

COMMUNITY OUTREACH

2022

IMPACT REPORT



**HAP
IS HERE**

*Improving
the* **LIVES WE TOUCH**

IMPROVING THE LIVES WE TOUCH

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We love kids!

And we honor them with our community efforts. We also respect their privacy, and we work to safeguard their identities. So when we showcase photos with kids, our HAP sun blocks their face from view. Isn't that what sunblock is?

HAP's Community Impact Report, *Improving the Lives We Touch*, is an overview of how we connected with communities throughout the state of Michigan in 2022. It is dedicated to the people we serve and illustrates the various types of outreach used to advance the health and well-being of our state's residents.

Our Community Outreach team details the numbers of events, attendees and overall financial community investment. We also monitor the list of organizations we work with annually as we try to increase the numbers of lives we touch. In this report, we have explained how HAP seeks local groups that positively impact Social Determinants of Health and how agencies can easily apply for support from HAP.

At HAP, we know that being healthy is more than a lack of physical pain or disease. Being healthy also requires inspiration, hope and setting achievable goals. Our programs put each person served in charge of building their own good health. And we don't just offer programs to HAP members. Many of our activities are open to all in the communities we serve.

We are proud of the work we accomplished in 2022 to fulfill our strategic goals. This past year also marked an important expansion for HAP's presence in West Michigan, enabling us to help thousands more Michigan residents live healthier lives.

Numbers aren't everything. But they are a way to demonstrate what outreach can do in the lives of our members, their families, friends and everyone we touch. We hope you will find this report informative, inspiring and representative of what it takes to create a healthier community for everyone.

Dear Valued HAP Friends:

In 2022, HAP's Community Outreach team continued our mission to improve the lives of our members and the communities we touch throughout Michigan. It is an honor to lead such an active group of community-minded professionals as we find innovative and cost-effective ways to serve Michigan residents, addressing vital issues of health equity, social determinants of health, food insecurity and overall community improvement. Each of these areas is equally important and requires our support.

HAP has a rich tradition of giving back. For more than 60 years, HAP has been here in Michigan, providing affordable and comprehensive health care coverage, reinvesting in communities through our outreach, and seeking ways to improve lives for the widest possible audiences.

HAP's history is rooted in improving the communities where our members, employees and friends live and work. We believe strongly that we made a positive difference for the more than 260 organizations we were able to help in 2022. HAP's *Improving the Lives We Touch*

report highlights only a few of these groups. They represent a cross-section of those we serve statewide.

Thank you for taking the time to review this report. It reflects our commitment to Social Determinants of Health initiatives that are described later in the report. We seek to make it easier for everyone to achieve their best health and well-being. That means they must be able to receive health care services, have access to healthy foods, maintain an active and health-conscious lifestyle and live in safe, habitable surroundings. These are significant challenges for some of those who live in our state. At HAP, we understand this, and want to make sure these "musts" are achieved for all Michigan residents.



Michael Genord, M.D., M.B.A.
President and CEO, Health Alliance Plan



“We seek to make it easier for everyone to achieve their best health and well-being.”

ALL ABOUT HAP

HAP is a subsidiary of Henry Ford Health, one of Michigan's leading health care systems. Founded in 1960, HAP provides health insurance plans for individuals, companies and organizations of all sizes. Our product lines include coverage for employer group plans, individual plans, Medicare Advantage, Medicaid and self-funded plans. We regard **our mission as the enhancement of the health and well-being of the thousands of lives we touch every year.**

HAP covers 430,000 lives in Michigan, whom we call our members. In 2022, HAP greatly expanded its geographic reach westward, enabling our Community Outreach team to include organizations in Grand Rapids and nearby communities. We also added health care providers with this growth as well, now peaking at more than 50,000 provider partners.

HAP is governed by a diverse volunteer board of directors representing a variety of industries that include health care, automotive/manufacturing, financial services, education, professional services, consumer services and community planning.

Our subsidiaries and business partnerships include Alliance Health and Life Insurance Company, ASR Health Benefits, HAP Empowered Health Plan and Health Alliance Administrators, Inc.

