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.

Board of Directors 2021

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ACADEMY PLACE HOUSING DEVELOPMENT FUND COMPANY

Board of Directors 2021

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Dear Friends,

As we reflect on this past year, we know that each one of us has been touched by the pandemic in deeply personal ways. Family members have fallen ill. Grandparents have been isolated. Children have been learning from home. Spouses have been unemployed. It has been an incredibly challenging time, and while I am confident better days are coming soon, it is important to acknowledge that times may still be trying for many.

Organizations have also struggled to adapt to the changing times because of the pandemic. Tough times like these test an organization’s culture and its values. As HCA embarks upon the development of a two-year strategic plan, the staff and Board of Directors took extra time to restate and reaffirm the values that guide our work and give clarity to how we serve the community and to the culture we nurture within the organization.

Holding to these values, the Board of Directors is working to further define strategic priorities and initiatives that will steer the organization for the next two years, beyond the pandemic, and toward long-term sustainability. Our commitment to quality of life for rural communities through partnership and collaboration remains strong. We thank you for your ongoing commitment and support of the mission of Healthy Community Alliance.

Ann Battaglia, Chief Executive Officer
## Healthy Community Alliance Values

*Restated and Adopted by Staff and the Board of Directors - June 2021*

<table>
<thead>
<tr>
<th>Resilience</th>
<th>Stewardship</th>
<th>Solution Oriented</th>
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<tbody>
<tr>
<td>We are nimble, flexible, and innovative in adapting to rapidly changing circumstances.</td>
<td>We maximize resources entrusted to us by approaching all of our work with transparency, accountability, and a focus on quality outcomes.</td>
<td>We are empowered to creatively problem solve solutions to meet community needs.</td>
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<table>
<thead>
<tr>
<th>Equity</th>
<th>Compassion &amp; Empathy</th>
<th>Engaged</th>
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<tbody>
<tr>
<td>We are fair and impartial in our interactions and solution development, ensuring support regardless of individual situation or need.</td>
<td>We see, hear, and respect the lived experiences of the individuals and organizations who come to us for help and support.</td>
<td>We actively listen, assess, and respond to community needs.</td>
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Wellness and Health Promotion

Although rural communities escaped much of the initial surge of COVID-19 in 2020, the impact across our rural region was felt in 2021. Rural communities already experiencing disparities in access to care and services felt the pressure of the pandemic deepen as individuals were impacted by illness, unemployment, and social isolation. Through its partnerships, HCA was able to reach many vulnerable community members and provide critical services and support.

With funding from the COVID-19 Response Fund for Cattaraugus County, HCA was able to distribute 40 baby gift bags to support young parents in northern Cattaraugus County. Each of the gift bags included essential baby items, child safety kits, gift cards, and helpful information on services and benefits. With funding from the WNY COVID-19 Community Response Fund, HCA was also able to continue providing food, hygiene products, and cleaning supplies to older adults in the area and to the tenants of Academy Place Apartments.

The COVID-19 pandemic continued to impact how HCA services were delivered to community members. With the Senior Wellness and Nutrition Program closed to congregate dining most of the year, HCA staff and volunteers, in partnership with Cattaraugus County Department of Aging, served 12,636 meals to older adults in the Gowanda area with 12,522 delivered directly to residents’ homes.

The shelves at the Community Place Country Store pantry remain stocked with cereal, canned goods, and healthy snack items thanks to generous funders.

Earlier this year, HCA received a grant from the Community Services Society of New York to increase
Thank you for all your hard work helping people find health insurance they can afford. I appreciate hearing from the people that I’ve referred about how quickly you respond and how efficient you are at helping them.

