



GEORGE FAMILY
FOUNDATION

2014 annual report

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2014 was a year of continued growth for George Family Foundation. Now in our 20th year, we are making tangible progress with our integrative health and healing and authentic leadership focus areas. In addition, our emerging focus areas (Spirituality, Advancing Women & Girls, the Environment and Youth Development) are showing great promise as we engage our grantees and advisors in helping us further develop these funding areas.

► **INTEGRATIVE HEALTH AND HEALING**

Integrative health and healing remains a top priority. In recent years, improving the health and wellbeing of all people has blossomed into a full-fledged movement that continues to gain momentum across the U.S. This is especially evident at Allina Health's Penny George Institute, now a clinical service line across Allina's healthcare system, responsible for prevention, wellness and integrative medicine.

After supporting the Bravewell Collaborative for Integrative Medicine since, 2002, we're now shifting our national support of the expansion of integrative medicine to the Academic Consortium for Integrative Medicine & Health. In June, we invited key leaders of the Consortium to Colorado to help us discern which national efforts are getting the most traction and where philanthropic dollars can make the greatest impact.

We continue our support of the Mayo Clinic to advance the digital outreach of its Dan Abraham Healthy Living Center, as well as our funding of educational offerings and the doctoral-level nursing program in integrative health at the Center for Spirituality and Healing at the University of Minnesota. Through the efforts of these two institutions, we are seeing significant progress toward our goal to improve the growth of self-care and wellbeing in our region.



Letter from the Board Chair

Momentum for building mind-body-spirit health resources into communities is increasing. Healthy Communities Partnership, a grantmaking collaboration with Allina Health piloting health and wellness programs in greater Minnesota and western Wisconsin, is showing how community organizations can work together to improve the health of their communities. In its third and final year, we look forward to sharing the learnings from this innovative program in 2016.

► CATALYST INITIATIVE

Our biggest news in Integrative Health & Healing this past year is the creation of the Catalyst Initiative. Led by Suzanne Koeplinger, this initiative allows us to work at both systemic and strategic levels across a span of organizations – from large institutions to grassroots start-ups. As the Catalyst Initiative emerges, we are engaging Minnesota’s Twin Cities’ community (and venturing into greater Minnesota) through networking, strategic convenings and small seed grants to allow people to identify ways to take charge of their health and wellbeing.

► AUTHENTIC LEADERSHIP

Development of the next generation of authentic leaders is central to our Foundation’s work. Through a significant multi-year grant we continue to invest in Harvard Business School’s FIELD program, which sends all 900 first-year MBA students to developing countries to assist local businesses, thus learning about global business at a grassroots level. We remain committed to supporting other longtime grantees, including the World Economic Forum’s Young Global Leaders program and the George Leadership Fellows at Harvard.

As we expand our leadership funding, we are excited about the prospects for the Mind & Life Institute’s new Academy for Contemplative and Ethical Leadership; the developing Global Citizen Year’s gap-year program; and the Dalai Lama Fellows, a global network of young social innovators working at the intersections of peace, justice and ecology.

► EMERGING FUNDING AREAS

As we continue to develop our emerging funding areas (Spirituality, Advancing Women & Girls, Youth Development and the Environment), we are starting to experience energy in several ways:

Empowering Professional Women: We were pleased at the positive response to our leadership event, co-sponsored with the Guthrie Theater, which brought together more than 70 CEO-level women in conjunction with a performance of *The Heidi Chronicles*. While women have come a long way, there is much to be done, especially when it comes to growing the number of women in leadership positions in large corporations and non-profits and in state and national public offices. We look forward to expanding our funding to organizations that are working towards increasing parity for professional women.

Gender Norm Transformation: Riki Wilchins is doing pioneering work with the science of gender norms. We are supporting her efforts to raise awareness of its importance to the health and prosperity of all, especially vulnerable youth. In 2014, we brought together local non-profit leaders to hear directly from Riki and are planning subsequent work in this arena in 2015.

Mindfulness: In addition to our support of mindful leadership programs, we are encouraged by the highly positive results when children and young people are taught to meditate. The Reciprocity Foundation is emerging as a leader in helping to lift young people out of homelessness by leading and teaching meditation practice at local youth homeless shelters and foster care support centers. Now celebrating its 10th anniversary, it is looking forward to expanding its reach beyond New York City.

We feel blessed to be able to support many transformative leaders and programs that contribute to making the world better. I hope you enjoy learning more about the work we’ve funded during 2014.



Penny George, Board Chair

Our Guiding Philosophy is to invest in people, programs and initiatives that further the mission of the George Family Foundation and help build the communities in which we live.

We believe in sharing the blessings we have received and in celebrating the spiritual reciprocity that exists between donors and receivers working collaboratively to make the world a better place.

