



HEALTHIER[™]
COLORADO

ANNUAL REPORT 2015



Blast Off

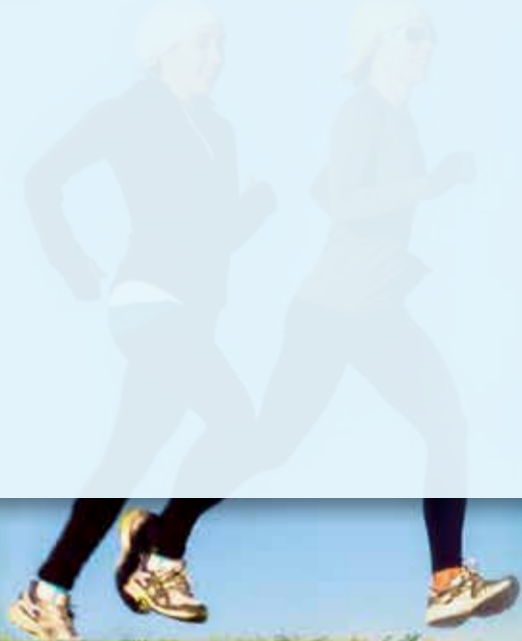
A Note From the Executive Director

What a ride. My first day on the job consisted of a desk with a large stack of folders, accompanied by a much higher mental stack of challenges. Since then, Healthier Colorado has blossomed into a small but mighty team of professionals, and has been propelled by the activism of over 20,000 Coloradans who took an action on one of our 12 campaigns in our first year of existence. Thanks is also due to the Colorado Health Foundation for giving flight to this idea, our board of directors for their leadership, and the 43 organizations with whom we partnered in 2015.

Let's keep climbing,



Jake Williams
Executive Director
Healthier Colorado



Our Mission

Healthier Colorado is a nonpartisan, nonprofit organization dedicated to raising the voices of Coloradans in the public policy process to improve the health of our state's residents. We believe that every Coloradan should have a fair chance at living a healthy life. The people of Colorado are our constituency, and Healthier Colorado aims to make meaningful improvements throughout our state's diverse communities.



Our Creation

Healthier Colorado was created by the Colorado Health Foundation. In 2011, the Foundation began a five-year process of conversion in its nonprofit tax status from a public charity to a private foundation. The transition called for the Foundation to abstain from engaging in lobbying activity after transition to a private foundation on January 1, 2016. Seeking to leverage the opportunity to invest in a lasting advocacy legacy and to build greater capacity to advance and protect policies that support Coloradans' health, the Foundation created a separate and independent 501(c)(4) organization that later became known as Healthier Colorado.

This new nonprofit and nonpartisan advocacy organization was legally created in 2013. That year, the Foundation filed incorporation documentation with the IRS and Healthier Colorado's first board meeting was convened. The Foundation issued a grant to the organization that became the first of three seed funding investments into an organizational endowment. Though the endowment was designed to be invested and help fund the organization into perpetuity, it was also designed to fund only a portion of the organization's budget on an annual basis.

In May of 2014, the organization's Board of Directors hired its first Executive Director. After an internal startup phase that included an organizational name change, Healthier Colorado was officially launched in September 2014. Thus was born an entity that was nationally unique in structure and purpose, poised to apply its resources toward an exclusive focus on public policy change to improve the health of Coloradans.



Our New Focus Areas

Healthier Colorado was founded with a policy scope that encompasses all aspects of physical and behavioral health. We do not represent a particular stakeholder or narrow interest. The people of Colorado are our constituency. To best serve the interest of Coloradans, we decided in 2015 to pick priorities within the vast field of health toward which we deploy our finite resources. Our process to pick our newfound issue priorities included health data analysis, opinion research, statewide conversations and an analysis of where our resources can complement rather than duplicate those of our health advocacy partners to make a decisive impact.

1

Reduce obesity and related chronic disease



Healthier Colorado seeks to reduce obesity and related chronic disease. Colorado's adults are famously the nation's least obese, but our children rank significantly lower. Residents with lower socioeconomic status, non-white populations (especially Latinos and African Americans), Residents of certain geographic areas (especially rural ones) have higher rates obesity and related disease. We focus on the twin components to the prevention and reduction of obesity: physical activity and nutrition.

