

10 YEARS

POSITIONED FOR PROMISE



2011 Annual Report



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Con Alma Health Foundation

Guided by mission

Con Alma Health Foundation is organized to be aware of and respond to the health rights and needs of the culturally and demographically diverse peoples and communities of New Mexico. Con Alma seeks to improve health status and access to health care services and advocates for a health policy that addresses the health needs of all New Mexicans. The Foundation makes grants, contributions, and program-related investments to fulfill its Mission.

Inspired by our values

- Improve the health status of all New Mexicans.
- Maintain the public trust.
- Involve, collaborate and partner with New Mexico communities.
- Innovate and lead.
- Teach and learn.
- Be an effective advocate for a health policy which supports the Foundation’s charitable purpose and mission.

Believing in the future

We believe everyone is entitled to a healthy life.

We believe communities should help define solutions because of the great diversity of our state.

We believe our assets are greater than our dollars and that Con Alma should be an advocate for sound health policy.

We respect the values and experience of all people and will honor those values in our policies, operations and grantmaking.

Positioned by our history

When Blue Cross Blue Shield New Mexico changed from a nonprofit to a for-profit business, state law required that its non-charitable assets of more than \$20 million be devoted to nonprofit use. In 2001, that nonprofit became Con Alma Health Foundation, the largest foundation in New Mexico dedicated solely to health. In 2002, Banner Health Systems, a nonprofit, sold Los Alamos Medical Center to Province HealthCare, a for-profit. The health care conversion proceeds of a combined \$4.5 million established the Northern New Mexico Health Grant Group, which addresses the health needs of people in Los Alamos, Rio Arriba and northern Santa Fe Counties, through a joint initiative of Con Alma Health Foundation and the Hospital Auxiliary of the Los Alamos Medical Center.

In the last decade, the permanent endowment of Con Alma has grown to \$23 million and it has invested more than \$10 million to help people in New Mexico improve their health. The Foundation also advocates for health policy and brings people and organizations together to find ways that everyone in our state can live a healthy life.

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Con Alma seeks to improve health status and access to health care services and advocates for a health policy that addresses the health needs of all New Mexicans.

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Leaders' Promise

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For our 10th anniversary in 2011, the Foundation celebrated the work of its more than 400 grantees and the investment of more than \$10 million dollars to improve health in New Mexico.

.....



Pamela Herndon



Dolores E. Roybal

Our story begins when Blue Cross Blue Shield New Mexico converted to a for-profit corporation. The Coalition to Save our Health Care Resources was born and advocated that \$20 million be set aside to promote healthy lives in New Mexico. The Coalition had many partners, including the New Mexico Association of Grantmakers. There were also visionaries, such as the late Linda Lane Rigsby of Nirvana Mañana Institute, who pushed for the voices of community on an Advisory Committee, and held us to our promise of listening to communities because people know that good health begins at home.

In a second conversion, proceeds from the sale of the former nonprofit Los Alamos Medical Center to a for-profit corporation provided a combined total of \$4.5 million that was used to establish the Northern New Mexico Health Grant Group. The group addresses the health needs of the people in Los Alamos, Rio Arriba and northern Santa Fe Counties, through a joint initiative of Con Alma Health Foundation and the Hospital Auxiliary of the Los Alamos Medical Center.

Established in late 2001, Con Alma Health Foundation is a decade strong. For our 10th anniversary in 2011, the Foundation celebrated the work of its more than 400 grantees and the investment of more than \$10 million dollars to improve health in New Mexico. Its strength and its promise for the future come from the vision of our founders, the leadership of the volunteers on our Board of Trustees and Community Advisory Committee, and the talent of our staff.

We are positioned for leadership. We leverage our resources by convening and building coalitions with our partners. Over the last 10 years, we helped the State of New Mexico get funding to implement the Patient Protection and Affordable Care Act. A grant from the Robert Wood Johnson Foundation and the Northwest Health Foundation, through Partners Investing in Nursing's Future (PIN), helped to increase and diversify our nursing workforce. With W. K. Kellogg Foundation, we explored the possibilities of increasing the dental work force, and developed a plan to implement healthcare reform in New Mexico. When funding for health councils was eliminated, we convened representatives from county/tribal health councils who formed the New Mexico Alliance of Health Councils. We also bought a building, hired Con Alma's first full-time executive director, increased our staff, and strengthened our systems and our capacity to further our mission.