BOARD OF DIRECTORS

Penny P. George
Board Chair

William W. George
Vice Chair & Treasurer

Jeffrey P. George
Director

Jonathan R. George
Director

STAFF

Gayle M. Ober
Executive Director

Robin M. Barker
Grants & Administrative Manager

CATALYST INITIATIVE STAFF

Suzanne Koeplinger
Catalyst Initiative Director

Dawn M. Johnson
Catalyst Initiative Coordinator



Our Mission

is to foster wholeness in mind, body, spirit and community by developing authentic leaders and supporting transformative programs serving the common good.

Our Focus Areas

The George Family Foundation supports programs, organizations and initiatives that transform lives by changing the systems affecting those lives.



Integrative Health & Healing

Promoting integrated approaches to health and healing is at our Foundation's core. We seek to fund programs and initiatives that advance an integrated, patient-centered approach to health, healing and wellbeing.



Authentic Leadership

Improving society through developing authentic leaders is a passion for our Foundation. Leaders exist in every part of an organization regardless of individual responsibilities or titles. We support programs that are developing future leaders who are authentic, values-based and empowering of the leadership of others.



Community

Giving back to the communities that nurtured our own family remains a Foundation value. Developing and sustaining vital community organizations ensures the livability of these communities. We actively foster their work. Creating community within and across funded programs is also a priority.



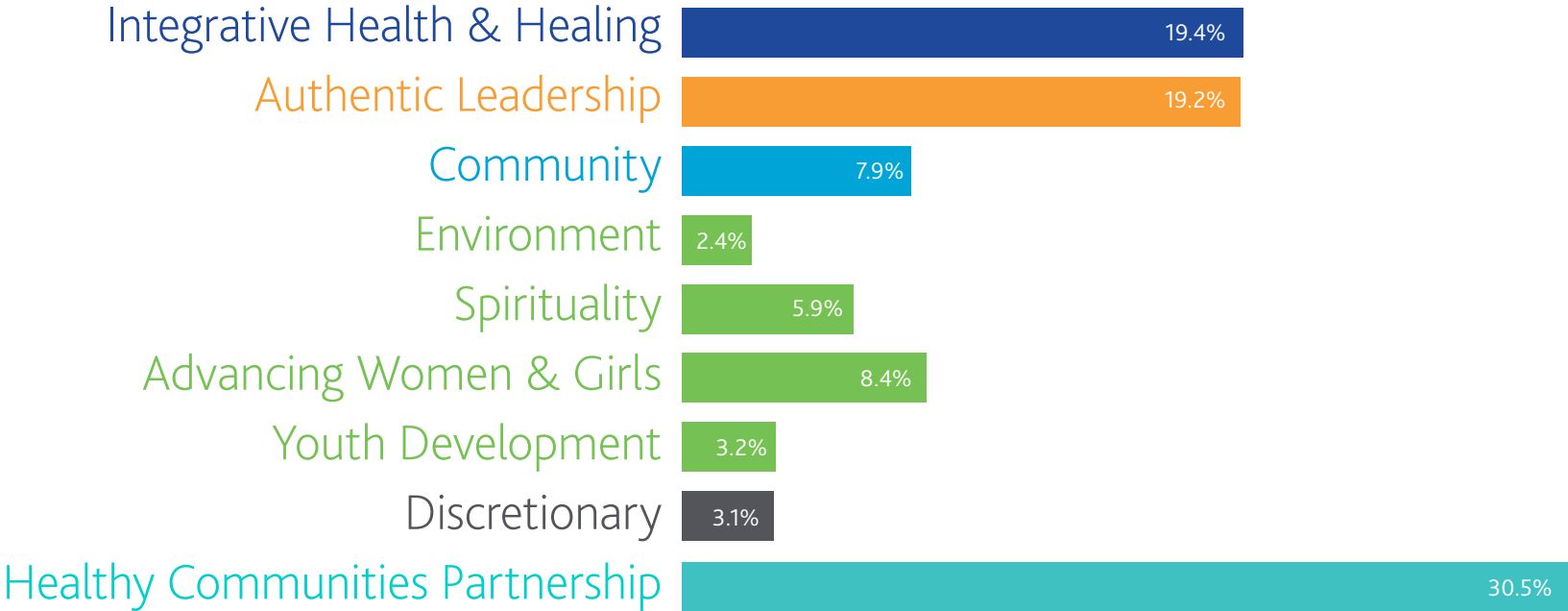
Emerging Focus Areas

The Foundation is in the process of creating goals and strategies within these emerging focus areas.

- ▶ Environment
- ▶ Spirituality
- ▶ Advancing Women & Girls
- ▶ Youth Development

2014 Total Grants Paid

George Family Foundation made grants totaling 6.7 percent of our endowment during 2014.