HAP is known for our community giving and volunteerism. Our outreach programs focus on wellness, youth, education, diversity, community development, and arts and culture. HAP also offers a variety of wellness programs for preventive care, worksite wellness and digital coaching.

HAP Product Lines of Coverage



430,000+
LIVES COVERED



PROVIDER PARTNERS
50,000+

HAP Key Community Outreach Initiatives

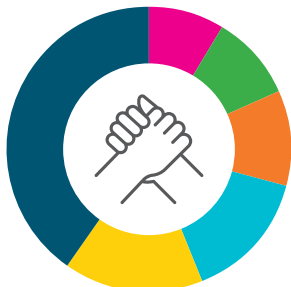
Establish and manage relationships with human service agencies and nonprofit organizations that support community health and well-being.

Partner with Henry Ford Health, other contracted providers and enrolled employer groups to present community event and member engagement activities.

SOCIAL DETERMINANTS OF HEALTH (SDoH)

HAP supports organizations that positively impact SDoH. These are the conditions where people are born, live, learn, work, play, worship and age, that impact their health and quality of life. HAP breaks these down into specific conditions for an individual. These SDoH are what we ask organizations to tell us about so that we can determine how HAP can help.



ACCESS TO QUALITY HEALTH CARE	Health coverage, provider availability, quality of care and linguistic/cultural competency	ORGANIZATIONAL COUNT & TYPE SERVED  <p>20 FOOD QUALITY & STABILITY</p> <p>22 NEIGHBORHOOD & PHYSICAL ENVIRONMENT</p> <p>25 ECONOMIC STABILITY</p> <p>34 EDUCATION</p> <p>36 ACCESS TO QUALITY CARE</p> <p>92 COMMUNITY & SOCIAL CONTACT</p>
COMMUNITY AND SOCIAL CONTACT	Social integration, support systems, community engagement, discrimination, stress	
EDUCATION	Literacy, language, early childhood education, vocational training, higher education	
FOOD QUALITY AND STABILITY	Hunger, access to healthy options	
ECONOMIC STABILITY	Employment, income, expenses and debt, medical bills, support	
NEIGHBORHOOD AND PHYSICAL ENVIRONMENT	Housing, transportation, safety, parks, playgrounds, walkability, ZIP codes and geography	

Coordinate Medicaid and MI Health Link Consumer Advisory Councils to gather feedback and better serve our members.

Identify, promote and coordinate HAP employee volunteer opportunities.

Manage high-profile corporate initiatives such as the American Heart Association Heart Walk, the HAP Crim Festival of Races and Game on Cancer.

HAP 2022 PARTNER ORGANIZATIONS

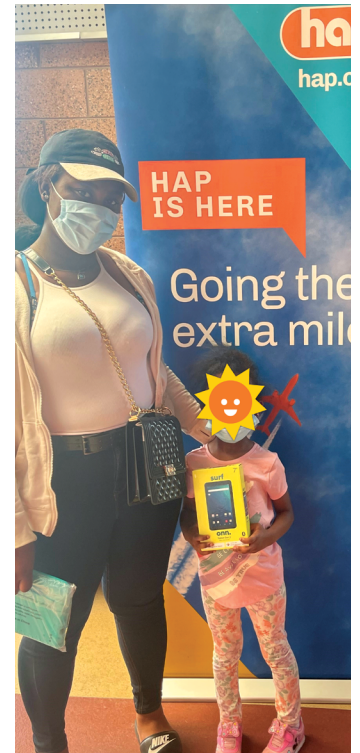
Let's take a look at a few of the organizations HAP assisted in 2022. HAP's Community Outreach team partnered with a total of 265 organizations across the state. All of those we served are examples of groups that positively impact the Social Determinants of Health and align with the goals established by our Community Advisory Committees.

