



Heluna Health®

**2017-2018**

# Impact Report

**EMPOWERING POPULATION HEALTH PROGRAMS  
TO IMPROVE THE OVERALL WELL-BEING OF OUR  
COMMUNITIES SINCE 1969**

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**   @HELUNAHEALTH**

# A Message from the CEO

Each year, as I reflect on the myriad quiet, but critical ways that our hundreds of programs and partnerships improve the life trajectories for people across the country and around the world, I am reminded of my first medical school Dean, who commented during our inaugural 'white coat' ceremony, that one's very best moments as a physician are most often those that no one else will ever see. Similarly, our collective accomplishments of this past year speak for themselves — sometimes without great fanfare. Our network of Heluna Health partners, clients, and team members continues to grow and strengthen as we work with our many collaborators to strengthen our most vulnerable neighbors and lift up our partner communities across the country.

In this report, we highlight such a collective impact by giving voice to some of the stories from our partners and direct service programs. As our 50th year of service gets underway in 2019, our past accomplishments inspire us to take even bolder steps toward supporting the health and wellness of our partner communities.

Here are just a few of the remarkable achievements by our programs, staff, and partners in 2017-2018:

- Public Health Foundation Enterprises, or PHFE, became Heluna Health, emphasizing our focus on population/community health (with the Hawaiian word 'heluna,' meaning 'total' or 'count'). Our new name has given us an opportunity to transform our identity to better serve the health of all communities as we continue to grow.
- Heluna Health embarked on a new collaboration with the Institute for Healthcare Improvement's 100 Million Healthier Lives movement—an unprecedented collective of change agents across the world that seeks to bring improved health to 100 million individuals by 2020.
- Partner programs advanced our understanding of new modalities for HIV prevention, emerging infections, such as Zika, and worked to enhance surveillance against antibiotic-resistant organisms and food-borne illnesses.
- Approximately 200,000 low-income families throughout Southern California were supported during a critically vulnerable time in their lives with healthy food and



nutrition counseling each month through our network of 48 Women, Infants and Children PHFE WIC centers. This support included free, healthy food vouchers for pregnant mothers and young children, ages 0 to 5, peer breastfeeding counseling, education for new parents, and referrals for additional special services.

- More than 60,000 children benefited from the Little By Little School Readiness Program, an evidence-based initiative that engages low-income families and fosters early literacy skills to improve school success for children.

The collective work we do is more important than ever. As new threats to the health of our communities emerge, our role in meeting these challenges continues to evolve. We are constantly challenging ourselves to pave ever-innovative and more easily accessible pathways to help a greater number of our neighbors receive the support and care they need to live healthy, productive lives.

None of this life-sustaining work could be achieved without your commitment and dedication. Despite any challenge that might come our way, we will tenaciously continue our sometimes quiet, but always impactful work with renewed commitment in the year ahead.

**I thank you for all that you do on behalf of Heluna Health and look forward to celebrating an exciting 50th year together in 2019.**

With gratitude,

**Blayne Cutler, MD, PhD**

President and Chief Executive Officer, Heluna Health

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**Our values guide  
the work we do  
every day.**

## Our Mission

Heluna Health enables population health initiatives to improve the overall well-being of our communities.

## Our Vision

Heluna Health strives to become the nation's leader in providing program and support services to optimize population health.

## Our Values



### COLLABORATION:

We strive to ensure that the shared mission embodied in our public health partnerships are a blueprint for 21st century health and wellness.



### PROFESSIONALISM:

We seek to provide reliable and consistent service to all of our partners through clear and concise professional guidance.



### HEALTH PROMOTION:

Our work focuses on advancing the health of our communities. We strive to model, promote and advance healthy behaviors in all that we do.



### INNOVATION:

Our flexible fiscal sponsorship model serves to empower the needs of our partners in the pursuit of the greater good. We work to create relevant, client-centered solutions.



### DIVERSITY:

We embrace the power that a diverse workforce and client-base brings to the advancement of our goals.



### INTEGRITY:

We seek to model the highest standards of ethics and transparency in all that we do.