This work is meaningful to us because we believe with all our hearts and souls that everyone in New Mexico should have an opportunity to live a healthy life. The next chapter of Con Alma Health Foundation is really just beginning.

A handwritten signature in cursive script, reading "Pamela Herndon".

PAMELYA HERNDON
*President, Board of Trustees,
(April 2011 – April 2012)*

A handwritten signature in cursive script, reading "Dolores E. Roybal".

DOLORES E. ROYBAL
Executive Director

Heroes of Health

New Mexico Heroes of Health exemplify the promise of healthier people in New Mexico. They can be health care providers, advocates, administrators, clinicians, policy makers or others. Nominated by the public, they are unsung heroes; volunteers and individuals who work to make health care better and who change our communities for the better.

2011 New Mexico Hero of Health

KRISTINE SUOZZI

Kristine Suozzi, coordinator of the New Mexico Health Equity Working Group, coordinates the voices of 100 people who believe how healthy we are depends on our homes, schools and communities. Previously, she was Public Health Division Director for the New Mexico Department of Health and Manager of the Bernalillo County Environmental Health Department. Dr. Suozzi has a PhD in health education and has worked in New Mexico on public health and social justice issues for the more than a quarter century. Dr. Suozzi speaks tirelessly of the influence of demographics on the health conditions of our people and works to orchestrate change in New Mexico.



10th Anniversary New Mexico Hero of Health Award (posthumous)

LINDA LANE RIGSBY (1947–2008)

Linda Lane Rigsby, attorney and former executive director of Nirvana Mañana Institute, was an advocate for the Coalition to Save Our Health Resources, which helped found Con Alma Health Foundation, and she served as the first chair of the Community Advisory Council. Frank Sanchez, a former member of the Board of Trustees, credits her as the driving force for its creation. "Many of us were less certain about the necessity of a community advisory committee, feeling that a Board was sufficient; Linda was right." Ms. Rigsby believed the Foundation's Board and advisors were strong in their diversity: ethnically and geographically. This committee has been called "the conscience of Con Alma."



Positioned for Promise: Leaders view future



Want to know more? Wherever you see this Quick Response (QR) Code graphic, use your smartphone or iPod touch to open related videos. To watch the videos download a Reader App from your app store. Simply hold your phone or iPod touch over the coded square to scan and launch.

Beyond Grantmaking

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Con Alma's assets go beyond the dollars it grants. The Foundation will continue to serve as a convener and as a catalyst for positive, systemic change.

.....



Con Alma Health Foundation's grantmaking has matured over the last decade. We involve more people in public policy issues, identify ways to increase national foundation involvement in New Mexico and promote statewide initiatives to improve health and advance health equity. Con Alma's assets go beyond the dollars it grants. The Foundation will continue to serve as a convener and as a catalyst for positive, systemic change.

Convening

Accurate data and the firsthand knowledge of people living in our communities helps us — and other grantmakers and policymakers — do our work better. Con Alma Health Foundation convened 15 focus groups statewide to learn the health issues people in New Mexico face and to find potential solutions. In 2011, Con Alma updated state and local data, information on system challenges and solutions to promote health equity in New Mexico in its report, ["Health Equity in New Mexico: A Roadmap for Grantmaking and Beyond."](#) (2012 release date).

When state funding for health councils was eliminated, Con Alma Health Foundation and its partners convened health/tribal councils/alliances throughout the state to provide them an opportunity to explore ways to sustain their important work. One outcome was the creation of a New Mexico Alliance of Health Councils, designed to establish one voice to promote the value and services of county/tribal health councils; establish a unified voice to advocate for policies and funding that support community health and build the capacity of all health councils.