Detroit Health Department & HAP Empowered Vaccination Event

HAP maintains a strategic partnership with the Detroit Health Department. One of the goals for this partnership is to close gaps in health care for many Detroit residents. In July at the Crowell Recreation Center, HAP administered free COVID vaccinations to adults and performed lead testing for neighborhood children. Our partnership with the Detroit Health Department also offers free immunizations and lead-poison screening for children who may not be receiving them with regular doctor visits and builds awareness for

parents about safe sleep habits for babies. HAP conducts raffles at these health events where kids can win bikes and items their families may not be able to afford including tablets and other technology. HAP also teamed up with the Detroit Pistons, giving the kids who attended our event their own basketballs to take home.





Habitat for Humanity

Habitat for Humanity believes that everyone everywhere should have a healthy, affordable place to call home. This motto aligns well with HAP's mission to create healthier communities. In September in Flint, HAP partnered with Habitat for Humanity to do what that organization does best – build houses. Also, throughout 2022, HAP joined with Henry Ford Health and Habitat for Humanity

to support the Return Home Safe program. This organization identifies at-risk seniors returning from the hospital who require minor home repairs. The goal is to enable them to keep living in their homes and continue to be part of their community once they leave the hospital. This program exists to reduce falls, injuries, emergency visits and hospital admissions for those aged 65 and older.



OneSight

HAP partnered with OneSight Essilor Luxottica Foundation and EyeMed for a two-day vision clinic at Kipps Academy on Detroit's Westside in August 2022. Among the benefits for community residents were free eye exams and eyeglasses made on the spot for people of all ages. Most of those served that day had never received an eye exam. OneSight completed more than 240 exams over the two-day event.



Cass Community Social Services

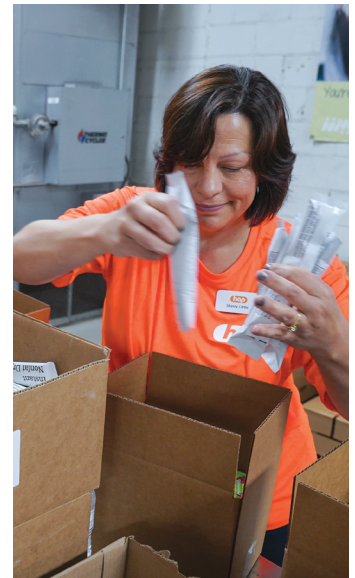
One of our strategic partners, Cass Community Social Services, works across the City of Detroit in areas of concentrated poverty, providing programs for food, health, housing and jobs. We work with Cass Community monthly to assist with meal preparation and then serve the meals to area residents. Throughout the year, HAP volunteers help alleviate chronic food insecurity by providing as many as 200 meals per month to the hungry.



Meals on Wheels/Grand Rapids and Food Pantry/Flint

Our relationship with Meals on Wheels in Grand Rapids is a new one and developed as a result of our expansion into more Michigan counties. In September, with the launch of our West Michigan expansion, more than 30 HAP employees volunteered at two Grand Rapids locations to wrap food deliveries and help with a variety of food prep. Our \$10,000 donation to Meals on Wheels in Grand Rapids helped them pay for a new cooler and shelving units in their facility. In November, we worked with Meals on Wheels to deliver Thanksgiving meals to those who regularly receive the group's services.

In January, to mark Martin Luther King Day, our HAP Flint team met at the Food Bank of Eastern Michigan to support the Hurley Food Farmacy. Volunteers cleaned, labeled, sorted and boxed food and non-food items that were distributed to partner agencies. HAP volunteers bagged nearly 23,000 bags of food in only two hours. HAP has been working with the Hurley Foundation for many years, building awareness to feed and care for Flint residents who need help.