- Staff member from The Resource Center, Jamestown, New York

outreach to uninsured individuals and educate them on the availability of affordable health insurance through the New York State of Health Marketplace. As a NYS Department of Health funded navigator agency, HCA was able to enroll over 2,000 community members in health insurance which advances the statewide goal of closing the gap for those uninsured. HCA’s Community Support Specialist also worked closely with Bertrand Chaffee Hospital Primary Care to assist patients with social care needs by rescheduling appointments that were missed due to the pandemic and setting up new preventative care appointments such as colonoscopies that had been postponed or missed.

caregiver
TECH SOLUTIONS

This year, HCA partnered with regional funders, local areas on aging, and community-based organizations to lead a three-year pilot project, known as Caregiver Tech Solutions, that aims to re-imagine caregiver respite through the use of technology. The project funded by the Ralph C. Wilson Jr. Foundation and the Health Foundation for Western and Central New York focuses on how digital technology can be used to help rural caregivers feel supported and empowered, learn self-care techniques, and achieve short term relief from ongoing tasks or worries as they care for a loved one. With the planning stage completed, the program launched in August 2021 with the implementation of individualized respite coaching that links caregivers up with technology solutions for caregiver respite needs. Pilot program implementation and evaluation of outcomes will continue over the next year.
Partnership and Collaboration

HCA’s increasing focus on collaboration has long been guided by the belief that no single organization alone can address the increasingly complex challenges that rural communities face. The COVID-19 pandemic is shining a spotlight on the fact that collaboration is critically important for communities if they are to become more resilient against crisis.

This past year, Healthy Community Alliance has had the opportunity to participate in several new collaborations that have a direct impact on building resilience and quality of life for children and their families in rural Western New York. Under the Co-Creating Well-Being initiative funded by the Health Foundation for Western and Central New York, HCA partnered with the Cattaraugus and Wyoming Project Head Start in developing new ways for Head Start staff to offer support to one another and for their students and families to access free mental health consultation. HCA staff member, Ashley Conti, was instrumental in leading Head Start teachers and parents through human-centered design activities to find solutions that increase student retention in the classroom, reduce behavioral incidents, and support family adherence to mental health treatment plans.

Also this past year, Strong Starts Chautauqua—a local network of organizations and partners dedicated to improving the health, development, and well-being of Chautauqua County children, prenatally through age five—chose Healthy Community Alliance to be its anchor entity and fiscal agent. By leveraging national, proven strategies, Strong Starts Chautauqua is implementing professional training, community education, and ongoing evaluation to create a strong local support system for organizations working with young children and their families. The model supports all the county’s young children and their families through community education and outreach, information and referral, maternal and early childhood risk screening, and connection to resources that help young children thrive.
Strong Starts Chautauqua secured grant funding from several private foundations to pilot the model of integrated care that empowers providers to assist with life challenges faced by pregnant women, children aged birth to 5 years, and their families. HCA is honored to serve as anchor entity for the collaboration and has, so far, administered program funding from John R. Oishei Foundation, Chautauqua Region Community Foundation, Ralph C. Sheldon Foundation, The Lenna Foundation, Chautauqua County, Highmark Blue Cross Blue Shield Blue Fund and WNY COVID-19 Community Response Fund.

"It is a sight to behold seeing barriers, competition, and silo work melt away by people coming together to try their hardest to make Chautauqua County a better, healthier place to live."

Dr. Lillian Ney, Former Medical Director, UPMC/WCA Hospital

"I’m thrilled! Strong Starts is the first thing to be able to offer me and my son hope in a long time."

Anonymous mother served by Strong Starts Chautauqua
Nonprofit and Community-Based Organization Capacity Building

As a New York State funded Rural Health Network, Healthy Community Alliance remains committed to strengthening other community-based organizations, or CBOs, within the network through capacity building services that enhance a CBO’s ability to positively impact the lives of rural community members.

This past year, the CBO Consortium of Upstate New York, a subsidiary of HCA, wrapped up a capacity building project that increased CBOs’ knowledge of information technology to continue to meet their service needs and business requirements amid the COVID-19 pandemic and beyond. The CBO Tech Readiness Initiative helped 31 Western and Central New York CBOs better understand their technology infrastructure strengths and gaps and provided them with tools and resources to enhance their management of and strategic planning for information technology.

“Thank you so much for these data and technology policy and procedure templates. A great deal of work on your part to lessen ours.”

