



2024

COMMUNITY OUTREACH

# IMPACT REPORT



**CARING**  
*for our* **Communities**

# CARING *for our* Communities

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Throughout 2024, HAP continued our work to connect with communities across Michigan, supporting groups and programs that focus on improving the health and well-being of area residents. This Impact Report, *Caring for Our Communities*, provides a variety of details about our outreach statewide including:

- A list of the organizations we supported
- Spotlights on several of these organizations
- An overview of our joint venture with CareSource, a managed health plan that HAP now partners with to provide Medicaid and MI Health Link benefits to Michigan residents

This report also provides an explanation for the Social Determinants of Health and how HAP uses them in our strategies to support members' whole health and well-being.

At HAP, we are proud of our dedication to helping our members achieve their health goals. Our programs are designed to put each person we serve in charge of his or her own goals as well as how to understand them. We know that it isn't easy. That's why creating Impact Reports like this helps measure the progress we've made in building healthier communities for everyone. Now that HAP has expanded its reach into Western Michigan as well as Southeastern Michigan, we have an opportunity to develop even more success stories. We are pleased to share our 2024 accomplishments with you.



## We love kids!

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

## *Dear Valued HAP Friends:*


We are thrilled to congratulate our incredible team of community-focused professionals. This dedicated group has positively impacted countless lives and raised significant awareness for improving well-being across the state. It is truly a privilege to lead this exceptional organization.

In 2024, our Community Outreach initiatives served over one million people across Southeast Michigan and beyond. Through our joint venture with CareSource, we have expanded our access to quality care for more Michiganders, offering new plan options and an expanded provider network to help close gaps in care.

HAP has proudly been Michigan's trusted health care partner for over 60 years. Last year alone, we collaborated with more than 150 organizations, offering both financial assistance and volunteer support. This report highlights just a handful of the groups

whose lives we've enriched throughout the year. I'm proud to emphasize that "making a difference" is at the heart of HAP's legacy. We are continuously seeking innovative ways to enhance lives and reinvest in the communities we serve. Health equity remains a core focus for HAP, alongside addressing food insecurity and ensuring the social determinants of health for the hundreds of thousands of Michigan residents in our care. Each year, we strive to identify creative and cost-effective solutions to tackle these challenges. In 2024, we made meaningful progress toward these objectives, and I hope this report reflects the strides we've taken.

Thank you for your continued support.



Margaret Anderson  
HAP President

“

***We partnered with more than 150 organizations in 2024, providing financial support as well as volunteer aid.”***





# About HAP

HAP (Health Alliance Plan) is a subsidiary of Henry Ford Health System, one of Michigan's prominent healthcare organizations. Established in 1960, HAP provides a range of health insurance options including employer group plans, individual plans, Medicare Advantage, Medicaid in collaboration with HAP CareSource and self-funded plans. Our mission is to enhance the health and well-being of communities throughout Michigan.

Currently serving 465,000 members across the state, HAP expanded its Community Outreach to include organizations in Grand Rapids and surrounding areas. This growth also brought an increase in healthcare providers, now totaling over 50,000 partners.

HAP operates under the guidance of a diverse volunteer board of directors representing

industries such as healthcare, automotive/manufacturing, financial services, education, professional services, consumer services and community planning. Our subsidiaries and business partnerships encompass Alliance Health and Life Insurance Company, ASR Health Benefits, Health Alliance Administrators, Inc. and HAP CareSource.

Recognized for its dedication to community involvement and volunteerism, HAP's outreach initiatives emphasize wellness, youth education, diversity, community development, and arts and culture. Additionally, HAP offers a variety of wellness programs focused on preventive care, workplace wellness and digital coaching.

To learn more about HAP, visit [hap.org/about](https://hap.org/about).