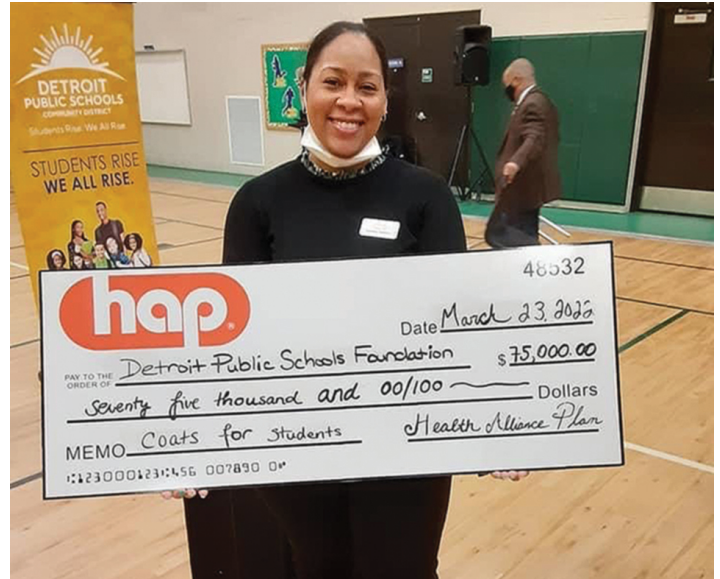
The NOAH Project Detroit

HAP sponsors monthly events with the NOAH Project in Detroit. The NOAH Project is dedicated to ending homelessness. It serves as a central hub for services for those who are on the path to stable housing. One step in this process is to ensure people have food security, and HAP volunteers work alongside NOAH Project staff to prepare lunches. In April, they filled more than 200 lunch bags to feed those who have no kitchen in which to prepare their own lunches.



Detroit Public School Community District (DPSCD)

In March, HAP donated \$75,000 to the Detroit Public School Community District (DPSCD) Foundation to purchase all-weather coats and personal care items for students. More than 1,900 coats were purchased and more than 35 schools in the district received coat donations. In December, HAP donated washers and dryers to three DPSCD elementary and middle schools. Many children who attend these schools don't have access to clean clothes, including many Medicaid-eligible families. Our donation will help to meet that need.



Izzo Legacy Walk with Michigan State University

More than 1,000 people were on hand in April for the Michigan State University (MSU) Izzo Legacy Walk. Named for MSU basketball coach Tom Izzo, this event features a variety of walks and runs for adults and children. HAP and MSU Health Care joined forces in 2021 to promote Medicare Advantage plans as an extension of the Henry Ford Health/MSU relationship. This is another way HAP increases awareness for healthy living throughout Michigan.



HAP FUNDRAISING ACTIVITIES

GAME ON CANCER

Game on Cancer (GOC) is a unique partnership among the Detroit Lions, the Detroit Pistons, Henry Ford Health and other corporate partners to raise awareness and funds for patients of the Henry Ford Cancer Institute.

In 2022, GOC was supercharged with activities and fundraising. **Game on Cancer Field Day in December** enabled families to visit with Detroit Lions players and legends, play football in a youth zone and participate in other on-field football clinics. **The MoGo bike share program in 2022** also raised money for Game on Cancer. Numerous bikes carry the HAP and Henry Ford Health logos, and HAP donates to GOC each time a photo of one of these bikes is shared on social media.

Every penny raised in GOC helps patients-in-need pay for essentials like housing, food, utility bills, transportation to appointments and similar needs while also supporting critical programs and cancer research. HAP employees purchased donated items in a silent auction as well just before the holiday season, raising \$8,000 for GOC.



CRIM

The HAP/Crim Festival of Races is held every August in Flint. It is named for former Michigan House Speaker Bobby Crim who launched the idea in 1977 as a way to encourage a healthier mindset for area residents.

Today, it is a highly regarded nonprofit organization that impacts the lives of thousands. HAP is the primary sponsor and supports the Crim Fitness Foundation year-round to promote healthy lifestyles for people who live in Flint and Genesee counties. For example, HAP also supports the Bishop Airport 5K run for the Crim Foundation every October. The Crim Foundation currently serves nearly 40,000 people each year and HAP is proud to be such an important part of this program.



HEART WALK

Henry Ford Health (HFH) and HAP sponsor the Heart Walk in Metro Detroit each year.