▶ Total grants paid \$4,665,947



▶ Donors and community members were invited to celebrate the opening of the new Penny George Institute for Health and Healing outpatient clinic at Abbott Northwestern – WestHealth in August. At left, Courtney Baechler, MD, vice president of the Penny George Institute, welcomed the crowd.

Integrative Health & Healing

Abbott Northwestern Hospital Foundation In support of the 2014 Abbott Northwestern Hospital Foundation Gala.	\$10,000
Academic Consortium for Integrative Medicine & Health In fulfillment of a \$100,000 grant in support of operations and expansion of the Consortium.	\$50,000
American Medical Student Association In partial fulfillment of a \$27,000 grant to support the HEART-Integrative Medicine program.	\$13,500
Center for Spirituality and Healing In partial fulfillment of a \$150,000 grant to support the Educational Programs Expansion.	\$50,000
Grantmakers In Health Funding Partner contribution for 2014.	\$3,450

Barb Brower, RDN, LD, CTC, Registered Dietitian, Integrative Nutritionist and Integrative Health and Wellness Coach talks to attendees at the opening of the new Penny George Institute for Health and Healing outpatient clinic at Abbott Northwestern – WestHealth.

Institute of Medicine of the National Academy of Sciences \$200,000
In partial fulfillment of a \$500,000 grant to support the Institute of Medicine's Leadership Fund for the planning of the *A Healthy America* project.

Mayo Clinic \$500,000
In partial fulfillment of a \$2,000,000 grant to support the development of the Healthy Living Program.

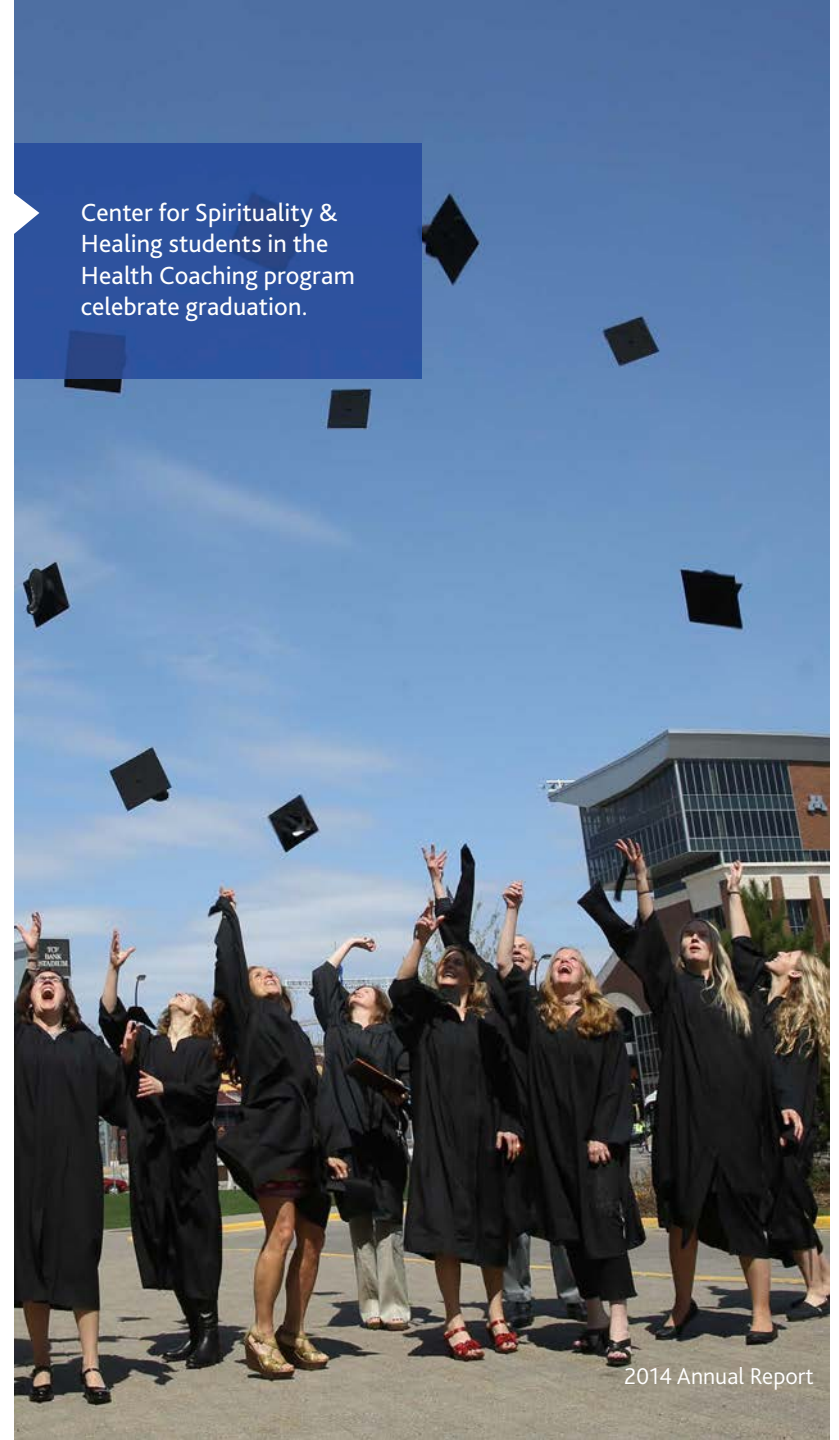
Pathways \$1,000
In support of a one-day workshop to provide self-care techniques to front line staff working with sexually exploited youth.