## Zika Prevention and Response

### RAPID DISBURSEMENT OF FUNDING TO LOCAL HEALTH DEPARTMENTS AND VECTOR CONTROL AGENCIES ACROSS CALIFORNIA

In 2017, Heluna Health received an \$11M grant on behalf of the California Department of Public Health (CDPH) from the Centers for Disease Control and Prevention (CDC) for Zika preparedness and prevention activities throughout California. Of that total, \$5M was allocated to local health departments and local vector control agencies across the state.

**“The excellent collaboration between [Heluna Health] and CDPH resulted in rapid disbursement of funding to [local health departments] and [local vector control agencies] to enhance, and in some cases initiate, response to Zika. These resources will enable local agencies to prevent disease in California.”**

**- James Watt, MD, PhD**

Chief, Division of Communicable Disease Control  
Center for Infectious Disease, California Department of Public Health



**Heluna Health, in partnership with the California Department of Public Health (CDPH), led the design, development, and issuance of two large requests for proposal to award funds to local health organizations.**

Over 40 local health departments and vector control agencies applied for grants. Heluna Health and CDPH convened and managed an evaluation panel to assess the proposals and award funding.

Within two months of receiving the grant, Heluna Health issued award notices to grantees for amounts ranging from \$4,000 to \$419,000. Nimble project management on Heluna Health's part resulted in the rapid disbursement of funding to local health departments and vector control agencies across the state to enhance—and in some cases initiate—a response to the Zika virus.

Heluna Health continues to work with all 40 local health departments and vector control agencies in California. Both Heluna Health and CDPH were cited by the CDC for exemplary performance among their grantees.

**LEARN MORE ABOUT THIS PARTNERSHIP EFFORT AT:  
[WWW.CDC.GOV/ZIKA](http://WWW.CDC.GOV/ZIKA)**





## The SOL Project: Saving Our Legacy



### AFRICAN AMERICANS FOR SMOKE-FREE SAFE PLACES

The SOL (Saving Our Legacy) Project advocates for healthy, smoke-free communities for African Americans and other populations that suffer disproportionately as a result of social conditions and tobacco use.



**SOL hopes its community action plan will spark a movement among organizations, public health professionals, businesses, community advocates, and residents to implement more strategic and synchronized efforts around tobacco control as it relates to social determinants of health.**



**As more stringent smoke-free laws have been enacted in California, more businesses are eager to protect their customers from secondhand tobacco smoke.**

The SOL Project works with key opinion leaders, businesses, community members, educators, lawmakers, and nonprofits to adopt and implement smoke-free policies that protect people from the hazards of tobacco and plant-based smoke or electronic smoking device vapor. SOL also works to restrict the sale of flavored tobacco products, including menthol as predatory marketed products towards African Americans and other vulnerable communities, while training youth as health ambassadors, known as the SOLDiers.

Founded in 2007 by Kimberly Bankston-Lee and Twlia Laster, the project name was created by community advocates Julius Bankston, Roxie Mason, Jolene French, and Carol McGruder, all of whom shared a collective vision for improving health among African Americans in the Gold Country region of California.

**LEARN MORE AT:  
[WWW.THESOLPROJECT.COM](http://WWW.THESOLPROJECT.COM)**



## YDS Partners For Success



Heluna Health  
YDS Program

### INTERRUPTING GANG VIOLENCE IN LOS ANGELES

Over the past 15 years, Heluna Health has partnered with the Los Angeles Mayor's Office of Gang Reduction and Youth Development (GRYD), the Los Angeles Police Department, and local communities to provide gang intervention, incident response, and engagement activities for young people between the ages of 14 to 25.



### Heluna Health's Youth Development Services (YDS)

**Program** empowers communities to break the cycle of violence in Los Angeles by promoting peace, self-sufficiency, and quality of life for youth and young adults. Because of their long-term commitment, Heluna Health deeply understands the needs of the communities it serves, the socioeconomic factors involved, and how to address issues in a culturally appropriate way to support peace and prosperity.

GRYD works within 23 zones in LA. Heluna Health's YDS Program operated in four of these GRYD Zones in 2018. YDS engages in street outreach in these designated GRYD Zones, which includes safe passage for students after school, field trips, tattoo removal, a gun buy-back program, community events, and workshops to help young people develop the knowledge and skills they need to build supportive relationships in their communities. Activities also focus on providing leadership development, organizational development, and community organizing while fostering collaborative relationships within communities.