In June, HAP and HFH partnered to become the top fundraising organization for the American Heart Association Heart Walk. Together, HAP and HFH raised more than \$280,000. There were more than 140 HAP walkers in the event. Co-chairs for the 2022 walk were Denise Brooks-Williams, SVP and CEO for HFH North Market, and Dr. Michael Genord, president and CEO of HAP and EVP of HFH. The Heart Walk is focused on funding groundbreaking research and lifesaving programs for those who suffer from heart disease. Metro Detroit Heart Walk is one of 300 such walks held in communities across the U.S. annually.



How to Make Donation Requests for 2023



HAP's Community Outreach extends to Michigan-based health, civic, educational, cultural and faith-based organizations. We look for those that positively impact the Social Determinants of Health (See our description for the Social Determinants of Health in this report).

ADOPT-A-FAMILY

Every year, HAP adopts families to help them enjoy their holiday season with gifts purchased by donations from HAP employees.

In 2022, HAP adopted 12 families - nine through Carriage Town Ministries, a rescue mission in Flint; two through Oakland Family Services in Pontiac; and one HAP member family in Detroit. HAP employees in Troy and Flint bought gifts and wrapped them for these families. Children received coats, books, boots, hats, socks and toys.



- 1 We ask groups to send requests to HAP at least eight to 12 weeks in advance, whenever possible.
- 2 Details on the application process can be found online. It's important to include demographic information about your organization to help us determine what level of help HAP can provide. We welcome your requests, and we thank you for joining us in our mission to improve the health and wellbeing of thousands of Michigan residents.
- 3 Interested groups can scan QR code or [click here](#) to create an account and submit a donation request.



HAP 2022 PARTNER ORGANIZATIONS

100 Black Men of Greater Detroit, Inc.

A Kid Again Michigan

Advantage Health Centers - HOPE Village

Alternatives for Girls

Alzheimer's Association-
Greater Michigan Chapter

American Heart Association Inc.

American Indian Health & Family Services

American Legion Auxiliary 294

Asbury CDC

Aspire

Autism Alliance of Michigan

Bay Area Women's Center

Big Brothers Big Sisters of Flint
and Genesee County

Birch Run/Bridgeport Convention
& Visitors Bureau

Blessings in a Backpack Avondale

Boys & Girls Clubs of Greater Flint

CARE of Southeastern Michigan

Carriage Town Ministries

Catholic Charities of Shiawassee
and Genesee Counties

CBTU DETROIT

CenterPoint Church

Charter Township of Flint DDA

Child & Family Services of Saginaw

Child Abuse and Neglect Council

Great Lakes Bay Region

City of Kentwood

Clinton Township Senior Center

Coleman A. Young Foundation

Communities First, Inc.

Community Health and Social Services (CHASS)

County of Jackson

County of Lapeer

Crim Fitness Foundation

Crossover Outreach

Crossroads of Michigan

Detroit City Council Senior Task Force

Detroit Donates, Inc.

Detroit Equity Report, Inc.

