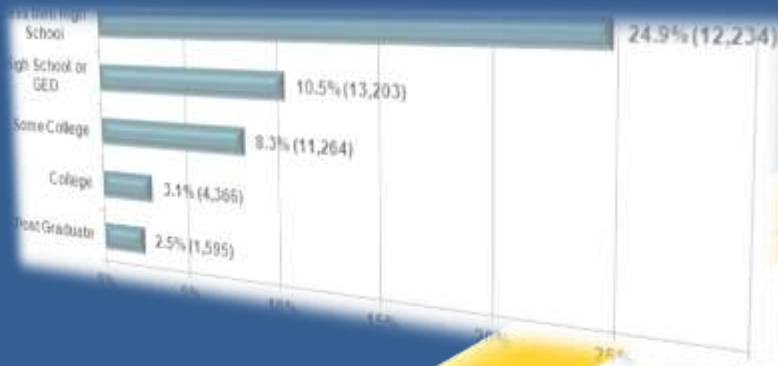


7th Annual REPORT



	Weighted Percent	Population Estimate	Total
Race			
White	86.3%	211,626	1,563
Hispanic/Latino	7.3%	17,878	119
African American/Black	1.8%	4,369	26
Other ethnic	4.6%	11,392	65
Total	100.0%	245,263	1,773
Age			
25-64	32.7%	80,197	596
65-74	34.2%	84,385	603
75 and over	33.2%	82,081	604
Total	100.0%	247,663	1,793
Sex/Gender			
Male	45.2%	111,917	680
Female	54.8%	135,683	1,105
Total	100.0%	247,600	1,785

MISSION:
 Dedicated to providing objective, reliable research, analysis and technical services to communities in order to facilitate better decision making regarding health

July 2013 –
 June 2014





The Nobel Prize in Physiology or Medicine in 2014 was divided; one half awarded to John O'Keefe, the other half jointly to May-Britt Moser and Edvard I. Moser *"for their discoveries of cells that constitute a positioning system in the brain."*



How do we know where we are? How can we find the way from one place to another? And how can we store this information in such a way that we can immediately find the way the next time we trace the same path? This year's Nobel Laureates have discovered a positioning system, an "inner GPS" in the brain that makes it possible to orient our selves in space, demonstrating a cellular basis for higher cognitive function.

The discoveries of John O'Keefe, May-Britt Moser and Edvard Moser have potentially solved a problem that has occupied philosophers and scientists for centuries – how does the brain create a map of the space surrounding us and how can we navigate our way through a complex environment?

HARC operates in much the same model of reasoning and functionality. How do we decipher what type of research should be done and what questions to ask, and how do we quantify and interpret the data for the most effective results? How do we navigate through an ever changing and expanding community where diversity of cultures is personified by the influx of residents relocating from all parts of the United States and beyond?

Since the first edition of the Community Health Monitor in 2007, the needs assessments of Eastern Riverside County and the Coachella Valley have had to adapt. The triennial survey's outcome, which employs state-of-the-art methodology, is shared with public health professionals, healthcare policymakers, private providers, insurers, and healthcare consumers who are tasked with the planning, implementation, and evaluation of health-related programs and policies.

To meet those demands, Teresa Segovia has joined HARC to further develop our growing need to gather and interpret data for the cities of the Coachella Valley and beyond. Teresa joins the staff as Research and Evaluation Associate to continue to build upon HARC's successful customized research and evaluation services that are designed to provide organizations the data they need to make smarter decisions.

To better reflect the mission and vision of our organization, the acronym HARC now stands for "Health Assessment and Research for Communities". With this recent cognitive change in our name and soon to be launched revised website, HARC is positioning itself to become a model for research organizations across the country.

We are proud to provide research-driven data and recommendations to nonprofits, businesses and governments that, in turn, help create programs and policies to improve community health and well being.

Our team looks forward to working closely with your organization and we thank you for your continued and unwavering support.