Penny George Institute Foundation \$50,000
In fulfillment of a \$100,000 grant in support of marketing and communications for the new Foundation.



Total Integrative Health & Healing for 2014
\$877,950

Center for Spirituality & Healing students in the Health Coaching program celebrate graduation.





Catalyst Initiative

Enhancing Community Health and Well-Being

Caring for one's self, the essence of primary care, is often lost in our busy lives. Catalyst, a transformational initiative of the George Family Foundation, is changing that.

At its core, the Foundation's new Catalyst Initiative is working to empower individuals' and communities' to improve their health and sense of wellbeing, and supporting culturally grounded ways of normalizing healthy behaviors. It is engaging communities to support their members' health through the use of mind-body-spirit approaches. Catalyst Initiative encourages all of us to take better care of ourselves and others within the communities where we live and work.

Suzanne Koepplinger, Catalyst Initiative director, believes "Caring for oneself is critical to wellbeing and healthy living. In your personal life, or within your work environment, you can't be at your best until you're healthy and free of stress."

In its initial phase, the Catalyst Initiative is creating networks and building bridges to existing communities which are ready to embrace healthy living and self-care that are grounded in the cultural traditions of the community. By building upon a deeper understanding of healing and wellbeing, we are uncovering new methods for self-care.

The response has been very positive. Catalyst is tapping into a deep hunger in our society for more focus on being well. One health care organization that worked with the Catalyst Initiative on building enhanced mind, body and spirit practices came to realize that self-care is a core organizational competency. Staff reported improved

The Minnesota Department of Health reports that 70 percent of health hinges on personal behavior and social determinants. Our Catalyst Initiative is capitalizing on that window. — PENNY GEORGE

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interpersonal relationships with fellow workers because of the initial training supported by Catalyst Initiative. They're taking better care of themselves, sleeping better and managing stress more effectively, which translates into enhanced care for their patients as well as a healthier work force.

Catalyst Initiative's flexibility and nimble thinking sets it apart in changing how we care for ourselves and others. It recognizes that the best solutions come from those most impacted by the problem. That subtle change garners deep insights.

By unleashing the innate wisdom and power of individuals to live healthy lives, the Foundation is quietly leading social change.



Total Catalyst Initiative Seed Grants for 2014

\$25,000



Authentic Leadership

Beta Psi Foundation

\$20,000

In partial fulfillment of a \$100,000 grant to support the leadership annual training workshops and undergraduate scholarships for active Beta Psi chapter members.

The Carter Center

\$50,000

In partial fulfillment of a \$250,000 grant to support the Center's Education Internship Program.

Center for Courage & Renewal

\$25,000

In fulfillment of a \$75,000 grant to support the expansion and further development of the Center's leadership programs for healthcare leaders.

Communities Initiative

\$30,000

In fulfillment of a \$60,000 grant to support the Dalai Lama Fellows Program.

Georgia Tech Foundation

\$20,000

In partial fulfillment of a \$100,000 grant for the George Fellows Fund within the Health Systems Institute.

Global Citizen Year

\$40,000

In partial fulfillment of a \$80,000 grant to support this organization's general operations.

Harvard Business School

\$50,000

In partial fulfillment of a \$250,000 grant to support the George Leadership Fellows Program in the Harvard Business School/Harvard Kennedy School joint degree program.



Interns represent The Carter Center at the Annual Peanut Festival in Plains, GA on September 26, 2014.

Harvard Business School \$250,000

In partial fulfillment of a \$1,000,000 grant to support the global immersion program.

Harvard University John F. Kennedy School of Government \$131,000

In partial fulfillment of a \$640,000 grant to support the George Leadership Fellows Program in the Harvard Business School/Harvard Kennedy School joint degree program.

Forum for Young Global Leaders at Harvard University John F. Kennedy School of Government \$125,000

In partial fulfillment of a \$750,000 grant to support the Forum for Young Global Leaders.