2

Improve mental & behavioral health



One in 5 Coloradans needs mental or behavioral health services, yet fewer than one-third, of them receive care. Colorado's mental and behavioral health outcomes are, in many cases, alarmingly poor. Therefore, Healthier Colorado aims to improve mental and behavioral health in Colorado. We believe that every Coloradan should have access to quality mental and behavioral health services that are affordable and integrated on equal footing with physical health within our health system. We pursue policy change on mental and behavioral health that improves Coloradans' quality of life, avoids premature death, and prevents adverse childhood experiences.

3

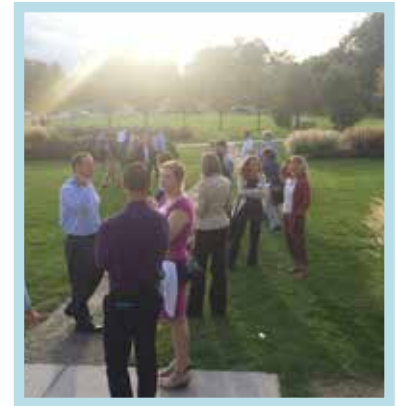
Address population-level health disparities



Healthier Colorado seeks to reduce health disparities on the basis of socioeconomic status, race and geography. We believe that a person's health status should not be dictated by how much money they make, the color of their skin or where they live. Unfortunately, there are pronounced health differences among Coloradans on these bases. We focus on disparities within the areas outlined above, in addition to emerging opportunities to make a meaningful difference in other areas.

A Statewide Perspective

We enjoy our central location and neighborhood in Denver's Lower Downtown, but we believe that getting a statewide perspective requires setting foot in communities around the state and having conversations with Coloradans in all our state's corners. Beginning with our organization launch tour in September 2014, we traveled around the state three times in our first year of existence. In early 2015, we produced interactive events to support our farm to school legislative campaign and in the summer we conducted a statewide listening tour.