Collaborating

Because of the shortage of nurses, especially ones representing our diverse cultures, Con Alma and the University of New Mexico are collaborating with the Robert Wood Johnson Foundation and the Northwest Health Foundation to increase diversity in the state's nursing workforce. Con Alma was chosen as one of 11 organizations nationwide to receive funding from Partners Investing in Nursing's Future (PIN). [The New Mexico Nursing Diversity Partnership](#) program is designed to increase the pool of the nursing workforce to meet the state's unique and pressing needs. **For more, contact Project Director, Deborah Walker, RN, MSN, at dwalker@conalma.org or 505.660.3890.**

Partnering with the national Grantmakers in Aging on the EngAGEment Initiative, we are promoting awareness of funding and aging issues to foundations and other funders in New Mexico. Con Alma, in collaboration with the New Mexico Association of Grantmakers and other local funders, commissioned a baseline survey and report of New Mexico's long-term care system. It measures the state's philanthropic sector's awareness, current funding and future interest in aging issues. Included are the voices of New Mexico's next generation of elders who were asked to explore their values and preferences for care as they age.



Leveraging

Close to \$36 million has already come into New Mexico because of Con Alma's partnership with Grantmakers in Health on the State Grant Writing Assistance Fund, which provided a pool of grant writers to state, county and tribal government to secure federal funding for health care reform.

Con Alma serves as convener and chair of Hispanics in Philanthropy New Mexico Funders' Collaborative for Phase 2 (2008–2010) and Phase 3 (2011–2013). The initiative is designed to increase the capacity of organizations serving or led by Hispanics. This will increase the participation of Latinos in philanthropy, increase philanthropic dollars to Latino communities and foster policy change to enhance equity and inclusiveness. Current partners include Con Alma Health Foundation, LANL Foundation, New Mexico Community Foundation, Nirvana Mañana Institute, Oppenheimer Brothers Foundation, Santa Fe Community Foundation, Taos Community Foundation, and the Simon Charitable Foundation. The initiative has brought in \$1.8 million since inception.

Supporting policy changes

BluePrint for Health New Mexico is a major achievement: a statewide plan to successfully implement the Patient Protection and Affordable Care Act. With support from the W.K. Kellogg Foundation, Con Alma established an advisory network to develop a health care reform implementation plan for New Mexico.

(Visit www.conalma.org or www.blueprintnm.org).



Defining Moments

2001

2002

2003

2004

2005

2006

2001 (DECEMBER)

Con Alma Health Foundation incorporated as a 501 (c) 3 in New Mexico. The Foundation was established through the conversion of Blue Cross Blue Shield of New Mexico from a nonprofit organization to a for-profit company. The conversion provided charitable assets of \$20 million to benefit the health of New Mexicans, which was used to establish the Foundation. The Community Advisory Committee is formed simultaneously.

2003 (APRIL)

Proceeds from a second conversion in 2002–2003, the result of the sale of the Los Alamos Medical Center, created the Northern New Mexico Health Grants Group. The Hospital Auxiliary and Con Alma work together to annually distribute the investment income from those proceeds to communities served by the Los Alamos hospital.



2005 (JUNE)

Foundation gets a new home at 144 Park Avenue in Santa Fe. The enlarged and remodeled building was a private home until 1991. It was dedicated at a June ceremony.

2006 (MAY)

Foundation releases landmark report, "Closing the Health Disparity Gap in New Mexico: A Roadmap for Grantmaking," May, 2006.



2001–2011

2007

2008

2009

2010

2011

2007 (SEPTEMBER)

Foundation receives its first large national grant from the Robert Wood Johnson Foundation and the Northwest Health Foundation through Partners Investing in Nursing's Future for Project DIVERSITY, a two-year nursing pipeline initiative to increase the number of ethnically diverse nurses in New Mexico.



2008 (APRIL)

Community Advisory Committee National Convening in Santa Fe, co-sponsored by Con Alma Health Foundation and Grantmakers in Health.

2010–2011

Foundation conducts 15 focus groups around the state and updates data for new report (released in 2012), "Health Equity in New Mexico: A Roadmap for Grantmaking and Beyond."

2009 (NOVEMBER)

Con Alma Health Foundation introduces its New Mexico Heroes of Health award designed to recognize individuals who have made extraordinary contributions to the health of their communities, large and small. Each year, we call for nominations for Heroes who are recognized at our annual Grantee Recognition Event.