Humphrey School of Public Affairs/ University of Minnesota Foundation \$20,000

In fulfillment of a \$60,000 grant to support scholarships for women and minority leaders in the non-profit sector to participate in the Policy Fellows program.

Mind & Life Institute \$100,000

In partial fulfillment of a \$400,000 grant to support the creation of the Academy for Contemplative and Ethical Leadership.

Sigma Chi Foundation \$10,000

In fulfillment of a \$50,000 grant to support leadership programming for Beta Psi Chapter members at Georgia Tech University.

University of Southern California Marshall School of Business \$25,000

In support of the Warren Bennis Business Chair in Leadership at the University of Southern California Marshall School of Business.



It is with great sadness we note the death of Warren Bennis, our close friend and mentor, whose work led him to become known as the "father of leadership."



Total Authentic Leadership for 2014

\$896,000



The Minneapolis Parks Foundation brings philanthropic support to one of our greatest community assets – Minneapolis Parks. MPF makes strategic investments in innovative neighborhood park projects and provides design expertise for the next generation of parks – including RiverFirst and Water Works. MPF also produces a popular public art program featuring the sculpture called [. Better known as “Minne the Lake Creature,” thousands connect with her on the water in Minneapolis lakes and online via her own Twitter and Facebook pages.

Community

Bravo! Vail Valley Music Festival In support of this organization’s artistic programs. (Colorado)	\$10,000
Children’s Heartlink In support of this organization’s general operations to build local capacity to save the lives of children with heart disease in the developing world.	\$10,000
Guthrie Theater In fulfillment of a \$1,000,000 grant to support the Joe Dowling Guthrie Theater Innovation Fund, including support of the theater’s Annual Fund.	\$175,000
Hamm Clinic In fulfillment of a \$90,000 grant to support clinical training annually for two interns in the field of professional psychology.	\$10,000
Karuna-Shechen In support of this organization’s general operations to provide education, medical and social services in Tibet, Nepal and Bhutan. (New York)	\$25,000
Marnita’s Table In fulfillment of a \$20,000 grant to support this organization’s general operations.	\$10,000
Minneapolis Institute of Arts In support of the museum’s Annual Fund.	\$10,000
Minneapolis Parks Foundation In fulfillment of a \$30,000 grant to support this organization’s general operations.	\$10,000



▶ The Shechen Clinic in Nepal conducts outreach programs that provide free medical care to under-served villages and schools in the Kathmandu Valley, regularly visiting the sites and treating over 10,000 annually through this program alone.

Minnesota International Center \$10,000
In support of this organization's general operations.

Minnesota Public Radio \$10,000
In support of this organization's Annual Fund.

Neighborhood Involvement Program \$10,000
In partial fulfillment of a \$50,000 grant to support this organization's general operations.

North Hawaii Community Hospital \$5,000
In honor of Earl Bakken's 90th birthday.

Phillips Eye Institute \$5,000
In support of this organization's general operations.

Playworks Twin Cities \$10,000
In fulfillment of a \$30,000 grant to support this organization's general operations.

Project SUCCESS \$10,000
In support of this organization's general operations.

Somali Success School \$20,000
In fulfillment of a \$40,000 grant to support this organization's general operations.

Twin Cities Public Television \$7,500
In support of this organization's Annual Fund.

Twin Cities RISE! \$10,000
In support this organization's general operations.

Walk-In Counseling Center \$10,000
In support of this organization's general operations.

Note: All organizations are located in Minnesota unless otherwise indicated.



Total Community for 2014
\$367,500

Environment

Audubon Society of California \$13,000

In support of this organization's general operations from the Next Generation Fund on behalf of Jeffrey George and Jonathan George.

Eagle Valley Land Trust \$10,000

In support of this organization's general operations to help ensure that the future of Eagle County includes scenic vistas, wildlife habitat and open ranchlands. (Colorado)

National Parks Conservation Association \$10,000

In support of this organization's Annual Fund. (Montana)

Natural Resources Defense Fund \$13,000

In support of Northern California Programs from the Next Generation Fund on behalf of Jeffrey George and Jonathan George.

The Nature Conservancy \$15,000

In support of the Freshwater Protection Program in Minnesota.

Walking Mountains Natural Science School \$50,000

In partial fulfillment of a \$75,000 grant to support the Walking Mountains Science Center's Community Programs, and a matching grant for the Reach for the Peak Award Dinner. (Colorado)



Total Environment for 2014

\$111,000

A Nature Conservancy AmeriCorps volunteer spending some free time, after a hard day of work, fishing in the Whitewater River.

Photo: John Gregor, ColdSnap Photography



Spirituality



▶ Students of the Tergar Meditation Community meditate on the shore of a lake in Collegeville, Minnesota.