## Proven Success

In a 2017 evaluation report\* on all GRYD programs in Los Angeles reported by Cal State LA, in collaboration with USC, UCLA and the Mayor's Office of GRYD Research and Evaluation Team, GRYD's family case management resulted in statistically significant differences in outcomes for clients:

22%

**Participation in non-violent crimes reduced by 22%**

17%

**Participation in violent crimes reduced by 17%**

23%

**Gang affiliation of participants reduced by 23%**

38%

**Participants spent 38% less time with their affiliated gang**

17%

**Emotional attachment to the gang reduced by 17% over time**

*\*Kraus, Molly, et al. "GRYD Gang Prevention 2017 Evaluation Report." Los Angeles GRYD, City of Los Angeles Mayor's Office of Gang Reduction and Youth Development*

*(GRYD), 2017, [www.lagryd.org/gryd-gang-prevention-2017-evaluation-report](http://www.lagryd.org/gryd-gang-prevention-2017-evaluation-report).*

**LEARN MORE AT:  
[WWW.HELUNAHEALTH.ORG/NEWS/YDS](http://WWW.HELUNAHEALTH.ORG/NEWS/YDS)**

# Our Impact

Since 1969, Heluna Health has been empowering population health researchers, government agencies, nonprofits, and public-private consortia to improve the health and well-being of communities across the U.S. and beyond. Our direct service programs have also impacted the lives of millions of people through our past 50+ years of service. We're proud of the work we do with our employees, clients, and partners, and the collective impact we make on health outcomes every day.

## OUR SKILLS AND INNOVATION IN DIRECT SERVICE PROGRAMMING AND PARTNER SUPPORT SERVICES:



Empower more than 500 health projects each year.



Impact more than 30 regions domestically and internationally.



Are supported by more than 1,200 Heluna Health employees.



Touch neighborhoods where 60 million individuals live, work, and play.

### 5%

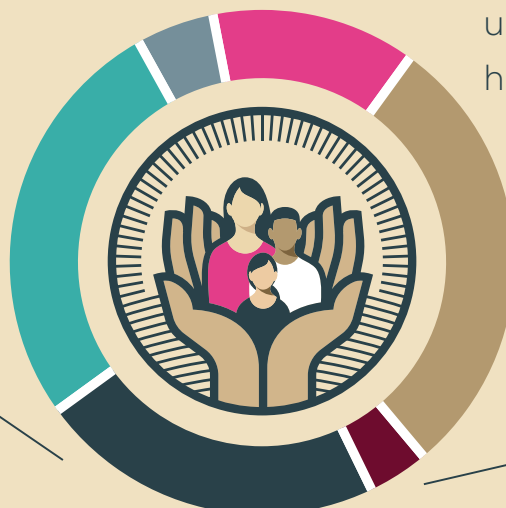
of clients work in nutrition.

### 27%

of clients work in other areas of need.

### 22%

of clients work in communicable disease.



### 13%

of clients work in substance use, violence prevention, or homeless support services.

### 29%

of clients work in community health.

### 4%

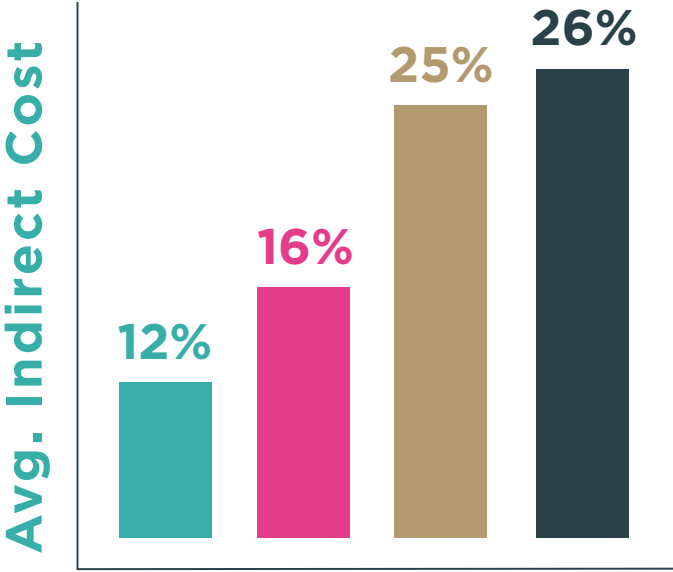
of clients work in family and children's health.