Eileen Packer, R.D., CAE
Chief Executive Officer

Glen Grayman, M.D., MBA
President of the Board

- Published the 6th Annual Report (fiscal year July 2012 - June 2013).
- HARC relocated the office to UCR Palm Desert Center on July 8, 2013 and hosted an Open House on September 19, 2013 to showcase the beautiful new working space.
- HARC became a Get Tested Coachella Valley Partner.
- HARC participated and staffed a booth at the Desert AIDS Walk 2013.
- Completed fieldwork, compiled data and analyzed results for 2013 Coachella Valley health needs assessment.
- Press Releases: Release of the Third Triennial Community Health Assessment; Men's Health in the Coachella Valley.
- Presented the results of the 2013 Coachella Valley health needs assessment at a public forum on February 13, 2014.
- Released the online HARCSearch database on April 30, 2014 that offered new and improved features such as streamlined navigation, Excel download capabilities, automatically generated charts and graphs, access to data from three surveys of the Coachella Valley and the Desert Healthcare District (2007, 2010 and 2013), and Desert Hot Springs city-specific data for 2013.
- Hired a marketing firm to conduct a focus group to determine HARC's brand.
- HARC presentations to: Future Physician Leaders; undergraduate nursing students at the College of the Desert; Association of Fundraising Professionals CA, Desert Communities Chapter; dietetic students at CSUSB; Eisenhower Medical Center Residents.
- Client Services: provided program evaluation for the Boys & Girls Club of the Coachella Valley Healthy Habits, Changing Food Choices Away from Home & *Links* program; Humana HEALThE Schools program; Get Tested Coachella Valley public health campaign and the CVHC Mental Health Summit; provided demographic analyses for three school districts to support the Head Start programs; wrote a health and wellness chapter for the City of Palm Springs Sustainability Plan; conducted a health needs assessment for Susan G. Komen, Inland Empire and San Diego.
- Collaborations/Initiatives: Riverside County Health Coalition; Coachella Valley Health Collaborative; Clinton Health Matters Initiative; California State University: Center On Aging, Center for the Promotion of Health Disparities Research & Training, Institute for Child Development and Family; Coachella Valley Economic Partnership Health Industry Council; National Network of Libraries of Medicine; Association of Fundraising Professionals; Gilda's Club Medical Advisory Council; Coachella Valley Disabilities Collaborative.

HARC is Coachella Valley's primary resource for research and evaluation services. HARC has two main branches of research and evaluation services: 1) those related to the Community Health Monitor (CHM), and 2) customized services designed for clients.

Community Health Monitor Services

Community Health Monitor Survey

The results of this triennial random-digit-dial (RDD) telephone survey of more than two thousand households in Coachella Valley is provided to the community free of charge in the form of executive reports, online databases, and special reports. Organizations utilize these statistics in many ways, including fundraising, program development, community planning, organizational learning, and grant applications.

Sub-Population Profiles

Given the depth of information provided in the *Community Health Monitor*, HARC creates data briefs and more in-depth special reports that focus population segments of interest, such as young children, seniors, the unemployed, and many more.

Over-Sampling

To allow for representation of a smaller community, such as an individual city or sub-population, HARC provides increased surveying of geographic areas or population segments to support more robust statistical analysis specific to that particular community.

Customized Research and Evaluation Services

Program Evaluations

Program evaluations are designed in collaboration with clients to measure how client programs are achieving designated program goals. Results allow clients to demonstrate the impact of their programs while identifying areas for improvement and growth.

Needs Assessments

Needs assessments are designed in collaboration with clients to assess the needs of a specific target population. Results allow clients to efficiently and effectively use resources to address these needs.

Analysis of Existing Data

Many organizations have collected a great deal of data, but need help turning it into useful, actionable information. HARC uses advanced analytic techniques to sort and clean the data, and produce easy-to-understand reports that clients can immediately put into action.

Other Customized Services

HARC also offers many other customized research and evaluation services, such as logic model development, data training, and workplace wellness services. All services are custom designed to meet the client's needs, timeline, and budget, while maintaining high standards of reliability and using best practices in the fields of research and evaluation.

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.