Auburn Theological Seminary \$25,000
In support of the Auburn Fellows Program.

The Beatitudes Society \$25,000
In fulfillment of a \$50,000 grant to provide resources and tools for emerging progressive Christian leaders to develop their capacity for preaching, public advocacy and sustained spiritual practice.

Greater Minneapolis Council of Churches \$25,000
In support of GMCC's leadership program.

Interfaith Youth Core \$75,000
In partial fulfillment of a \$375,000 grant to support the building of IFYC's Alumni Network.

Krista Tippett Productions \$25,000
In partial fulfillment of a \$50,000 grant in support of this organization's general operations.

The Minneapolis Foundation \$50,000
In support of *On Being* with Krista Tippett.

Minnesota Council of Churches \$30,000
In partial fulfillment of a \$60,000 grant to support their initiative to transform interfaith work into a new social model.

Tergar International \$20,000
In partial fulfillment of a \$30,000 grant to support of this organization's general operations, and the October 2014 Mindful Leadership program at the University of Wisconsin.



Total Spirituality for 2014
\$275,000



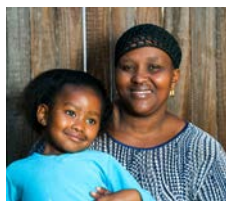
Members of Planned Parenthood's Teen Council in Duluth participate in a team-building activity.



Advancing Women & Girls

<p>Breaking Free In partial fulfillment of a \$75,000 grant to support the development of an anti-sex trafficking awareness and prevention curriculum for youth.</p>	<p>\$25,000</p>
<p>Global Action Plan In fulfillment of a \$50,000 grant to support IMAGINE: A Global Initiative for the Empowerment of Women.</p>	<p>\$25,000</p>
<p>Guthrie Theater In support of the Celebrating Twin Cities Women Leaders event on September 16, 2014.</p>	<p>\$27,000</p>
<p>MicroGrants In partial fulfillment of a \$30,000 grant to support this organization's small grants program for women.</p>	<p>\$10,000</p>
<p>Minnesota Indian Women's Resource Center In partial fulfillment of a \$45,000 grant to support the Organizational Healing: Toward Shared Leadership project.</p>	<p>\$15,000</p>
<p>One Heart World-Wide In support of the implementation of a Network of Safety for mothers and newborns in rural Western Nepal.</p>	<p>\$10,000</p>
<p>Planned Parenthood of Minnesota, North Dakota, South Dakota In partial fulfillment of a \$300,000 grant to support the Youth Education and Development Program.</p>	<p>\$60,000</p>

The Representation Project In support of the Community Ambassadors Program.	\$25,000
Ripple Effect Images In fulfillment of a \$50,000 grant to support this organization's general operations.	\$25,000
Sojourners In partial fulfillment of a \$150,000 grant to support the Women and Girls Leading on Faith and Justice Program.	\$65,000
St. Catherine University In partial fulfillment of a \$50,000 grant to support the Master of Arts in Organizational Leadership Global program.	\$15,000
Women's Foundation of Minnesota In partial fulfillment of a \$250,000 grant to support the Minnesota Girls are Not For Sale anti-sex-trafficking initiative.	\$50,000
Women's Foundation of Minnesota In partial fulfillment of a \$60,000 grant to support the Reatha Clark King Diversity Internship and Fellowship Program.	\$20,000
YWCA of Minneapolis In partial fulfillment of a \$60,000 grant to support the Girls Incorporated program.	\$20,000



Total Advancing Women & Girls for 2014

\$392,000

Youth Development

Beacon Interfaith Housing Collaborative In fulfillment of a \$20,000 grant to support Nicollet Square Supportive Services for homeless youth aging out of the foster care system.	\$10,000
Breck School In partial fulfillment of a \$50,000 grant to support the FY 2014-15 and 2015-16 International Program from the Next Generation Fund on behalf of Jeffrey George and Jonathan George.	\$25,000
City Year, Inc. In support of this organization's general operations from the Next Generation Fund on behalf of Jeffrey George and Jonathan George.	\$5,000
College Possible In partial fulfillment of a \$30,000 grant to help with programming cost for promising low-income youth in Minnesota gain admission to college.	\$15,000
Earned Assets Resource Network In support this organization's general operations from the Next Generation Fund on behalf of Jeffrey George and Jonathan George.	\$10,000
Page Education Foundation In partial fulfillment of a \$50,000 grant for this organization's general operations.	\$10,000
The Reciprocity Foundation In support of this organization's general operations from the Next Generation Fund on behalf of Jeffrey George and Jonathan George.	\$10,000



As part of City Year’s Whole School Whole Child (WSWC) program, City Year corps members start their day before students arrive, provide direct support throughout the school day, and run afterschool programming. As captured in the photo, City Year corps members greet students at the start of each school day. “Morning Greeting” is an intentional element of the Attendance component of the WSWC program communicating to students in low-income, urban communities that school is a welcoming environment and corps members are excited to see them on time and engaged, every day.