## HAP Product Lines of Coverage



**465,000+**  
LIVES COVERED



## 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.



# About HAP (cont.)

## 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**

### 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**

### HOUSING 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 and Stroke Walk, the HAP CareSource Festival of Races and Game on Cancer.**



HAP CareSource™

# 2024 Partner Organizations

HAP's Community Outreach in 2024 reached 150 organizations across the state of Michigan. As we have done each year for our outreach activities, we seek examples of groups that have positive influences on the Social Determinants of Health. In addition, we rely on the guidance provided by our Community Advisory Committees

## Dental Clinic Days and Women's Clinic Days

HAP CareSource successfully hosted five Women's Health Clinic Days, providing vital preventive care and support to our members. These events were held at Henry Ford Health Cancer Institute (3 clinic days) and Hutzel Women's Health on Joseph Campau Ave in Hamtramck (2 clinic days).

To further enhance accessibility to breast cancer screenings, the Henry Ford/Ascension Mobile Mammogram Unit was on-site, ensuring members received timely mammograms. Each member was provided with a gift card, lunch and a HAP swag

bag as a token of appreciation for prioritizing their health.

In 2024, HAP CareSource also completed four Adult Access Clinic Days across the City of Detroit. Through this collaboration, we aimed to bridge healthcare gaps and ensure more adults received the care they need to live healthy lives.

These ongoing initiatives reflect HAP CareSource's ongoing dedication to improving community health outcomes and making quality care more accessible for all.





## OneSight

In July, thanks to HAP CareSource and the OneSight EssilorLuxottica Foundation, 439 kids and adults received an eye exam, and 366 pairs of glasses were dispensed at Grace Community Church in Detroit. The foundation's goal is to eliminate uncorrected poor vision in a generation by creating sustainable access to vision care. This year, two television stations broadcasted the event on July 6 and 8 and interviewed some of those who received glasses for the first time.

Other health screenings occur during these days in July as well, including dental care, hearing screenings, blood pressure screenings and other health screenings. Of those tested for vision care, 88 percent needed glasses. The foundation follows the adage, "Good vision has the power to unleash our full potential to help us learn better, keep us safe and promote a more inclusive society."



## DPS & River Rouge High School Experience MSU Game Day

HAP CareSource proudly partnered with Detroit Public Schools and River Rouge High School to provide 200 students with an unforgettable experience at a Michigan State University Football game. Students were transported by bus to the stadium, where they were welcomed by HAP and CareSource employees and received a t-shirt, rally towel and food voucher to enjoy the game.

This initiative also provided an opportunity for students to connect with MSU student-athlete partners Nick Marsh and Armorion Smith. Events like these reinforce HAP CareSource's commitment to youth engagement by providing access to enriching and inspiring experiences that foster community connection.





## Cass Community Social Services

HAP CareSource proudly strengthened its partnership with Cass Community Social Services through impactful contributions that directly supported the well-being of individuals and families in need. As part of our commitment to community investment, HAP CareSource donated six washers and dryers to the Fox Family Center, providing essential resources to help residents maintain dignity and stability in their daily lives.

In addition to our financial and in-kind contributions, HAP employees dedicated their volunteer days to supporting Cass Community Social Services, actively engaging in hands-on efforts to uplift the community. Their time and commitment reflect our ongoing dedication to making a difference beyond healthcare.

As a testament to this meaningful partnership, HAP CareSource was honored as the 2024 Corporation of the year by Cass Community Social Services. This recognition highlights our unwavering commitment to supporting vital community programs and ensuring access to essential resources for those who need them most.



## Noah Project

NOAH (Networking, Organizing, and Advocating for the Homeless) at Central Detroit has been servicing the Metro Detroit area for over 40 years and started a bag lunch program that serves the needs of the community. NOAH offers social services and physical health counseling with a wide range of other resources.

The Bag Lunch Program is served 4 days a week, Monday through Thursday from 9 a.m. to 2 p.m. HAP has partnered with NOAH to help put 300 bag lunches together once a month to give back to the community.