2007 (JANUARY)

Foundation's hires first full-time executive director, Dolores E. Roybal, a native New Mexican with more than 30 years of experience in nonprofits and philanthropy.



2011 (NOVEMBER)

Con Alma Health Foundation staff celebrates its 10th anniversary by honoring the work of its more than 400 grantees and the investment of more than \$10 million to create healthy lives in New Mexico.

[Click here for 10 Stories with Heart and Soul.](#)



Grants



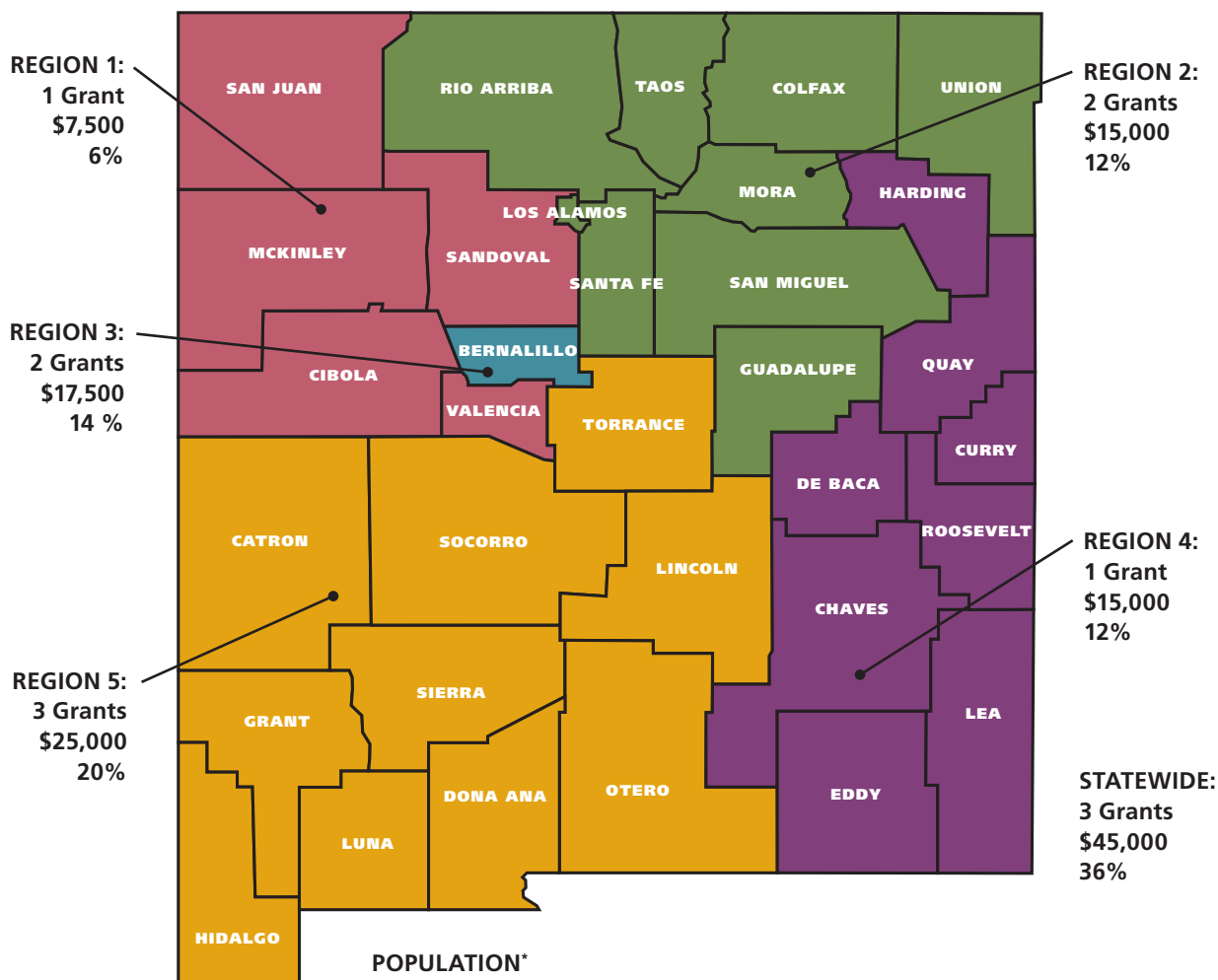
2011 Small Grants

- **African American Health Network**, \$15,000 to increase the capacity of health services and resources to African Americans statewide through community mapping and advocacy.
- **Catron County Grassroots Behavioral Health Group**, \$5,000 to implement a wellness initiative that includes personal planning, nutrition, exercise, health supervision, screening and education for residents of Catron County.
- **Center of Protective Environment**, \$10,000 for technical training and support of the Sanctuary Model to promote a healthier and more effective organizational system for victims and staff working on domestic violence in Alamogordo.
- **Embrace, Inc.**, \$15,000 to expand services promoting healthy lifestyles, building personal and relationship skills, and building leadership and civic involvement among teens and adolescents in Chaves County.
- **Farm to Table**, \$15,000 to develop priorities, recommendations and policies on food, diet, health and academic achievement, specifically focusing on statewide access of healthy school nutritional programs for children.