Teach For America, Twin Cities In support of this organization’s general operations.	\$5,000
Youth Farm In partial fulfillment of a \$90,000 grant to support urban agriculture, youth organizing and cultural nutrition programs.	\$30,000
The Youth Foundation of Vail Valley Foundation In support of this organization’s general operations.	\$10,000
Youth Frontiers In partial fulfillment of a \$60,000 grant to support character-building retreats for elementary, junior high and secondary students and faculty.	\$20,000



Total Youth Development for 2014
\$150,000

Mind & Life Institute

Alleviating suffering and helping individuals thrive and fulfill their potential remains the core of the Mind & Life Institute as it embarks on its most ambitious phase to date. This centers around three global initiatives in the areas of ethics, education and human development – craving, desire and addiction, and mapping the mind.

A powerful force for combining science and contemplative practices, the Institute was founded with the intent of making science more humane and its conclusions far-reaching. The 14th Dalai Lama Tenzin Gyatso has been an active part of Mind & Life Institute since he co-founded it nearly 30 years ago.

Over the years, the Institute recognized the need to bring what it has learned through research and convening into direct practice. The result is the Academy for Contemplative and Ethical Leadership (ACEL) and Call to Care – a program bringing education leaders together to develop a framework to introduce secular contemplative practices into schools with the intent of improving education outcomes and instilling skills to increase future quality of life.

Knowing our commitment to developing authentic and ethical leaders in all sectors, Mind & Life approached the George Family Foundation for help developing ACEL. Our long-term commitment allows the Institute to strategically and methodically develop an emerging and established leaders' research and development program steeped in contemplative practices. We believe the participants' experiences will enhance and deeply influence their personal and professional lives. Partnering with other funders and non-profit organizations, the first Academy will pilot with a select group of leaders in August 2015. Learnings from the first Academy will influence the program in the following years with the anticipation of a fully-formed program by 2017.

Our willingness to support ACEL, even before it was fully formed, was critical in allowing Mind & Life to develop the program and to attract additional donors. In addition, Bill George served as an early curricula development advisor and Gayle Ober will attend the Academy's pilot offering.

"To move groups of people to be more conscious of gaps between their best intentions and results that no one wants is central to leadership," says Arthur Zajonc, president and CEO of Mind & Life Institute "We believe ACEL will be unique in expanding leadership development options in the years ahead."



"In any group, organization, or system, the voices from the margins hold the buried wisdom that can alert us to our self-deceptions."

DIANA CHAPMAN WALSH,
ACEL FACULTY

Below: His Holiness the Dalai Lama and Mind and Life President, Arthur Zajonc, greet each other at the Mind and Life International Symposium for Contemplative Studies in Boston.



The Rice Memorial Hospital ReYou Color Craze had record breaking attendance of well over 1,100 participants from Willmar and surrounding communities. The event was created to bring new wellness activities to the Willmar area that assisted in promoting the vision of the ReYou Wellness Program; "The Rice Memorial ReYou program will dedicate itself to inspiring our community to make a commitment to health and well-being through personalized attention and services designed to foster participation in behaviors that exemplify sustainable, lifelong healthy behaviors."

Improving a community's health through collaboration

Heightened collaboration between local health care systems and communities improves community health, enhances quality of life, and increases health care affordability – that's the core belief of the Healthy Communities Partnership (HCP). This multi-year initiative to provide community-based health programming involves George Family Foundation, Allina Health and 13 hospitals and health centers in Greater Minnesota and Western Wisconsin.

In 2014, HCP hospitals and health centers continued to launch and improve collaborative work ranging from employer-based wellness programs to school-based healthy eating classes, to community-wide biking events. More than 5,700 individuals participated in screenings that measured blood pressure, BMI and other health indicators; another 2,300 people completed a health risk assessment that provides various health and wellness data such as levels of stress and pain. HCP staff use the information to connect individuals to healthcare practitioners or to develop individualized wellness plans. In Grand Rapids, the HCP program provided a large business with employee health screenings and wellness counseling. Local HCP Program Ambassador Brianne Solem explains, "Arrowhead Promotion and Fulfillment Company is a great example of an employer taking full advantage of the tools this grant provided for our community." The HCP team consulted with the leadership team at this company after the biometric screenings and gave them ideas on what their next steps should be." Then the company "designed and implemented a robust wellness program for their employees including onsite yoga, walking and ski trails and tobacco cessation programming." Arrowhead reported a significant drop in sick leave requests and the first group of 12 employees to go through a company-sponsored weight loss challenge lost a combined 100 pounds.



