



**NORTH SHORE
HEALTH CARE
FOUNDATION**

NAVIGATOR

North Shore Health Care Foundation News

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OUR MISSION

The Foundation proactively identifies opportunities to expand equitable health care and healthy living in Cook County, and champions solutions through funding, education, and advocacy.

NOT JUST A TAX BENEFIT: DONATIONS THAT DO

BY VALERIE MARASCO ELIASSEN - EXECUTIVE DIRECTOR

Trying to make decisions about year-end giving and want to make that donation count? This year may be more important than ever to support nonprofit organizations that are making a direct impact in the communities you know and love, and that work to invest in health.

Personally, I wish I could support every single cause and organization out there because there are so many doing great work through these trying times. However, like many, funds are limited. Aside from maximizing tax benefits, I want my donation dollars go the furthest and see them doing good in the community.

What is different about supporting the North Shore Health Care Foundation?

In short, a single donation helps support all Cook County health care providers, emergency services, and a variety of community initiatives playing a role in health. The NSHCF helps support:

- North Shore Health Hospital & Care Center
- Sawtooth Mountain Clinic network
- Public Health & Human Services (PHHS) programs
- Oral Health Task Force
- CC MN Restorative Justice
- Care Partners of Cook County (senior services and palliative care)
- Cook County Higher Education
- Emergency Management and Emergency Operations Center
- COVID-19 Medical Response Fund,
- Nine local volunteer fire departments, EMS units, Search & Rescue, Law Enforcement programs
- Prevention programs and many community initiatives that address urgent health and wellness needs through our semi-annual grants (*see page 2*).

So you see, supporting the NSHCF, gives you substantial bang for your buck and supports multiple programs and organizations through a single donation. With your help, we can do even more in the community, as well as continue our work as a program incubator, educator and convener, to work towards a healthy community for all. We hope we can count on your support to help us be the light for health in Cook County.

NSHCF has a fresh new website, visit us at: NorthShoreHealthCareFoundation.org

WHAT CAN WE DO?

We find ourselves living these days with a strange sense of unease. We're grieving over things we can't quite put our finger on. The losses* seem to be piling up. Connections to what we thought of as "normal life" . . . work, family visits, fun times with friends, travel, school life . . . are changed or entirely missing. Behind the masks, we can hardly tell if someone is smiling or frowning. So much feels beyond our control. And the end is not yet in sight.

"A healthy community for all in Cook County". That's the vision of the North Shore Health Care Foundation. But what can we do in response to the helplessness and anxiety we're feeling in the face of Covid-19? How can we deal with a health crisis that is affecting the quality of our lives in so many ways?

I believe the key word here is "community".

While we may be more distanced as individuals, we are not alone in our experiences of loss, grief and uncertainty. We don't need to take on the whole worldwide pandemic. What we can do is join hands with one another using the resources we already have, right here in this community.

We can reach out to our friends and neighbors. We can volunteer for making small differences for people here in Cook County ... differences that add up. The North Shore Health Care Foundation is committed to investing its resources, both personal and financial, in innovative and preventive efforts to support health care and healthy living in Cook County. We are committed to being a partner with local providers and organizations that help people have equitable access to good care. We are committed to being a voice of influence and inspiration for change that is focused on healthy living and quality health care.

I have hope we will get through this tough time because we have each other. We value compassion and inclusion of all people. We value collaboration and partnerships. We are determined to be nimble and effective in dealing with what is likely the biggest challenge we have ever faced. We are determined to be good stewards of the trust you place in us.

*~ Jerry Liija, President
North Shore Health Care Foundation*

* "Ambiguous Loss" is a concept pioneered by U. of M. emeritus professor, Pauline Boss.



NEW LOOK

The Foundation worked with SWIM Creative in Duluth, to update our brand. The fresh new logo represents the Foundation's role as a bright guiding light for health on the iconic North Shore. It pays homage to the Sawtooth Mountains, the artistry of area, and the clean water and fresh air of this special place.

\$50,000 IN GRANTS AWARDED IN 2020

Now in its 27th year, the Foundation issued \$50,000 in 2020, to organizations and initiatives which contribute to healthy living, address gaps in health care and to improve equitable access to health in rural Cook County, through a semi-annual application process or through the annual block grant program. The following programs, helping to work towards a healthy community for all, received awards in 2020:

- **Care Partners of Cook County** - \$10,000
- **The COVID-19 Medical Response Fund** - \$20,000 match of community donations, so health providers and emergency response units have what they need for local response
- **Learning Opportunities Through Stories (LOTS) Program** for early childhood education - \$1,000
- **Great Lunch Program** at Great Expectations School to ensure all children have access to healthy food at school regardless of ability to pay, and eliminate singling out children on Free or Reduced Lunch program - \$5,000
- **Snacks & Packs for Kids** ensures children get food on weekends, holidays and summer break. NSHCF helped feed 63 children from Tofte to Grand Portage, throughout the summer - \$3,000
- **Cook Co. Emergency Chaplaincy Program** provides emotional support to First Responders, Law Enforcement, 911 Dispatchers, as well as victims and families on-scene during incidents - \$2,000
- **Great Lunch Program Phase 2** to help address additional enrollment and expand the school food program to include breakfast, five days a week - \$5,000
- New **Growing Families Program** through Cook County PHHS supports one another through childbearing and early parenting during the pandemic and beyond - \$7,100
- **Trauma Exposure Training and Peer Support Counselling Training** for all staff in Public Health & Human Services - approx. \$5,000



HINDSIGHT 2020: CELEBRATING A YEAR OF TRANSFORMATION

2020 HIGHLIGHTS

in 2019, the North Shore Health Care Foundation (NSHCF) began implementation of its new strategic plan. To help lead this transformation and as a first major step, our first full-time Executive Director, Valerie Marasco Eliassen, was brought in. She and the active NSHCF Board of Directors dove right in!