- **Five Sandoval Indian Pueblos, Inc.**, \$7,500 for prevention staff to attend the National Outdoor Leadership School to support successful Native specific and culturally appropriate prevention programs for Native youth in Sandoval County.
- **Las Cumbres Community Services**, \$10,000 to provide group support, education, and activities to address the emotional, psychological and practical challenges of grandparents raising grandchildren in Rio Arriba County.
- **Move the Mountain Leadership Center**, \$7,500 to support the nationwide Circles program model by identifying and addressing systemic barriers to move low-income families in Albuquerque out of poverty.
- **National Veterans Wellness & Healing Center in Angel Fire**, \$5,000 to support a holistic retreat for New Mexican veterans suffering from Post-Traumatic Stress Disorder (PTSD) and their families.
- **New Mexico Alliance for Children**, \$10,000 to promote improved quality of health programming and nutritional access for children living on the Mescalero Apache Reservation through a community garden and school curricula.
- **New Mexico Alliance of Health Councils**, \$15,000 to support the organization's capacity and sustainability of New Mexico's county and tribal health councils.
- **Senior Citizens' Law Office**, \$10,000 to improve access to culturally sensitive health-related resources and support services for Lesbian, Gay, Bisexual and Transsexual (LGBT) seniors in New Mexico.



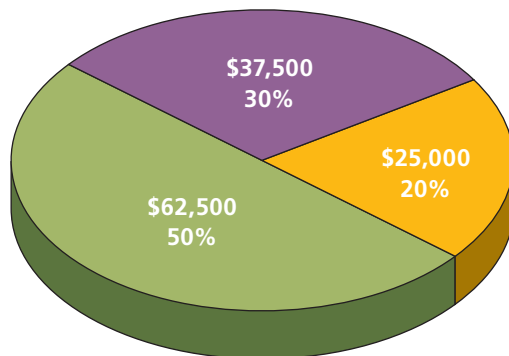


CON ALMA HEALTH FOUNDATION 2011 SMALL GRANT
FUNDING ALLOCATIONS BY REGION
\$125,000 awarded – 12 Small Grant Awards



