:

*"The program has helped guide me on many things when I had questions. I felt less alone being able to talk to someone about how I've adjusted to being a mom."*

*"I am so grateful for the help I received from my community health worker. She made a referral and helped me set up my mental health appointment. I had no idea where to begin."*

*"Honestly, I don't know where I'd be if my community health worker and I didn't work together."*

# Nonprofit and CBO Building Capacity

One of HCA's priorities in the current strategic plan is to strengthen the capacity of our partners so that together we can be more effective in improving the health, well-being, and overall functioning of our community. To that end, HCA collaborated this year with other capacity building organizations on projects designed to strengthen the nonprofit social care sector.



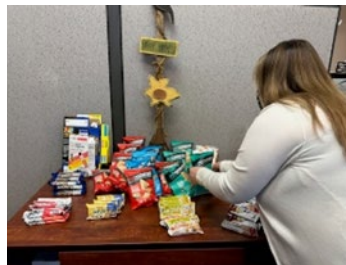
HCA continued its work to strengthen the capacity of local community-based organizations (CBOs) through training, technical assistance, and resources that promote best practices in nonprofit management and leadership. With funding from the Health Foundation for Western and Central New York, the CBO Consortium of Upstate New York, a subsidiary of HCA, partnered with the National Standards for Excellence® Institute. This partnership brought Consortium members a training series on advocacy which provided members important information to ensure compliance with nonprofit laws and regulations, as well as templates for the development of their own advocacy policies and procedures.



To further support nonprofits, HCA led the launch of Impact HQ, an online information hub for regional nonprofit organizations. The hub, found at [www.impact-hq.org](http://www.impact-hq.org), has already reached more than 200 local nonprofit professionals with capacity building content in the areas of technology and racial equity. Impact HQ is an ongoing collaboration with the Nonprofit Support Group and a network of nonprofit capacity building organizations across Western New York committed to strengthening the nonprofit sector. This informational hub provides local nonprofits a single place for catalogued, searchable, capacity building technical assistance and funding opportunities. The work will continue into next year to improve user experience and expand features and functionality of the online site.



[www.communityalliance.org](http://www.communityalliance.org)



*A staff member at Total Senior Care selects a healthy snack during a wellness event where employees used program “tokens” to purchase and try out a variety of healthy snacks that could eventually be included in their agency’s vending machine.*



This past summer, HCA wrapped up its two-year Call to Action Demonstration Project funded by the Health Foundation for Western and Central New York. The project leveraged the locally developed software, **allco**, to improve service coordination across the social care sector and better connect community members to critical resources. The platform includes the most comprehensive resource database of more than 20,000 health and human services and programs across Western and Central New York and has been adopted by over 70 regional organizations including the contact centers of 211WNY and HIS 211 Helpline in the Southern Tier. The resource database and the number of organizations using the software continue to expand and grow across New York State.



Also, this past year, HCA resumed its partnership with Erie 1 BOCES under the New York State Creating Healthy Schools and Communities Grant. Through this collaboration, HCA’s Community Wellness Coordinator, Jasmine Filkov, is supporting five Cattaraugus County businesses and early childhood programs by providing technical assistance and incentives to incorporate wellness policies and practices into their organizations. The grant works to establish and support sustainable healthy communities as places where it is easier to practice healthy behaviors.

## Community Place, LLC

Community Place, a subsidiary of Healthy Community Alliance, continues to provide added value to Gowanda and the surrounding area. Community Place is home to HCA's primary office, as well as individual, family and youth counseling services, the Cattaraugus County Senior Wellness and Nutrition Site, the Country Store food pantry, Tri-County Family Medicine Associates, and Total Senior Care Daybreak Adult Day Services. Community Place hosts many community activities including Village of Gowanda Youth Recreation, local cheerleading and wrestling practice, and adult card clubs and recreation.