Year One: Three Statewide Tours



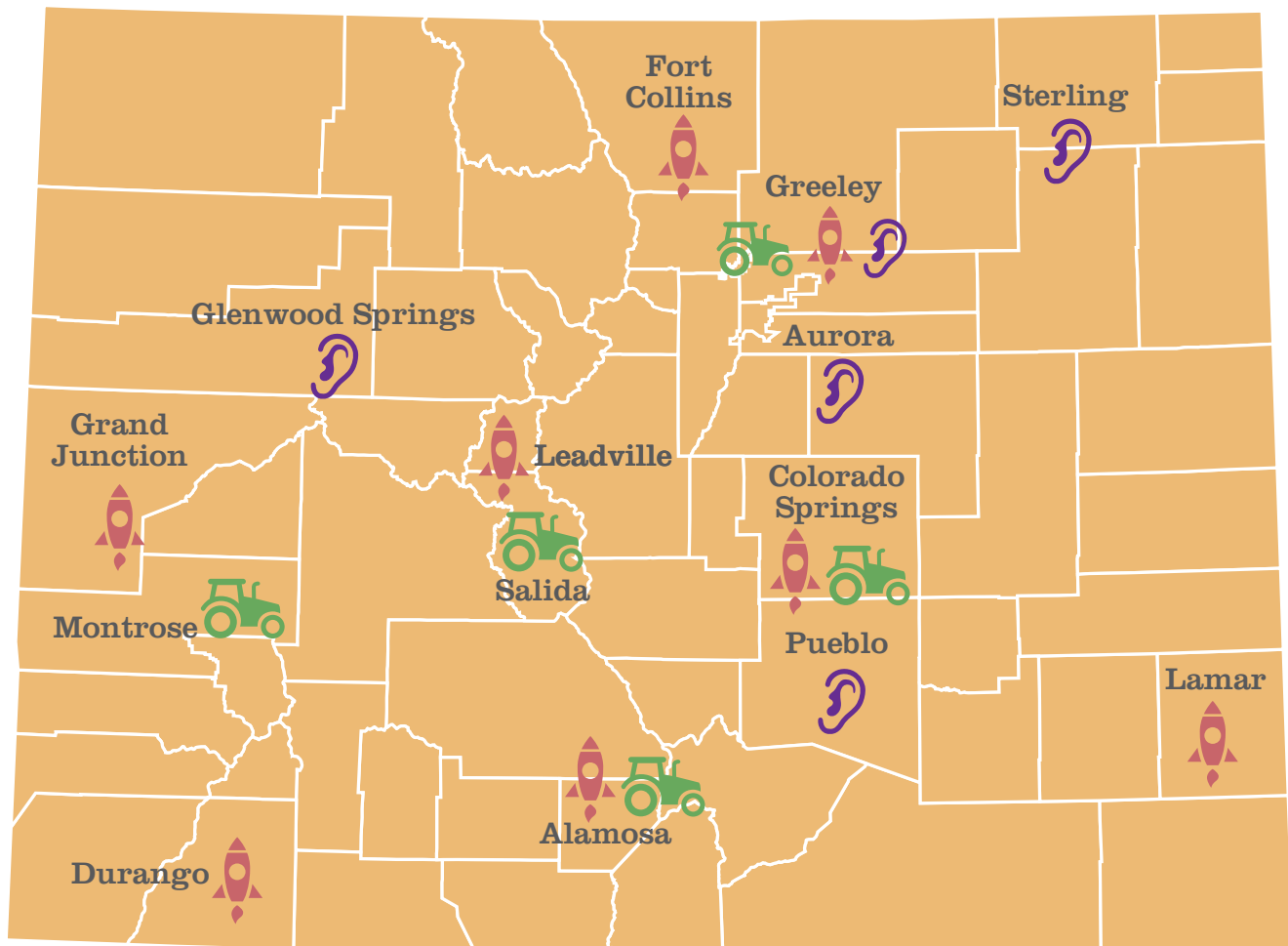
2014 Launch Tour



2015 Farm to School Tour



Listening Tour



2015 Campaigns

In 2015, Healthier Colorado supported 12 campaigns and mobilized over 20,000 Coloradans to take an action in support of at least of one of the priority campaigns below.

Farm to School:



To improve nutrition in Colorado schools, we launched a state legislative campaign aimed to provide resources for Colorado farmers and ranchers for food safety and other purposes necessary to sell their products to Colorado schools for student meals. Our campaign included 5 events with farmers, kids and teachers around the state, and we prompted 4,322 Coloradans to contact their legislators, but unfortunately this bi-partisan bill ultimately fell short of passage.

Child Vaccinations:

To promote the vaccination of children, we mobilized 175 Coloradans to submit positive public comments in support of a statewide rule change via the Board of Health that updated school enrollment procedure and now provides



parents with accurate information about school vaccination rates. This contribution represented more than 80% of the total comments that the Board of Health received on the rule change process. Colorado's 1,271,382 children and their parents will benefit from these changes.

“If you want to make change, you need to have power, and that means organizing citizens and pressuring decisionmakers.”

– *Inside Philanthropy* article covering Healthier Colorado's creation (5/20/14)

2015 Campaigns

Childcare Health Standards:

To improve the health of Colorado's kids, we activated support for a pair of successful statewide rule changes via the Board of Public Health and the Board of Human Services that simplified rules pertaining to food preparation in all of the state's 9,000 licensed child care centers to encourage the serving of healthy meals and established guaranteed minimum levels

of physical activity, limitations on screen time and updated nutrition standards for all kids in all of the state's 2,773 commercial (not in-home) daycare centers, in which 106,000 kids currently receive care.



Engagement on Health in Municipal Elections:



To appropriately elevate health as a critical issue in local policymaking, we launched a first-of-its kind project in both Denver and Pueblo in which candidates for city council and mayor responded to

candidate surveys on local health policy (examples included pedestrian infrastructure and providing all neighborhoods with access to affordable, healthy food) and their responses were shared via dedicated local websites (HealthierDenver.org and HealthierPueblo.org). Telephone town halls to discuss these issues were also held in both cities, in which 10,000 local residents participated.



A New Sister: The Fund for a Healthier Colorado

Recognizing that not every phase and forum of public policy change requires 501(c)(4) expenditures, Healthier Colorado created a sister organization, The Fund for a Healthier Colorado, with the primary interest of being responsible stewards of our 501(c)(4) endowment. In July of 2015, this new 501(c)(3) organization received 501(c)(3) status. This new sister organization has a mission that parallels Healthier Colorado's and its Board of Directors are appointed by the board of Healthier Colorado.



THE FUND FOR A
HEALTHIER
COLORADO

“We can create a constituency for healthcare change, to make sure Coloradans who want a healthier state can have their voices heard by our elected officials.”

– **Jake Williams**, *Executive Director*,
Healthier Colorado



Leadership



Staff

As of 4/6/16. in order of appearance from left to right.