# Heluna Health and its clients work in 32 U.S. metropolitan areas in 22 states (including D.C.) across an array of population health topic areas.



We successfully renew over 95% of the grants we manage for our clients.



On average, Heluna Health’s clients save up to 54% on facilities and administrative costs by deploying our services.

- Heluna Health
- Other Health and Community Fiscal Sponsors\*
- Sample of Major Universities\*\*
- California County Rates\*\*\*

\*n= 7, based on most recent rates available from health-focused fiscal sponsor organizations via fiscalsponsordirectory.org. | \*\*n=36 public and private institutions. | \*\*\* n=57, as reported to California Department of Public Health (CDPH) by counties, where publicly available.

# Donors and Funders

Abbvie  
 Adamma Foundation  
 AIDS Healthcare Foundation  
 Akin, Gump, Strauss, Hauer & Feld  
 Allergan Foundation  
 Altarum Institute  
 American Heart Association  
 Anna Ibbotson  
 Arthur J Gallagher & Co.  
 Association Of Public Health Laboratories  
 AT&T Foundation  
 Attic Community Theater  
 Alexander Baker  
 Bank of America Corp.  
 Bill and Melinda Gates Foundation  
 Bio-Rad Laboratories  
 Blue Shield of California Foundation  
 Jamiela Braxton  
 John Brown  
 Bristol-Myers Squibb  
 California Board of State and Community Corrections  
 California Community Foundation  
 California Health Care Foundation  
 California HIV/AIDS Research Program  
 California Association of School Business Officials (CASBO)  
 Centers for Medicare & Medicaid Services  
 Cepheid  
 CharlieMadison Originals  
 Children & Families Commission of Orange County  
 Dr. Ray Chips  
 Citrus Valley Health Partners  
 City and County of San Francisco
 

- San Francisco Department of Homelessness and Supportive Housing
- San Francisco Department of Public Health
- San Francisco Mayor's Office of Housing and Community Development

 City of Hope National Medical Center  
 City of Long Beach  
 City of Los Angeles  
 Columbia University  
 Council of State and Territorial Epidemiologists (CSTE)  
 Contra Costa County  
 County of Riverside  
 Yasmin Davidds  
 Susan De Santi  
 Drinker Biddle & Reath LLP  
 Eastern Los Angeles Regional Center  
 Edward Lifesciences Foundation  
 Alison Edwards  
 Carladenise Edwards  
 Elaine Efstathiou  
 Elton John AIDS Foundation  
 F. Hoffman-La Roche Ltd. (Roche)  
 FHI 360  
 Farmers & Merchants Bank  
 Fidelity Charitable  
 First5 LA  
 Fred Hutchinson Cancer Research Center  
 Fried, Frank, Harris, Shriver & Jacobson, LLP  
 Gable Heart Beats Foundation  
 George Kaiser Family Foundation  
 GlaxoSmithKline (GSK)  
 Gayle Gramer  
 GRYD Foundation  
 Cynthia Harding  
 Haskell & White LLP  
 Health Officers Association of California  
 Health Services Advisory Group, Inc  
 Hellman Foundation  
 Inland Empire Health Plan  
 Institute for Healthcare Improvement  
 Virginia Jenks  
 JWCH Institute, Inc  
 Kaiser Foundation Hospitals  
 Kristen Kalyncz  
 Nancy Kindelan  
 LA Care  
 Christine Laehle  
 Clarence Lam



Language to Learning, Inc.  
 Laura and John Arnold Foundation  
 Liberty Hill Foundation  
 Sonya Long  
 Los Angeles County  
 Los Angeles LGBT Center  
 Luminostics  
 Mac AIDS Fund  
 Magee-Women's Research Institute and Foundation  
 Majestic Realty Foundation  
 Massachusetts Mutual Life Insurance Company (MassMutual)  
 Mathematica Policy Research  
 Lloyd T. McKinney  
 Prakash Mehta  
 Jeff Minter  
 Todd Molz  
 Morgan Stanley  
 National Park Service  
 New Venture Fund  
 Northrop Grumman  
 O.L. Halsell Foundation  
 Open Society Foundations  
 Oracle Corporation  
 Orange County Community Foundation  
 Orange County Brady Campaign  
 Orange County Human Relations  
 Ortho-Clinical Diagnostics, Inc  
 Orthopaedic Hospital  
 Peter Patrick Madigan Antonini Foundation  
 Pharmaceutical Product Development, LLC  
 Pomona Community Health Center  
 Pomona Valley Hospital  
 Providence Plan Partners  
 Public Health Institute  
 Erik Ramanathan  
 Rancho Santiago Community College  
 Johnny Randel  
 Regents of California
 