HAP CareSource helps with the hot lunch, which is served by the volunteers monthly. This program

directs individuals towards a path of self-sufficiency and helps assist with closing social determinants of health by actively engaging in hands-on efforts to make a lasting difference beyond healthcare.





## Detroit Public School Community District and Detroit Health Department

Detroit Public Schools Community District (DPSCD) has been a great partner for the last several years. Through our partnership we have been able to sponsor and support all social determinants of health in Southeast Michigan.

Each child within DPSCD that we supported was able to receive a brand new coat of choice with a pair of gloves and a hat. The feedback received from DPSCD was that this initiative had a tremendous impact on the children's lives.





## Michigan Humane One Health Clinics

HAP CareSource partnered with Michigan Humane One Health Clinics throughout the summer, assisting to provide Blood Pressure and Diabetic Screenings on pet owners.

Each year, Michigan Humane veterinarians, vet techs, members from the rescue and behavior team venture into communities to serve 1,200 animals and families across four, large scale community events with local partners. These events provide essential vaccines, pet food and human and health referrals and resources.

Sponsorship and on-site presence at four community vaccine clinics; Warrendale/Cody Rouge, Palmer Woods at Palmer Park, Fitzgerald/

Marygrove at Marygrove Conservancy and Southwest Detroit at Clark Park, resulting in 1,200 family interactions across these communities.





## Supporting Food Security

HAP CareSource partnered with South Michigan Food Bank to help combat food insecurity, supporting the distribution of 394,416 lbs. of food across 16 distribution sites. Through this partnership, essential nutrition reached those in need, with 3,061 miles driven to serve communities across the region.

In partnership with Greater Lansing Food Bank (GLFB), we saw a 30% increase in demand in

2024, serving an average of 16,900 households per month and distributing 12.5 million lbs. of food, which is a 12% increase from 2023.

As part of our ongoing support, HAP CareSource sponsors a truck wrap for GLFB, helping increase awareness while delivering essential food throughout the region.



## Food Gatherers

In 2024, HAP CareSource also proudly partnered with Food Gatherers, supporting their Rockin' for the Hungry event, where we broadcasted live to raise awareness and encourage donations for hunger relief in Washtenaw County.

Our partnership extends beyond the event with high-visibility branding, including our logo on eight Food Gatherers trucks traveling across Ann Arbor and Ypsilanti six days a week. As a Bread Winner Sponsor, we also received recognition through signage at the Food Gatherers warehouse, the Food Gatherers website and in their printed newsletters.





## Meals on Wheels in West Michigan

Health Alliance Plan, in partnership with Meals on Wheels, worked alongside dedicated volunteers to deliver nourishing meals to those in need across West Michigan. Their efforts provided essential

support to the community, ensuring that seniors and vulnerable individuals received nutritious food and compassionate care.





## Food Bank of Eastern Michigan

HAP CareSource and the Food Bank of Eastern Michigan partnered to combat hunger by sponsoring eight mobile food pantries across five counties in the thumb region, distributing 169,360 lbs. of food and serving 2,097 families. During Hunger Action Month, we worked together to raise awareness and address food insecurity, with HAP CareSource contributing through volunteerism, donations and nutrition education.

As the title sponsor of Empty Bowls, a signature event, we reinforced our commitment to the Food Bank's mission. Additionally, HAP CareSource dedicated time and effort to the Hunger Solution Center, supporting further efforts to fight hunger in the community.



## Motor City Pride

At Motor City Pride 2024, Health Alliance Plan, HAP CareSource and Henry Ford Health had a lively booth, where they shared valuable health information and handed out free swag

to attendees. Their presence highlighted their commitment to inclusive, high-quality healthcare while engaging the community with fun giveaways.