2011 CAHF GRANT CYCLE
ALLOCATIONS BY PRIORITY ISSUE**
\$125,000 awarded – 12 Small Grants

- Access
- Health Promotion
- Policy





2011 Northern New Mexico Health Grant Group Grantees

A JOINT PROJECT OF THE AUXILIARY OF THE LOS ALAMOS MEDICAL CENTER AND CON ALMA HEALTH FOUNDATION

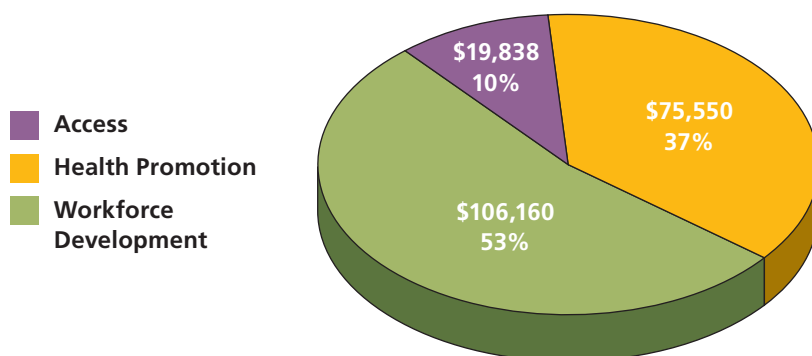
- **Adaptive Ski Program**, \$5,000 to support participation of disabled and critically ill youth in a Northern New Mexico ski program.
- **Alzheimer's Association, New Mexico Chapter**, \$20,000 to increase outreach activities to Northern Santa Fe, Rio Arriba and Los Alamos counties.
- **Amigos del Valle**, \$15,000 to support elderly clients through in-home services and transportation, allowing them to remain independent within their own homes in Rio Arriba and Los Alamos counties.
- **Boys and Girls Club del Norte**, \$15,000 to educate members on making healthy choices in their diet and physical activities through the Healthy Habits for Life and Triple Play programs in Chimayo.
- **Cancer Services of New Mexico**, \$15,000 to educate adult cancer patients/survivors and their caregivers about cancer treatment and survival through New Mexico Family Cancer Retreats.
- **Family Strengths Network**, \$6,160 to support "We Help Ourselves," a national program that teaches children and youth how to be safe at home and school, in the Los Alamos County Public Schools.
- **La Clinica del Pueblo de Rio Arriba**, \$10,550 to support collaboration with the local court system for individuals who have been arrested with substance abuse related issues in Tierra Amarilla.
- **Las Cumbres Community Services**, \$20,000 to provide group support, education and activities to address emotional, psychological and practical challenges to grandparents raising grandchildren in Rio Arriba County.
- **Los Alamos Family Council**, \$10,000 to increase access to self-support groups and emergency psychiatric services for underserved residents of Los Alamos and Rio Arriba counties.
- **Los Alamos Heart Council**, \$20,000 to support "Just Be It! Healthy and Fit" to reduce risk factors for childhood obesity through regular physical activity and nutrition education to students, teachers and parents in Los Alamos and Rio Arriba counties.
- **New Mexico Suicide Intervention Project**, \$15,000 to increase awareness of youth suicide risk factors and interventions available in Northern New Mexico.
- **Self Help**, \$20,000 to support its Immigrant Health Initiative providing advocacy and case management for immigrant clients serving Los Alamos and Rio Arriba counties.
- **Tewa Women United**, \$10,000 to train volunteers for their doula program, establish a breastfeeding peer support program and increase healthy families through parenting skills in Española, Rio Arriba and Northern Santa Fe Valley.
- **University of New Mexico Foundation**, \$19,838 to establish a program of rural Emergency Medical Services education, including a mobile training unit to teach emergency skills to volunteer EMS workers in Northern New Mexico.