Based on extensive community and stakeholder feedback, the Foundation's Strategic Plan called for transformation. Everything from building community awareness about what we do and developing collaborative partnerships to transitioning from a working board to a governance model, shifting from being a predominantly reactionary organization to one that invests in preventative programs and proactively addresses community health needs to updated management systems, even a new brand, website and fresh fundraising event slate were all on the docket. Despite the emergence of COVID-19, the Foundation achieved many of its goals and is proud of the many accomplishments made in 2020. Following are just a few highlights from a year of transformation:

- Welcomed Cook County MN Restorative Justice program as an incubator program - 100% of cases successfully resolved to-date, and more than 25 volunteers trained
- Provided leadership and administration for the Restorative Justice Advisory Committee
- Accounting system overhaul, welcomed new accounting contractor and improved financial reporting
- Transition of the Oral Health Task Force to the Sawtooth Mountain Clinic
- \$50,000 in grant dollars awarded through semi-annual and annual block grants
- Developed and launched new logo and brand
- Creation of a totally new website with PayPal, Stripe, and Little Green Light integrations
- Launched the Designs for Life, NSHCF education series. The first series of free workshops focused on life and legacy planning and was delivered in partnership with Cook County Higher Education
- Participated in the new Cook County Aging Coalition grant project with Care Partners to address needs for seniors
- Developed and managing the COVID-19 Medical Response Fund and matched \$20,000 in community donations
- Awarded eight grants to local initiatives through the Funds Distribution Committee
- Held the first-ever Golf for the Good event in partnership with Superior National Golf Course in September, raising \$10,000
- Applied for capacity building grants
- Implemented new donor management system Little Green Light to improve donor management and communication
- Designed and launched the new NSHCF Navigator newsletter
- Welcomed three new members to the Board to diversify leadership
- Created the new Nomination Committee to formalize recruitment and succession planning
- Developed the new Funding Development Committee and Resource Development Plan
- Participated in the Cook County Health Care Planning Committee which meets each month and includes leadership from all health-related organizations and local government to collaborate on health needs
- Participated in GiveMN Give to the Max state-wide campaign, raising nearly \$1,100

VALUES IN ALL WE DO

We believe in the possibilities of people, organizations, businesses and governments working together to create a healthy community for all in Cook County. Our values represent what we believe in, what we stand for and how we approach everything we do at the North Shore Health Care Foundation. They provide a guideline for making decisions at all levels of our organization, and include:

- Responsible stewardship
- Collaboration and partnerships
- Efficient and effective governance
- Compassion
- Inherent dignity
- Inclusion
- Integrity
- Being nimble

**VISION - A healthy community
for all in Cook County**





Peace on Earth, Healthy Holidays

*Wishing you a healthy, blessed season ahead. Stay well
Friends of the Foundation!*

Sincerely,

North Shore Health Care Foundation

Board of Directors

- Jerry Lilja, President
- Inger Andress, Vice President
- Jack McHugh, Secretary
- Paul Nelson
- Pat Campanaro
- Grace Bushard
- Hella Buchheim
- Judi Barsness
- John Twiest

Executive Director

Valerie Marasco Eliassen

Staff

Georgene Daubanton, Assistant
Beth Ambrosen, Accounting



FRIENDSHIPS THAT INVEST IN HEALTH

Donations and 'Friends of the Foundation' membership purchases help with critical operating funds and help the Foundation develop solutions to address key community health issues identified as priorities, including:

- Senior services and aging in Cook County
- Children's mental health and substance misuse, and
- Travel and lodging resources for out-of-town medical care and treatment

Give the gift of a Foundation Friendship to your loved ones or renew your annual friendship for 2021 - an investment in health and a gift to your community. If gifting a Friendship, please indicate your preference and complete the form below. Suggested levels include:

- \$1,000 - North Star
- \$500 - Guiding Light
- \$250 - Navigator
- \$100 - Wayfinder
- \$50 - Beacon
- Other donation amount: _____
- Legacy endowment donation: _____

We hope we can count on your support to help us be the light for health in Cook County. Donations are tax-deductible and can easily be made online through credit card or PayPal, or by cash or check, mailed to:

North Shore Health Care Foundation
P.O. Box 454
Grand Marais, MN 55604

Name: _____

Address: _____

Address 2: _____

City: _____ State: _____

Zip/Postal Code: _____ Phone: _____

Email: _____

Credit Card #: _____

Expiration: _____ CVV: _____

Amount: _____

If purchasing as a gift/memorial/honorarium:

Recipient's Name: _____

Recipient's Email: _____

Recipient's Phone: _____

Dedication: _____