- Western New York community-based organization and CBO Consortium member
A more customized community data tracking system for the social care sector could significantly improve service coordination and further the capacity of CBOs to better collect data and measure program outcomes. To this end, HCA is leading a cohort of CBOs and care providers to leverage and test a locally developed software, known as allco, which generates a longitudinal record of engaged community members and a closed loop referral system. The project is funded under the Fellows Action Network Call to Action Demonstration Grant offered by the Health Foundation for Western and Central NY. The cohort of CBOs and two committees are driving the potential policies, technology workflows, and compliance standards for social care data collection and sharing that could be scalable beyond the project. Wellconnected LLC, the local company that is developing the allco platform, was co-founded by Healthy Community Alliance and is committed to the sharing of high-quality information through a centralized system that will build a stronger, more engaged, and more connected social care ecosystem.
Community Place, LLC and Academy Place Apartments, LP

This past year marked the 10th anniversary of Academy Place Apartments and Community Place in Gowanda. The three-story building at 1 School Street has served as a community focal point for housing, social programs and critical services for Gowanda and surrounding area residents for over a decade. Academy Place Apartments, which is managed by People, Inc., provides affordable senior housing to thirty-two older adults in the community. Community Place is home to individual, family and youth counseling services, audiology services, Healthy Community Alliance’s offices, the Cattaraugus County Department of Aging Senior Wellness and Nutrition Site, Meals on Wheels, the Country Store pantry, Tri-County Family Medicine, and Total Senior Care Adult Day Services.

Community Place offers Academy Place Apartment residents and community members a centralized location where recreation, wellness, and health promotion activities are available to people of all ages. The community partnerships fostered at Community Place include collaborations with local county government, the Village of Gowanda, health care providers, local stores, youth and aging services, and faith-based organizations. Together, we help to ensure that Academy Place Apartments residents and other older adults in the area receive important services that address their needs and help them feel socially connected to their community.

“I’m so grateful to live at the Academy Place Apartments. So many services are right here. I can attend the dining center for lunch with my friends, don’t have to leave the building to see my doctor, and can enjoy the outside areas like the new pavilion.”

~ Tenant from Academy Place Apartments
Organizational Strengthening

Healthy Community Alliance is committed to impacting quality of life for the rural communities it serves for a long time. To do so, the organization requires a sustainable and diversified funding portfolio. To that end, the Healthy Community Alliance Board of Directors decided this past year to establish an agency fund at the Community Foundation for Greater Buffalo. An agency fund allows a nonprofit organization to focus on its mission rather than spend time identifying and supervising investments. It also helps nonprofits with gift planning and endowment building to ensure long-term financial sustainability. By establishing its own agency fund, HCA now has a low-cost investment option for reserve funds and a mechanism to build long term assets so that it can continue to meet its mission for years to come. The Community Foundation for Greater Buffalo can receive contributions directly from donors on behalf of Healthy Community Alliance and can process grants from the fund back to Healthy Community Alliance to further its charitable purpose.

“HCA is delighted to be partnering with the Community Foundation for Greater Buffalo for their sound management of charitable assets and their deep knowledge of the Western New York community.”

~ Bruce Nisbet, HCA Board President
Expenses:
- Program Expenses: $1,746,764
- General and Administrative: $274,430

Revenues:
- Grant Support: $1,470,976
- Fee for Service: $16,948
- Interest: $14,958
- Contributions: $1,752
- Rental Income: $98,892
- Management Services: $253,712
- Reimbursements: $14,012

*From audited consolidated financial statements for year ending July 31, 2021
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
Katie Connors, Program Manager
Meagan O’Brien, Community Wellness Coordinator
Lynda Chudy, Health Insurance Navigator
Brittney Olszewski, Health Insurance Navigator
Ashley Randolph, Health Insurance Navigator

Management Services

Desiree Sanderson, Kitchen Manager
Anne Parks, HIICAP Coordinator
Molly Higgins, WIC Nutrition Assistant
Carla Jefferlone, WIC Breastfeeding Peer Counselor