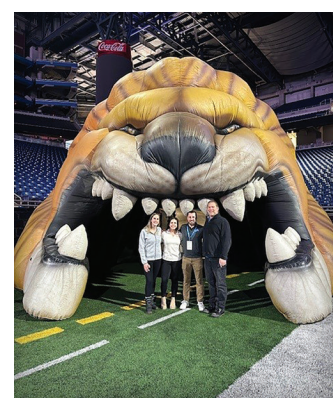
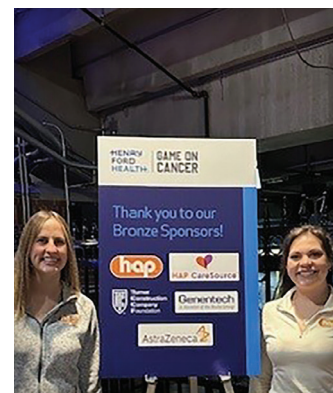


# Fundraising

## GAME ON CANCER

**Game on Cancer (GOC) is a collaborative initiative between HAP, the Detroit Lions, HAP CareSource, the Detroit Pistons, Henry Ford Health and other corporate partners. Its mission is to generate awareness and funds to support patients at the Henry Ford Cancer Institute.**

One of GOC's standout events is a Field Day held at Ford Field, offering activities with Detroit Lions players and legends, including football games and on-field clinics. This event attracts families from across the Detroit area, providing a fun and engaging experience. The funds raised through GOC activities are used to cover essential needs such as housing, food, utility bills and transportation to medical appointments. Additionally, they support critical cancer programs and research efforts.



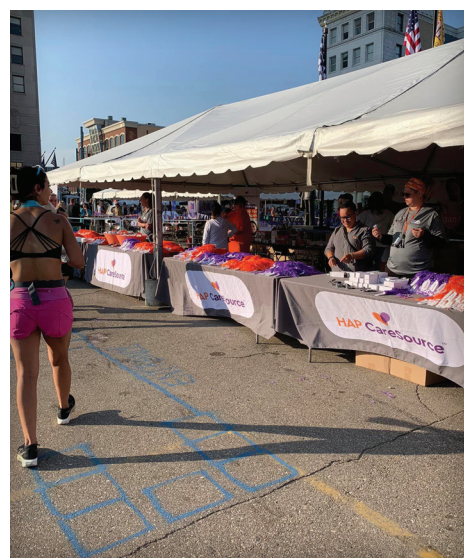


# Fundraising

## HAP CARESOURCE CRIM FESTIVAL OF RACES

HAP CareSource is the primary sponsor for the Crim Festival of Races every year in August in Flint. The three-day event is named for former Michigan House Speaker Bobby Crim who developed the concept as a way to encourage Flint area residents to be more aware of staying healthy.

In 2024, more than 14,000 runners participated in the 47th HAP CareSource Crim Festival of Races. Coming from 37 states, the runners represented 395 Michigan communities and other countries including Poland and Denmark. More than 35 HAP & HAP CareSource employees volunteered to support Crim, and the HAP Water Station at Mile 5 was nominated as “Fan Favorite” by the thousands of runners. The Crim Fitness Foundation receives HAP financial support as well each year. Currently the Foundation serves 40,000 people annually.





# HAP *Fundraising*

## HEART AND STROKE WALK

The 2024 Metro Detroit Heart and Stroke Walk and 5K in June was kicked off by the HAP Heart Walk Rally Day Employee event on April 10.

As partners, Henry Ford Health and HAP raised just over \$283,000 in support of the Heart & Stroke Walk. HAP had five teams, and 56 walkers for the June Heart & Stroke Walk event. Walking and supporting this meaningful event help to save lives by funding life-saving research.







# *How to make* **Donation Requests** *for 2025*



Our 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).