- Regents of the University of California-Davis
- Regents of the University of California-Los Angeles
- Regents of the University of California-San Diego
- Regents of the University of California-San Francisco

 Robert Wood Johnson Foundation

Rosenthal Family Foundation  
 RTI International  
 San Bernardino County  
 San Francisco AIDS Foundation  
 Shoo the Flu, LLC  
 Alison Shuman  
 Jean Smith  
 Social & Scientific Systems, Inc.  
 South Central Los Angeles Regional Center  
 St. John's Well Child & Family Center  
 State of California  
 State of New Mexico  
 Dyan Sublett  
 The Army Judge Advocates Women's & Spouses' Club  
 The Comer Foundation  
 The David and Lucile Packard Foundation  
 The George Washington University  
 The Ralph M. Parsons Foundation  
 The Regents of California  
 The San Francisco Foundation  
 The Ultimate Software Group, Inc.  
 The University of North Carolina  
 Trailhead Institute  
 Tri-City Health Center  
 Tulane University  
 Rita Tuzon  
 U.S. Agency for International Development  
 U.S. Department of Agriculture  
 U.S. Department of Education  
 U.S. Department of Health and Human Services  
 U.S. Department of Housing and Urban Development  
 U.S. Department of Justice  
 U.S. Department of the Interior  
 UniHealth Foundation  
 United Healthcare  
 Vanguard Charitable  
 Santosh Vetticaden  
 ViiV Healthcare UK  
 Westat  
 WK Kellogg Foundation  
 Edward Yip  
 Jacob Zacuto

# Clients and Partners

## THANK YOU TO ALL OF OUR CLIENTS AND PARTNERS

### 4 Bone Health

Alameda County Public Health Laboratory

Angels Childcare Food Program

California Department of Public Health

- CDPH California Emerging Infections Program (CEIP)
- CDPH California STD/HIV Prevention Training Center
- CDPH California Youth Advocacy Network
- CDPH Infant Botulism Treatment and Prevention
- CDPH Microbial Disease Laboratory
- CDPH Refugee Health Program
- CDPH STD Control Branch
- CDPH Vector Borne Disease Section
- CDPH Viral and Rickettsial Disease Laboratory
- CDPH- Saving Our Legacy (SOL) Project

Carolyn Kordich Family Resource Center

Cell Ed

Children and Families Commission of Orange County

CinnaMoms

CMV Workshop Fund

Community Translational Research Institute (CTRI)

Contra Costa County

- H3 -Division of Health, Housing and Homeless Services
- Contra Costa Health Services (CCHS)
- Public Health Division
- Senior Nutrition Program (Meals on Wheels)

Curry Center

Cycle for Heart and Climb for Heart

Eastern Los Angeles Family Resource Center

Global Parents for Eczema Research

Health Consortium of Greater San Gabriel Valley

Health Disparities Research Group

Health Officers Association of California (HOAC)

Heartfelt Cardiac Projects

Los Angeles County

- HIV/AIDS Transitional Case Management - County of Los Angeles Jail System
- Los Angeles County Department of Health Services-USC Healthcare Network
- Immunization Coalition of LA County (ICLAC)
- Los Angeles Community Health Project
- Los Angeles Network for Enhanced Services (LANES)

Little by Little School Readiness Program

Long Beach Early Childhood Education Committee

Orange County Department of Education (OCDE)

PHFE WIC

Rancho Santiago Community College District (RSCCD)

RTI International

San Francisco Department of Public Health (SFDPH)

- SF Homeless Outreach Team (SFHOT)
- SFDPH Applied Research, Community Health Epidemiology, and Surveillance (ARCHES)
- SFDPH Bridge HIV
- SFDPH Center for Learning and Innovation (CLI)
- SFDPH Center for Public Health Research (CPHR)
- SFDPH Community Health Equity and Promotion (CHEP)
- SFDPH Disease Prevention and Control (DPC)
- SFDPH Public Health Emergency Preparedness and Response (PHEPR)

Shoo the Flu

Shoreline Center for Eating Disorder Treatment

United Council of Human Services (UCHS)

Violence Prevention Coalition of Orange County

Wilson High School Alumni Foundation

Youth Development Services (YDS)

**We see ourselves  
in the people we  
serve every day.**



# Governance

Heluna Health's accomplished Board of Directors and dynamic staff work collaboratively to uplift our partners and each other.

