



Health Assessment and  
Research for Communities

# Annual Report

2014 - 2015

Wellness Evaluation  
Quantitative  
Nonprofit Research  
Needs Assessment Well Being Measurement  
Qualitative  
Health Community  
Coachella Valley  
HARC

*Transforming community health and well-being through research and evaluation.*

## Executive Introduction

The Coachella Valley has grown substantially in recent years. In the decade between the 2000 Census and the 2010 Census our population grew by nearly 100,000 people, a growth rate of over 35%. HARC has grown and flourished along with the Valley; increasing from a single project manager in 2006 into a staff of four and Board of 10 dedicated Directors today. HARC's custom-designed research and evaluation services have similarly grown, from a single client in 2009 to 20 clients in 2014. In this program, HARC provides expert research and evaluation services to small nonprofits that could not otherwise obtain the high-quality data they need to be most effective and efficient. As such, HARC has helped to evaluate programs, identify community needs, analyze data, and improve workplace wellness, among other things.



Through all these changes, HARC has continued to conduct the triennial Community Health Monitor and provide those results back to the community at no charge—resulting in over \$12.8 million of funding awarded to local nonprofits in the past five years alone. This funding has allowed local organizations to do critical work in the Coachella Valley, like providing home-delivered meals to house-bound seniors, free HIV testing, mental health counseling for children, evidence-based pregnancy prevention programs for teens, and substance abuse treatment programs, among others.

The 2014-2015 fiscal year brought additional changes and growth for HARC. Most notably, HARC transitioned from our founding CEO, Ms. Eileen Packer, to our second CEO, Dr. Jenna LeComte-Hinely. Dr. LeComte-Hinely served as HARC's Director of Research for the previous three years, and was promoted to CEO to serve as Ms. Packer's replacement. Dr. LeComte-Hinely's in-depth knowledge of HARC and her extensive research and evaluation experience make her an excellent fit for the position. By transitioning into a model where the CEO can also serve as a researcher, HARC has expanded its research capabilities without needing to hire another staff member. This will help HARC to continue to provide high-quality research and evaluation services to a growing number of clients while still keeping costs low.

The executive transition has ushered in a new era of change at HARC that has continued into the 2015-2016 fiscal year, including a new Director of Research and Evaluation, a new Research and Evaluation Associate, and a new Board President. This growth at HARC has set the stage for additional growth and progress at HARC. For example, HARC intends to expand our client services in multiple ways, including an expansion to the for-profit sector along with an increasing market penetration outside of the Coachella Valley. In addition to our plans for growth, HARC plans to continue to provide the Community Health Monitor data to the community as this data is increasingly becoming critical to the sustainability of local nonprofits. The 2016 data will be particularly interesting, as it is the first post-Affordable Care Act survey of health in the Coachella Valley.

At this exciting juncture in HARC's history, we are pleased to share our progress during the 2014-2015 fiscal year with you. HARC continues to serve as the Coachella Valley's primary source for research, providing our community with the data and information needed for all of us to become healthier and happier. We thank each and every one of our partners and funders for their support, and we look forward to another remarkable year of progress, growth, and accomplishments.

Sincerely,

Jenna LeComte-Hinely, PhD  
Chief Executive Officer

Bruce J. Purdy  
President of the Board

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**“I often say that when you can measure what you are speaking about, and express it in numbers, you know something about it; but when you cannot measure it, when you cannot express it in numbers, your knowledge is of a meager and unsatisfactory kind.”**

— Lord Kelvin, 1883. British mathematician and physicist who determined the value of absolute zero.

## HARC Milestones: Fiscal Year 2014-2015

### 2013 Health Needs Assessment:

In fiscal year 2014-2015, HARC released the following data briefs/special reports based on the 2013 Health Needs Assessment data:

- Data Brief: Health and Unemployment in the Coachella Valley
- Data Brief: Health of Young Children in the Coachella Valley
- Special Report: Senior Health in the Coachella Valley
- Data Brief: Respiratory Disease in the Coachella Valley
- Special Report: Mental Health in the Coachella Valley
- Special Report: Veteran Health in the Coachella Valley
- Special Report: Health of Children 0 to 10 in the Coachella Valley



### 2016 Health Needs Assessment:

HARC hosted the initial Steering Committee meeting for the 2016 Health Needs Assessment on March 5, 2015. This steering committee set the stage to guide revisions, which were then made by six ad-hoc team meetings in March and April of 2015. The suggested revisions were accepted by the Steering Committee at a second meeting on May 12, 2015, thereby finalizing the content for the 2016 Health Needs Assessment.