Jake Williams, *Executive Director*
Hillary Jorgensen, *Director of Policy Change*
Kate Stigberg, *Director of Activism*
Cheryl Fellows, *Contract CFO*
Joel Swanson, *Advocacy Associate*

Board

As of 4/6/16

Jacqueline Brown, RN, MSN
Integrated Care Director
Southeast Health Group

Courtney Cuff,
President and CEO
The Gill Foundation

Mike Dino,
Senior Policy Advisor
Squire Patton Boggs, LLP

Jim García, MPA,
Executive Director
Clínica Tepeyac

Pete Maysmith,
Executive Director
Colorado Conservation Voters

Shepard Nevel,
President and CEO
LiveWell Colorado

Crystal Potter Rivera,
Manager of Foundation Relations
Denver Health Foundation

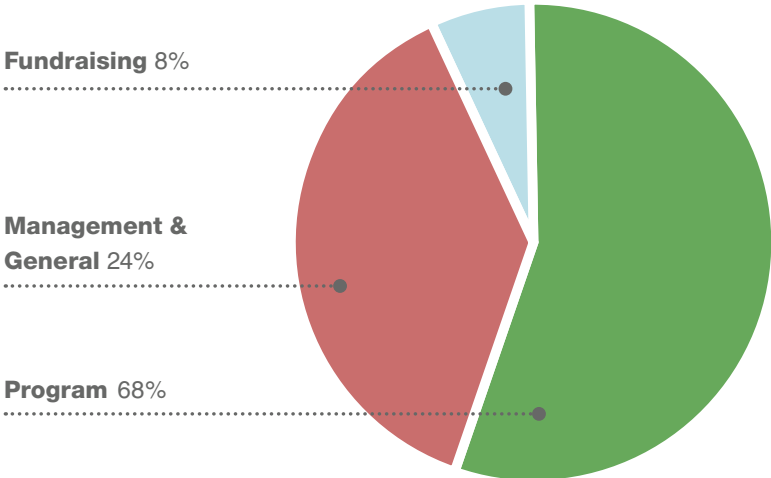
Board Chair Chris Watney,
President and CEO
Colorado Children's Campaign

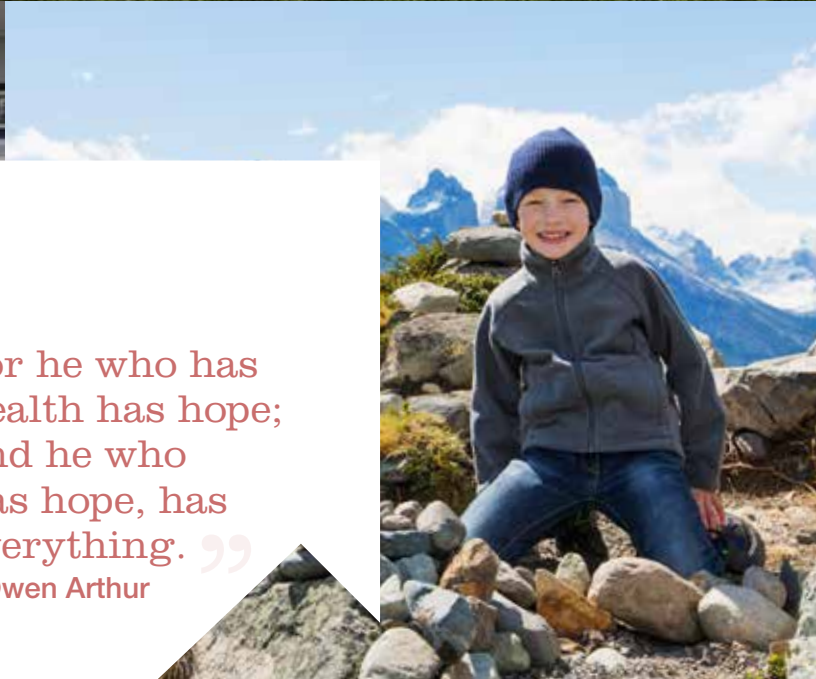
A special thanks to founding board members **Grant Jones** and **Tamra Ward**, whose tenure on the board has since ended.

Financials

\$ 000s	Unrestricted	Restricted	Total
Revenue			
Donations & Grants	\$ 7	\$ 5,000	\$ 5,007
Investment Revenue	\$ 176	\$ 102	\$ 74
Service income	\$ 60	\$ 0	\$ 60
Released from Restriction	\$ 323	\$ 323	\$ 0
Total Revenue	\$ 566	\$ 4,575	\$ 5141
Expenses			
Program	\$ 136		\$ 386
Management & General	\$ 131		\$ 136
Fundraising	\$ 44		\$ 44
Total Expenses	\$ 566		\$ 566
Change in Net Assets	\$ 0	\$ 4,575	\$ 4,575

Expenses





“ For he who has health has hope; and he who has hope, has everything. ”
- Owen Arthur





HEALTHIER™
COLORADO

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