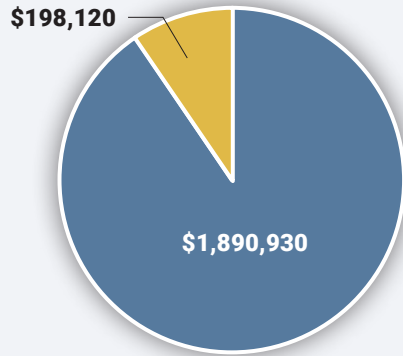
## Academy Place Apartments, LP

Academy Place Apartments, at 1 School St. in Gowanda, consists of 32 apartments through the HUD Section 202 Affordable Housing and New York State Tax Credit programs for seniors, age 62 and older, who meet federally mandated household income guidelines. Healthy Community Alliance partners with People, Inc. for the management of Academy Place Apartments. This year, People Inc. has added a service coordinator to their staff who visits Academy Place Apartments weekly and connects Academy Place tenants with supportive services that help them remain independent in their apartment for as long as possible.



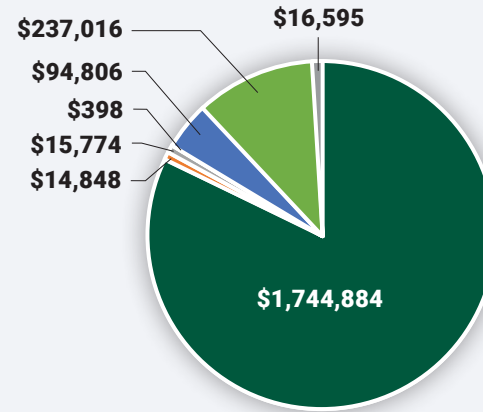


# Financials



### Expenses:

Program Expenses	\$ 1,890,930
General and Administrative	\$ 198,120



### Revenues:

Grant Support	\$1,744,884
Fee for Service	\$ 14,848
Interest	\$ 15,774
Contributions	\$ 398
Rental Income	\$ 94,806
Management Services	\$ 237,016
Reimbursed Expenses	\$ 16,595

*\*From audited consolidated financial statements for year ending July 31, 2022*

## Healthy Community Alliance, Inc.

### Board of Directors 2022

Bruce Nisbet, President  
Erin Gaken, Vice President/Treasurer  
Pauline Hoffmann, Ph.D., Secretary  
Kelly Campbell  
Derrick Decker  
Kara Kane  
Marty Kemsley, Ph.D., RN  
David Parker  
Cate Pritchard  
Nick Silvaroli  
Melinda Spire  
Elizabeth Urbanski-Farrell  
Kevin D. Watkins, M.D.

### Chief Executive Officer

Ann Battaglia, M.S.

## Academy Place Housing Development Fund Company

### Board of Directors 2022

Ann Battaglia, President  
Mike Hutchinson, Vice President  
Rob Gaylord, Secretary/Treasurer  
Kelly Carriero  
Danny Davis  
Gloria Tomaszewski

## Our Team

**Ann Battaglia**, *Chief Executive Officer*

**Jennifer Foringer**, *Director of Finance*

**Ashley Conti**, *Director of Programs*

**Bert Miller**, *Building and Maintenance Supervisor*

**Mallory Eddy**, *Program Assistant*

**Brooke Nigro**, *Strong Starts Resource Manager*

**Justin Foster**, *Communications and Website Manager*

**Susan Guziec**, *Program Supervisor*

**Jasmine Filkov**, *Community Wellness Coordinator*

**Brittney Olszewski**, *Community Wellness Coordinator*

**Lynda Chudy**, *Health Insurance Navigator*

**Ashley Randolph**, *Health Insurance Navigator*

**Daniel Runfola**, *Health Insurance Navigator*

**Rachel Povhe**, *Health Insurance Navigator*

**Maria Ramos**, *Community Health Worker*

**Ashley Sweatman**, *Community Health Worker*

## Management Services

**Desiree Sanderson**,  
*Kitchen Manager*

**Anne Parks**,  
*HIICAP Coordinator*

**Jean Peterson**,  
*HIICAP Counselor*

**Molly Higgins**,  
*WIC Nutrition Assistant*

## New York State Public Health Fellows

**Jackie Borges**,  
*Community Wellness Coordinator*

**Sarah Cuillo**,  
*Data Integration Specialist*

## Our Mission

The mission of Healthy Community Alliance is to improve quality of life in rural communities through broad-based, inclusive partnerships that support wellness and prevention.



**Healthy Community Alliance, Inc.** 1 School Street, Suite 100 | Gowanda, NY 14070 | [www.communityalliance.org](http://www.communityalliance.org)