### Client Services:

- Regional Access Project Foundation (RAP): Developed a reporting tool to measure the impact of grant dollars on food insecurity in the Coachella Valley
- Community Clinics Association of San Bernardino County: Analyzed existing data to produce a membership report
- The Gas Company: Created a data brief on asthma and respiratory disease in the Coachella Valley, based on the 2013 CHM data
- Incight: Secondary data analysis to create a data brief on disability in the Coachella Valley
- ACT for Multiple Sclerosis (MS): Analysis of existing data to evaluate their “Circulation Therapy and Strength Training” program
- Boys & Girls Clubs of Coachella Valley: Program evaluation of the Links program
- Boys & Girls Clubs of Coachella Valley: Program evaluation of the “Evaluating and Changing Food Choices Away From Home” program
- Susan G. Komen San Diego: Community health assessment regarding breast health
- Susan G. Komen Inland Empire: Community health assessment regarding breast health
- Coachella Valley Health Collaborative: Evaluation of the “Mental Health Summit” programs
- United Way: Design of a grantee reporting tool
- Desert AIDS Project: Research and evaluation for the Get Tested Coachella Valley public health campaign regarding HIV testing

### Collaborations/Initiatives:

- American Evaluation Association
- Association of Fundraising Professionals
- Clinton Health Matters Initiative
- Coachella Valley Disabilities Collaborative
- Coachella Valley Health Collaborative
- Healthcare Industry Council, a part of the Coachella Valley Economic Partnership
- Inland Empire Coalition for Health
- Inland Empire Disabilities Collaborative
- Riverside County Community Indicators Task Force
- Riverside County Health Coalition

### Invited Presentations:

- *Health and Wellness Research and Evaluation in the Coachella Valley*. Presented to Eisenhower Family Medicine Residents June 1, 2015 in Rancho Mirage, California.
- *Identifying and Measuring Outcomes in Nonprofits*. Presented to the University of Redlands Nonprofit Management class. May 13, 2015 in Redlands, California.
- *Informed Decision-Making: The Power of GIS*. Panelist at the 2015 Inland Empire Healthy Cities Symposium: Promoting Data to Action in Riverside and San Bernardino Counties, April 29, 2015 in Loma Linda, California.
- *Data and Depression*. Presented at the Coachella Valley Health Collaborative's "Mental Health Summit III: Solutions to Depression", April 17, 2015 in Palm Desert, California.
- *Introduction to HARC*. Presented to the Latino Outreach Network on February 15, 2015 in Thousand Palms, California.
- *Health in the Coachella Valley*. Presented to the Palm Desert Rotary Club on July 22, 2014, in Palm Desert, California.
- *Health in the Coachella Valley*. Presented to Eisenhower Medical Center's first year Family Medicine Residents on July 10, 2014 in Rancho Mirage, California.

"Thank you for your work with ACT For Multiple Sclerosis (MS). The HARC staff met our program-specific needs while maintaining evaluative integrity to turn data collected over the years into a report that was comprehensible and useful to the members of ACT for MS Board of Directors and community stakeholders. The report is called "Measuring the Impact of Circulation Therapy and Strength Training on Clients with Multiple Sclerosis". We can now quantify the impact of our very successful program and share our effectiveness with the public. The ability to share this data makes their evaluation findings extremely beneficial."

— Lori Serfling, Vice President, ACT for MS

## HARC Services

*HARC is Coachella Valley's primary resource for research and evaluation services.*

### *Customized Research and Evaluation Services*

#### *Program Evaluations*

Program evaluation is the systematic approach of collecting and analyzing information to better understand your program and projects. Our program evaluation services can help you identify strengths of your program, areas for improvement, and ultimately help you to demonstrate the effectiveness of your program.

#### *Needs Assessments*

Our needs assessment services can help you to systematically identify the needs or “gaps” in your services, which can then be used to prioritize your needs.

#### *Analysis of Existing Data*

An analysis of your existing data can provide useful and actionable information, without the added effort of undergoing the data collection process.

#### *Workplace Wellness*

Our workplace wellness services range from helping you start a wellness program, to enhancing your program, to demonstrating the effectiveness of your program.

#### *Grant Writing*

Our grant-writing services assist you to competitively applying for funding with well-written proposals that incorporate a strategic plan for program evaluation.

#### *Logic Modeling*

Logic modeling sessions help to outline the goals of your program and ensure all of your activities are aligned with these goals. The logic modeling session is critical for evaluating your program in that it helps to determine how you will measure your success.

#### *Training*

Our training services can inform your staff on the best practices in research and evaluation. These trainings can equip your staff with the knowledge they need to conduct your own in-house research.



HARC operates as a nonprofit 501(c)(3) organization, funded in part by contributions from community partners, as well as clients who contract with the agency for customized health research. The Palm Desert-based organization formed in 2006, when a consortium of more than 30 public and private organizations invested in health joined together to improve community health and wellness.

### Impact

# The IMPACT of HARC's Community Health Monitor

In the past **5 YEARS** with the use of HARC's Community Health Monitor data



**Dozens** of nonprofit organizations received over

# \$12.8 MILLION

from requests that used HARC's data to justify their needs.

This allowed organizations to provide:



Food for the hungry



Transportation for the disabled



Free HIV testing



Substance abuse treatment programs

“The HARC Community Health Monitor is priceless for developing our grant proposals. Funders want accurate information dealing with the population we serve. HARC provides a valuable tool to address those needs, which has helped us secure several important grants for our health and wellness programs.”