New health promotion policies were developed by some HCP sites. While some focused internally by eliminating sugared beverages in health centers' vending machines, others strategically leveraged HCP resources with government support through the Statewide Health Improvement Program (SHIP) to create community health endeavors reaching large numbers of people in various settings. Collaboration remains at the heart of HCP's policy and systems work as they create healthier communities. One HCP site engaged 30 community partners to implement efforts that improve community wellness. These range from community wellness challenges to health/wellness education for high school students, and to HCP involvement on the board of the local free clinic and a major public health advisory committee.

Of special interest to the Foundation is HCP's Integrative Health programming. More than 80 percent of HCP sites have included some form of integrative health as part of their wellness offerings. The majority have instituted meditation and mindfulness training for hospital staff and community participants. Many also have scheduled yoga and other mind-body activities. One third of HCP hospitals now provide traditional or holistic medical services for their patients.

Health and Wellness Coordinator Lisa Kruse was part of an HCP team in Aitken, Minnesota, in 2014. She says, "People see Riverwood Healthcare Center not just as fix-and-repair anymore. They really see it as a hospital that has a huge concern around people being healthy, people being well, and taking a proactive approach to wellness."



Total Healthy Partnership investment for 2014

\$1,424,997

- ▶ Grand Itasca Clinic and Hospital began the MyPlate program in June of 2013 and provided MyPlate-themed toddler plates to all children during their two- and three-year old well-child visits. Dr. Toni Youngdahl, family practice provider at Grand Itasca, educates a pediatric patient and his mom about the importance of healthy eating during his well-child visit.

HCP sites continue to strengthen their work and push for increased awareness and support for community health programs as the initiative enters its final phase in 2015:

- ▶ HCP strategies and programs must continue to respond to community needs and interests.
- ▶ Collaboration is key to achieving community health and wellness goals.
- ▶ Strong leadership involvement and promotion are essential within the hospital, the worksite and community at large including free/low cost programming and incentives for participation.

Financial Summary

Statement of Financial Position

December 31, 2014 and 2013

ASSETS	COST (\$)		MARKET (\$)	
	2014	2013	2014	2013
Investments:				
Equities	\$29,576,315	\$28,609,971	\$44,622,178	\$42,577,730
Fixed Income	\$21,434,675	\$16,307,899	\$20,627,664	\$16,504,125
Cash and Cash Equivalents	\$3,204,065	\$3,423,841	\$4,408,161	\$3,982,639
Total Investments	\$54,215,055	\$48,341,711	\$69,658,002	63,064,494
Fixed Assets (Net of Depreciation)	\$7,859	\$1,562		
Total Assets	\$54,222,914	\$48,343,273		
NET ASSETS				
Total Net Assets	\$54,222,914	\$48,343,273		

Volunteers make wildlife friendly fence modifications to a fence in Montana's Paradise Valley as part of the National Parks Conservation Association's Yellowstone Pronghorn Antelope Migration Connectivity Campaign.

Photo: Doug McSpadden

*2014 and 2013 are actual numbers from the Foundation's tax return.

Statement of Activities*

For the Years Ending December 31, 2014 and 2013

	2014	2013
REVENUE		
Interest & Dividends	\$1,398,318	\$1,331,512
Realized Gain/(Loss) on Investments	\$6,703,714	\$1,401,270
Contributions	\$3,908,543	\$1,429,994
Other Income	\$ –	\$33,284
Total Revenue	\$12,010,575	\$4,196,060
EXPENSES		
Taxes Paid	\$166,168	\$139,878
Program Expense	\$381,573	\$305,840
General & Administrative Expense	\$266,649	\$263,006
Professional Fees	\$237,194	\$238,714
Salaries, Taxes & Benefits	\$413,403	\$262,246
Return of Contributions	\$ –	\$1,869,040
Grant Commitments Paid	\$4,665,947	\$4,981,587
Total Expenses	\$6,130,934	\$8,060,311
Net Income / (Loss)	\$5,879,641	\$(3,864,251)
Net Assets – Beginning of Year	\$48,343,273	\$52,207,524
Net Assets – End of Year	\$54,222,914	\$48,343,273

*2014 and 2013 are actual numbers from the Foundation's tax return.

** Cash returned to the Foundation from distribution of private investments.



John Behrens, Director of Photography, with students on set at *The Mask You Live In*.

The George Family Foundation provided core support for The Representation Project's development and implementation of its Community Ambassador Program, a training program for individuals and organizations to educate their peers and bring media and emotional literacy to their communities, highlighting issues raised in the film, *The Mask You Live In*.

The Mask You Live In follows boys and young men as they struggle to stay true to themselves while negotiating America's narrow definition of masculinity.





GEORGE FAMILY
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