## MANAGEMENT TEAM

### **Blayne Cutler, MD, PhD**

President and Chief Executive Officer

### **Brian Gieseler, MBA**

Chief Financial Officer

### **Kiran Saluja, MPH, RDN**

Executive Director, PHFE WIC Program

### **Linda Yeomans**

Director of Advancement

### **Nickie Kluge**

Director of Marketing and Communications

### **Peter Dale, CPCM, MA**

Chief Program Officer

### **Tim Seifert, JD**

Human Resources Officer

**“At all times, the staff of Heluna Health provide consistent, professional service to meet or exceed our expectations.”**

**- Eric Whitney**

Chief of Operations, Contra Costa Health,  
Housing and Homeless Services (H3)

## BOARD OF DIRECTORS

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Providence St. Joseph Health

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School of Public Health

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CEO, Force Diagnostics, Inc.

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Vice-President, Medical Affairs North America & Asia Pacific, Life Molecular Imaging, Inc.



# Financial Data

## STATEMENTS OF FINANCIAL POSITION JUNE 30, 2018 AND 2017 (AUDITED)

ASSETS	2018	2017
Cash and cash equivalents	\$7,148,524	\$8,613,875
Contracts receivable, net of allowance for doubtful accounts of \$2,397 and \$9,888, respectively	\$18,182,189	\$14,866,491
Deposits and prepaid expenses	\$2,202,468	\$2,092,391
Property and equipment, net	\$3,458,415	\$2,723,778
<b>Total Assets</b>	<b>\$30,991,596</b>	<b>\$28,296,535</b>
LIABILITIES	2018	2017
Accounts payable and accrued expenses	\$8,659,285	\$6,218,176
Accrued payroll and related liabilities	\$6,045,865	\$5,582,000
Agency and other funds payable	\$3,666,566	\$4,116,231
Advance on grantor payments	\$1,547,615	\$2,420,406
Accountability for program assets	\$2,890,332	\$2,162,639
Deferred rent	\$304,942	\$424,344
Deferred revenue	\$ 377,073	\$174,026
Capital lease obligations	-	\$7,258
<b>Total Liabilities</b>	<b>\$23,491,678</b>	<b>\$21,105,080</b>
Net assets - Unrestricted	\$7,499,918	\$7,191,455
<b>Total Liabilities and Net Assets</b>	<b>\$30,991,596</b>	<b>\$28,296,535</b>

## STATEMENTS OF ACTIVITIES FOR THE YEARS ENDED JUNE 30, 2018 AND 2017

UNRESTRICTED REVENUES AND SUPPORT	2018	2017
Governmental service contracts	\$107,843,425	\$97,342,024
Private contracts	\$2,663,697	\$2,171,037
Management fees	\$10,991,229	\$10,584,415
Other income	\$23,839	\$37,517
<b>Total Unrestricted Revenues and Support</b>	<b>\$121,522,190</b>	<b>\$110,134,993</b>
EXPENSES	2018	2017
Program services	\$110,418,334	\$99,339,091
Support services	\$10,795,393	\$10,617,195
<b>Total expenses</b>	<b>\$121,213,727</b>	<b>\$109,956,286</b>
Change in net assets - unrestricted	\$308,463	\$178,707
Net assets - unrestricted, beginning of the year	\$7,191,455	\$7,012,748
Net assets - unrestricted, end of the year	\$7,499,918	\$7,191,455

For complete audit and financial statement details, visit [www.helunahealth.org/corporate-documents](http://www.helunahealth.org/corporate-documents)

**Join us in  
discovering  
innovative ways  
to improve lives  
every day.**





**Heluna Health<sup>®</sup>**

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