- 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 visit **[hapcaresource.com](https://hapcaresource.com)** or **[hap.org](https://hap.org)** to request donations



HAP CareSource™

# 2024 Partner Organizations

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A Kid Again Michigan

Advantage Health Centers - HOPE Village

Aktive Minds Foundation

Allen Neighborhood Center

Alternatives for Girls

AMEN

American Indian Health & Family Services

Avenue Runners and Walkers Alliance

Big Brothers Big Sisters

Black Legacy Advancement Coalition

Black United Fund of Michigan

Blessings in a Backpack Avondale

Boys & Girls Club of Lansing

Boys and Girls Club of Lenawee

Capital Area Housing Partnership

CARE of Southeastern Michigan

Carriage Town Ministries

Cass Community Social Services

Catholic Charities of Shiawassee  
and Genesee Counties

Child & Family Services of Saginaw

City Year Detroit

Coleman A. Young Foundation

Communities In Schools of Michigan Inc.

Community Health and Social Services (CHASS)

Crim Fitness Foundation

Crossover Outreach

Detroit Economic Club

Detroit Public Schools Community  
District Foundation

Easter Seals Michigan

Flint & Genesee Group (Formerly Chamber  
of Commerce)

Flint Children's Museum

Flint Farmers' Market LLC

Food Gatherers

Forgotten Harvest

Friends of Public Transportation

Game On Cancer

Genesee Community Health Center

Genesee County Free Medical Clinic

Genesee County Habitat for Humanity

Genesee Health Plan

Gianna House Pregnancy and  
Parenting Residence

Gilda's Club Metro Detroit

Grace Community Church

Grace Emmanuel Baptist Church

Greater Lansing Food Bank

Habitat for Humanity Detroit

Hamilton Community Health Network

Hannan Center

Haven House

Henry Ford Health

Honor Community Health



## 2024 Partner Organizations (cont.)

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Hopewell CDC INC	Operation Transformation
Hype Athletics Community	Orchards Children's Services
Institute for Population Health, Inc.	Ourspace Foundation
Juneteenth Jubilee Detroit	Prospect Baptist Association
Lansing Regional Chamber of Commerce	Sanilac County Child Abuse Prevention Council
Lawrence Technological University	Shelter Association of Washtenaw County (SAWC)
Love INC of North Oakland County	Shelter of Flint
Matrix Human Services	Sickle Cell Disease Association of America, Michigan
Michigan Coalition Against Homelessness	South Michigan Food Bank
Michigan Community Health Worker Alliance (MICHWA)	Springfield Baptist Church
Michigan Dental Association Foundation	The Konnection
Michigan Humane	The Master's Touch
Michigan Primary Care Association	The Noah Project Detroit
Michigan Science Center	The Salvation Army L.I.F.E. Center
Michigan Youth Appreciation Foundation	Total Life Prosperity, LLC
MIU Men's Health Foundation	Valley Area Agency on Aging
Money Matters 4 You	Voices for Children Advocacy Center
Motherly Intercession, Inc.	Well of Hope
Motor City Mitten Mission	Wellness AIDS Services, Inc.
MyCare Health Center	West Bloomfield Parks & Recreation Commission
National Kidney Foundation of Michigan	Whaley Children's Center
New Day Foundation for Families	Words of Hope 4 Life
New Jerusalem Missionary Baptist Church	YMCA of Greater Flint
Oakland County Sheriff PAL Program (Police Athletic League)	
OneSight EssilorLuxottica Foundation	



**HAP CareSource™**



## COMMUNITY OUTREACH TEAM

**Charles “Chip” Tischer**  
DIRECTOR, COMMUNITY OUTREACH

**De’adra W. Goldston**  
Community Outreach  
Representative III

**Kateena Rickman**  
Community Outreach  
Representative III

**Claire Horlings**  
Community Outreach  
Representative II

**Jasmine Henry**  
Community Outreach  
Representative II

**Ashley Enriquez**  
Community Outreach  
Representative II



## HAP TEAM

**Jenna Bartlett**  
Director, Wellness and Community  
Partnerships

**Courtney Deleersnyder**  
Sr. Wellness and Community  
Partnerships Representative