*Community working
together to start
the NNMHGG*

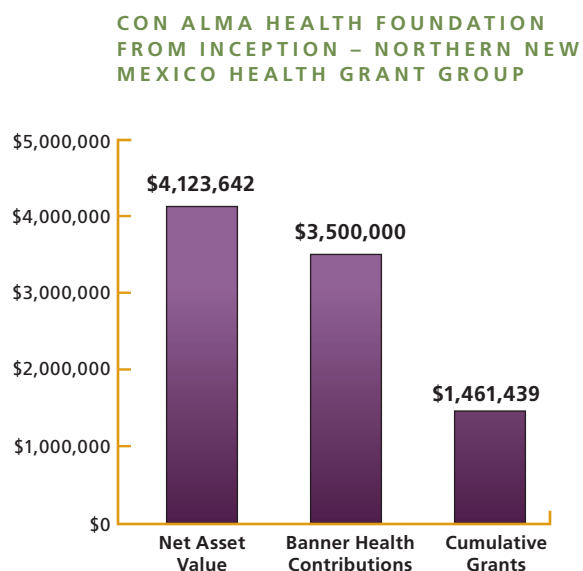
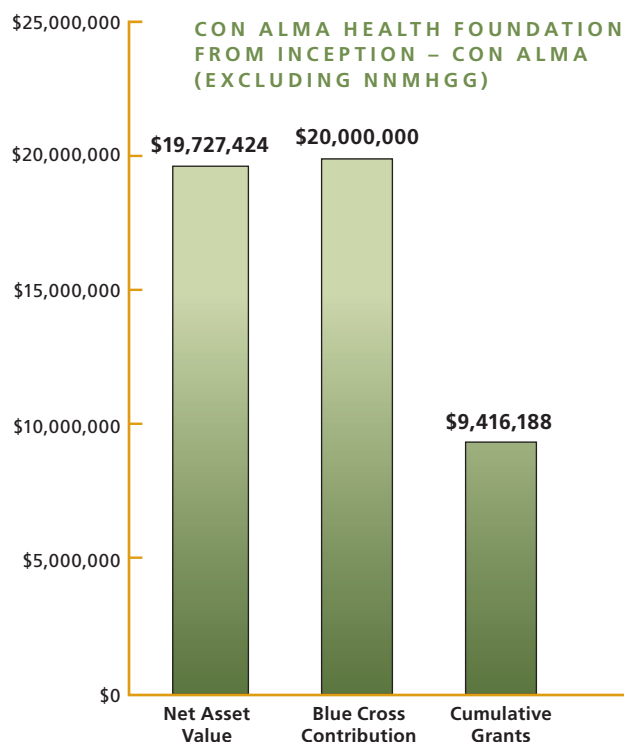




2011 NNMHGG GRANT CYCLE
ALLOCATIONS BY PRIORITY ISSUE**
\$201,548 awarded – 14 NNMHGG Grants



CAHF GRANTMAKING OVER THE YEARS



**Please note that some grants are cross sector (i.e. access and culturally appropriate services). The charts reflect primary priority issue. Priority issues include: Access, health promotion, workforce development, policy, culturally appropriate services, research and evaluation.



Financials

STATEMENT OF FINANCIAL POSITION

For the Year Ended December 31, 2011 with Comparative Totals for 2010

ASSETS:	2011	2010
Cash and cash equivalents	\$2,126,420	\$1,740,129
Account and other receivables	24,284	6,644
Prepaid expenses	2,550	7,251
Investments	20,136,964	22,741,827
Total current assets	22,290,218	24,495,851
Property and equipment, net of depreciation	866,306	870,021
TOTAL ASSETS:	\$23,156,523	\$25,365,871
LIABILITIES:		
Current liabilities		
Accounts payable	\$43,844	\$27,124
Accrued payroll liabilities	20,137	35,798
Grants payable	141,104	241,489
TOTAL LIABILITIES:	\$205,085	\$304,411
NET ASSETS:		
Unrestricted	756,044	776,864
Temporarily restricted	18,695,394	20,784,596
Permanently restricted	3,500,000	3,500,000
TOTAL NET ASSETS	\$22,951,438	\$25,061,460
TOTAL LIABILITIES AND NET ASSETS	\$23,156,523	\$25,365,871

STATEMENT OF ACTIVITIES

For the Year Ended December 31, 2011 with Comparative Totals for December 31, 2010

REVENUES AND SUPPORT:	2011	2010
Grants	\$365,000	\$14,386
Contributions	33,725	–
In-kind contributions	6,840	10,487
Special events, net	(5,598)	–
Investment income, net	(1,094,288)	2,916,304
Other income	–	20,550
Net assets released from restrictions	–	–
TOTAL REVENUE AND SUPPORT:	(694,321)	\$2,961,727
EXPENSES AND LOSSES:		
Foundation healthcare programs	\$825,831	\$669,087
NNMHGG healthcare programs	200,644	207,260
General and administrative	288,643	281,284
NNMHGG general and administrative	48,246	51,412
Fundraising	17,599	18,101
TOTAL EXPENSES:	\$1,380,962	\$1,227,144
Change in net assets before provision for excise tax	(2,075,283)	1,734,583
Excise taxes	(34,738)	(6,246)
Change in net assets	(2,110,021)	1,728,337
NET ASSETS, BEGINNING OF YEAR	\$25,061,460	\$23,333,123
NET ASSETS, END OF YEAR	\$22,951,438	\$25,061,460



This is a summary. The audited financial statements are available for inspection at the office:

Con Alma Health Foundation
144 Park Avenue
Santa Fe, NM 87501
TEL: 505.438.0776
staff@conalma.org
www.conalma.org

Independent auditors:
Hinkle & Landers, P.C.