Detroit Public Schools Foundation

Downriver Community Services

Easter Seals Michigan

Ennis Center for Children

Flint Insitute of Arts

Flint Children's Museum

Flushing Area Chamber of Commerce

Forgotten Harvest

Fraiche Culture

Friends of Public Transportation

Game On Cancer

Genesee Community Health Center

Genesee County Commission on Aging	Leadership Oakland
Genesee County Habitat for Humanity	Life Remodeled
Genesee County Medical Society	Lon'Dyn Hudson
Genesee County Parks & Recreation Dept.	Love INC of North Oakland County
Genesee Health Plan	Macomb County Chamber of Commerce
Gianna House Pregnancy and Parenting Residence	McLaren Flint Foundation Hospitality House
Gilda's Club Metro Detroit	Meals on Wheels-Grand Rapids
Go Tell It Ministry	Melvindale HS #22 LLC
Goddess Great	Metropolitan Detroit Diaper Bank
Grace Emmanuel Baptist Church	Michigan Chapter of the NCA DBA
Grand Blanc Chamber of Commerce	Children's Advocacy Centers of Michigan
Grand Rapids Chamber of Commerce	Michigan Colleges Alliance (MCA)
Great Lakes Division, Inc.	Michigan Community Health Worker Alliance (MiCHWA)
Greater Flint Health Coalition	Michigan Humane
Greater West Bloomfield Chamber of Commerce	Michigan Veterans Region 9
Habitat for Humanity Detroit	Community Action Team
Hamilton Community Health Network	Michigan West Coast Chamber of Commerce
Haven, Inc.	Michigan Women Forward
Health Centers Detroit Medical Group	Michigan Women's Foundation
Humane Society of Genesee County	Midnight Golf Program
Hurley Medical Center Wellness	Midwest Cosmopolitan Fellowship of Churches
i-94 Corridor Project, Inc.	MoGo
Is This Menopause Or What	Motherly Intercession, Inc.
Islamic Center of Detroit, Inc.	Motor City Pride
Juneteenth Jubilee Detroit	MSUE Tollgate Farm
KLA Laboratories	MyCare Health Center
LAHC- Leaders Advancing and Helping Communities	National Diversity Council
Lakes Area Chamber of Commerce	National Kidney Foundation of Michigan
Lansing Regional Chamber of Commerce	New Jerusalem Missionary Baptist Church
Lapeer Area Chamber of Commerce	Next-Your Place to Stay Active and Connected
Lawrence Technological University	Oakland Family Services

HAP 2022 PARTNER ORGANIZATIONS *cont.*

Oakland Grand Haven LLC	The First Tee of Eastern Michigan
Older Persons' Commission	The Greening of Detroit
OneSight EssilorLuxottica Foundation	The Heat and Warmth Fund (THAW)
Orchards Children's Services	The Konnection
Orion Township Parks and Recreation	The Natural Momma Me Initiative
Our Lady of Guadalupe Catholic Church	The St. Stephen A. M. E. Church Historical Remembrance Committee
Peace Tree Parks	The Zekelman Holocaust Center
Penn National Gaming Foundation Inc	Thornton's Moscato and Memories PWAT
Playworks Energized	Total Life Prosperity, LLC
Pontiac Community Foundation	Trendsetters Productions
PRIDE in Saginaw, Inc.	Troy Chamber of Commerce
Revive Community Health Center	Underground Railroad, Inc.
Royal Oak Chamber of Commerce	United Way of Genesee County
RTTM Community Center	Urban League of Detroit & Southeastern Michigan
Ruth Ellis Center	Valley Area Agency on Aging
SAY Detroit	VETLIFE
Second Ebenezer Community Development	Voices for Children Advocacy Center
Senior Neighbors	WayneTheBarber Enterprise LLC
Senior Winter Games of Genesee County	Well of Hope
Shelter Association of Washtenaw County	West Bloomfield Parks & Recreation Commission
Shelter of Flint	Western Wayne Family Health Centers
Special Olympics Michigan	Williams Sports and Entertainment
St. Anne's Mead	Women's Economic Club (Inforum)
Swartz Creek Hometown Days	Word of Life Christian Church
Taylor Conservatory Foundation	YMCA of Saginaw
Team One Credit Union and ELGA Credit Union	



COMMUNITY OUTREACH

*Improving
the* **LIVES WE TOUCH**



COMMUNITY OUTREACH TEAM

Charles “Chip” Tischler
DIRECTOR

De’adra W. Goldston
LEAD STRATEGIC PARTNERSHIPS

Cezara S. Siotean
COORDINATOR, COMMUNITY OUTREACH &
STRATEGIC PARTNERSHIPS

Kateena Rickman
STRATEGIC PARTNERSHIP REPRESENTATIVE

Christopher Purnell
STRATEGIC PARTNERSHIP REPRESENTATIVE

Taylor Seifert
STRATEGIC PARTNERSHIP REPRESENTATIVE

Christine Larkin
STRATEGIC PARTNERSHIP REPRESENTATIVE

Omar Sims
EXECUTIVE COMMUNITY LIAISON