Rob Ballew, CEO, YMCA of the Desert



Empowering communities through research



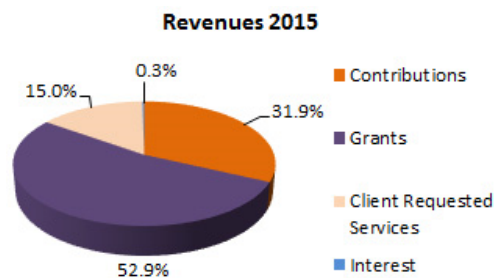
## Financial Summary 2015

Audited Condensed Statements of Financial Position for the Fiscal Years Ending June, 2015 and June, 2014.

	2014 - 2015	2013 - 2014
<b>Current Assets</b>		
Current Assets	\$380,144	\$427,425
Property and Equipment – Net	<u>4,116</u>	<u>5,493</u>
<b>Total Assets</b>	<b>\$384,260</b>	<b>\$432,918</b>
<b>Liabilities and Net Assets</b>		
Current Liabilities	\$73,764	\$102,508
Long-Term Liabilities	<u>7,130</u>	<u>37,277</u>
<b>Total Liabilities</b>	<b>\$80,894</b>	<b>\$139,785</b>
Net Assets	\$303,366	\$293,133
<b>Total Liabilities and Net Assets</b>	<b>\$384,260</b>	<b>\$432,918</b>

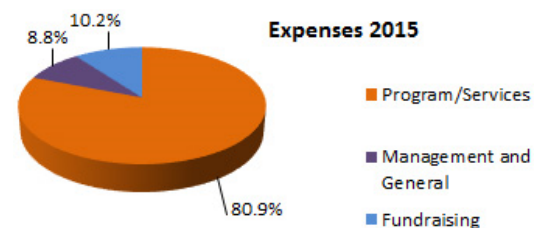
### Revenues

Contributions	\$126,687	\$109,003
Grants	209,786	288,268
Client Requested Services	59,370	120,068
Interest	<u>1,011</u>	<u>941</u>
<b>Total Revenues:</b>	<b>\$396,854</b>	<b>\$518,280</b>



### Expenses

Program/Services	\$312,959	\$388,290
Management and General	34,093	56,084
Fundraising	<u>39,569</u>	<u>34,241</u>
<b>Total Expenses</b>	<b>\$386,621</b>	<b>\$478,615</b>



### Summary

Increase in Net Assets	\$10,233	\$39,665
<b>Net Assets at End of Year</b>	<b>\$303,366</b>	<b>\$293,133</b>

### FUNDING PARTNERS 2014 - 2015

Alliance Healthcare Foundation	V. Manual Pérez	Riverside County Department of Mental Health
AmazonSmile	Bruce J. Purdy, MA	Riverside County Office on Aging
Desert AIDS Project	Russ Russell	Eileen Packer, RD
Desert Healthcare District	Wayne Soucy	Ernest Phinney
Desert Regional Medical Center	Maureen Strohm, MD	Andrea Spirtos
Eisenhower Medical Center	Anna Lisa Vargas	Supervisor John J. Benoit,
First Foundation Bank	Sharon Brown-Welty, EdD	Fourth District, Riverside
HARC Board of Directors:	Aurora Wilson	County Board of Supervisors
David Brinkman, MBA	Human Dignity Foundation	The Auen Foundation
Carolyn Caldwell	John F. Kennedy Memorial Hospital	The California Healthcare Foundation
Tom Flavin	Kaiser Foundation Hospital - Moreno Valley	The California Wellness Foundation
Glen Grayman, MD, MBA	Anne Montgomery, MD	The Gas Company
Gary Honts		UCLA NN/LM
Sarah Mack		Rocky Wood
G. Richard Olds, MD		



## Board of Directors & Staff

### CURRENT BOARD OF DIRECTORS

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#### President

**Bruce Purdy, MA**  
President, Purdy International Consulting

#### Immediate Past President

**Glen Grayman, MD, MBA**  
Medical Director, Centro Medico Cathedral City  
Medical Center at Borrego Community Health  
Foundation

#### Secretary-Treasurer

**David Brinkman, MBA**  
Chief Executive Officer at Desert AIDS Project

#### Board Members

**Yvonne Bell, MBA**; Chief Executive Officer, Clínicas de  
Salud del Pueblo

**Sharon Brown-Welty, EdD**; Dean, California State  
University, San Bernardino Palm Desert Campus

**Carolyn Caldwell**, Chief Executive Officer, Desert  
Regional Medical Center

**Joel L. Kinnamon, EdD**; Superintendent/President,  
College of the Desert

**V. Manuel Pérez**, Chief Governmental and Strategic  
Affairs Officer, Borrego Health

**Russ Russell**, President, Russ Russell Consulting

**Anna Lisa Vargas**, Clinic Operations Coordinator,  
Coachella Valley Volunteers in Medicine

### STAFF

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**Jenna LeComte-Hinely, PhD**  
Chief Executive Officer

**Cassandra Leier, PhD**  
Director of Research and Evaluation

**Ivy Torres, MA**  
Research and Evaluation Associate

**Theresa Sama**  
Executive Assistant



**VISION:**

*HARC will be the primary source for research used to inform and improve community health and well being.*



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*Coachella Valley's Research Team*