Partners



Thank you

Many dedicated organizations and individuals from diverse communities are our partners in improving health in New Mexico. This was a special year: the celebration of Con Alma Health Foundation becoming 10 years strong.

Con Alma Health Foundation is grateful to our 10th Anniversary Event and Visionary Circle Sponsors and in-kind contributors:

- Alliance Audio Visual
- Beck & Cooper, Lawyers
- The Bouquin Family
- Century Bank
- Marcie Chavez
- Cisneros Design
- Thomas Pedro and Maria Isabel Clark
- Jim Coates
- Robert Desiderio
- Doris G. Walbridge Foundation
- Harlan Hobbs
- Laura Jaramillo
- Mark Kane Photography
- Lovelace Health System
- Life Care Health Services
- Elaine and Charles Montaña
- Lawrence Medina
- Andrea Multari, Whole Brain Design
- OptumHealth New Mexico
- Nathan Padilla
- Wanda Ross Padilla
- Recovery Systems Institute
- Robert Wood Johnson Foundation Center for Health Policy at UNM
- Betsy Ronel
- Charlotte Roybal
- Dolores and Paul Roybal
- Twila Rutter
- Sara Ann Stevens
- Santa Fe Community College Foundation
- University of New Mexico Foundation
- Juan and Angela Vigil

We especially want to thank our funding and collaborative partners in 2011

- Grantmakers in Aging
- Grantmakers in Health
- Hispanics in Philanthropy
- McCune Charitable Foundation
- New Mexico Association of Grantmakers
- New Mexico CARES Health Disparities Center
- New Mexico Coalition for a Healthier Community
- New Mexico Community Health Workers Advisory Council
- New Mexico Department of Health, Office of Healthcare Reform
- Northwest Health Foundation
- Partners Investing in Nursing's Future
- Robert Wood Johnson Foundation
- University of New Mexico Foundation
- W. K. Kellogg Foundation

We value all our partners. We apologize for any omissions, and ask that you contact us at staff@conalma.org or 438.0776, ext. 4 to notify us of any additions or corrections.





The vision and dedication of Con Alma Health Foundation's Board of Trustees, Community Advisory Committee, its staff and network of community-based organizations extend Con Alma's reach beyond the dollars it grants — and enable us to fulfill our promise for a healthy future for New Mexico's people.

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and Graduate Intern*

Deborah Walker
*Project Director
New Mexico Nursing
Diversity Partnership*

DEPARTING CON ALMA STAFF

Our thanks and best wishes
to departing Con Alma staff.

Jackie Alshawabkeh
Administrator

Perli Cunanan
Development Officer

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Erin Bouquin, M.D.

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Joe Gutierrez

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Carol Pyburn

Dolores E. Roybal

Steve Wells

DEPARTING CON ALMA BOARD MEMBERS

We are grateful to our outgoing 2011 Board of Trustees
for helping us keep the promise of Con Alma.

Pamelya Herndon, Esq.
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2009–2011 Board Secretary

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Juan Oropesa
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Eliu Romero, Esq.
Taos
2009–2011 Board Treasurer

Sara Ann Stevens
Las Vegas



For more information on Con Alma Health Foundation, please visit our website at www.conalma.org and visit us on Facebook.



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ASSOCIATE EDITOR: Susan Cantor

GRAPHIC DESIGN: Andrea Multari

Con Alma Health Foundation is a tax-exempt private foundation under Section 501 (c) 3 of the Internal Revenue Code.

Con Alma Health Foundation is a member of the Border Philanthropy Partnership, Council on Foundations, Grantmakers in Health, Hispanics in Philanthropy, Neighborhood Funders Group, and the New Mexico Association of Grantmakers.