The IMPACT of HARC's 2010 Community Health Monitor

In the **2 YEARS** after the release of HARC's 2010 Community Health Monitor data



25 Coachella Valley organizations received over

\$7.1 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



What will YOU do with HARC's 2013 data?



We are proud to say that so many great organizations have put HARC data to good use, and turned it into funding that allows them to provide amazing services to our Coachella Valley community!

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Medical Director, Centro Medico Cathedral City
Medical Center at Borrego Community Health
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President -Elect

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Desert AIDS Project

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Department, Coachella Valley Association of
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Tom Flavin, President/CEO, Coachella Valley
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and Dean, School of Medicine, University of
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Bruce Purdy, Bruce Purdy Consulting

Wayne B. Soucy, Director of Strategic Partnerships,
Community Clinics Association SBC

Maureen Strohm, MD; Family Medicine Residency
Director, Eisenhower Medical Center

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

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County of Riverside

John J. Benoit
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Robert Waterbor, MD, FACP
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Eileen Packer, RD, CAE
Chief Executive Officer

Jenna LeComte-Hinely, PhD
Director of Research and Evaluation

Teresa Segovia, MA
Research and Evaluation Associate

Theresa Sama
Executive Assistant

*CHECKING THE PULSE
OF COMMUNITY HEALTH*

Audited Condensed Statements of Financial Position
For the Fiscal Year Ending June, 2014

	2013 - 2014	2012 - 2013
Current Assets		
Current Assets	\$427,425	\$394,911
Property and Equipment – Net	<u>5,493</u>	<u>6,778</u>
Total Assets	\$432,918	\$401,689

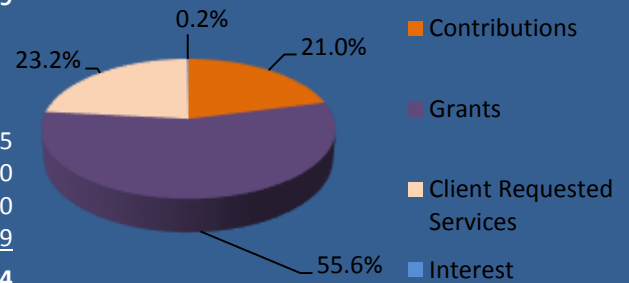
Liabilities and Net Assets

Current Liabilities	\$102,508	\$140,223
Long-Term Liabilities	<u>37,277</u>	<u>7,998</u>
Total Liabilities	\$139,785	\$148,221
 Net Assets	 \$293,133	 \$253,468
Total Liabilities and Net Assets	\$432,918	\$401,689

Revenues

Contributions	\$109,003	\$82,955
Grants	288,268	293,900
Client Requested Services	120,068	123,320
Interest	<u>941</u>	<u>1,859</u>
Total Revenues:	\$518,280	\$502,034

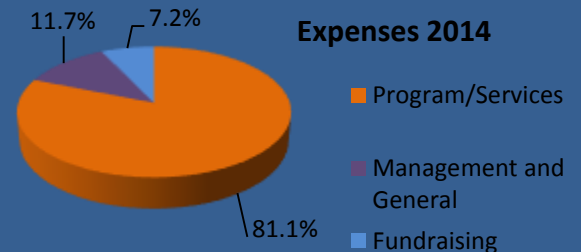
Revenues 2014



Expenses

Program/Services	\$388,290	\$408,041
Management and General	56,084	57,544
Fundraising	<u>34,241</u>	<u>32,319</u>
Total Expenses	\$478,615	\$497,904

Expenses 2014



Summary

Increase (Decrease) in Net Assets	\$39,665	\$4,130
 Net Assets at End of Year	 \$293,133	 \$253,468

FUNDING PARTNERS 2013 - 2014

Alliance Healthcare Foundation
Desert Healthcare District
Desert Regional Medical Center
Eisenhower Medical Center
HARC Board of Directors:
David Brinkman
Carolyn Caldwell
Glen Grayman, MD
Gary Honts
Gary Jeandron
Sarah Mack

G. Richard Olds, MD
Wayne Soucy
Maureen Strohm, MD
Anna Lisa Vargas
Aurora Wilson
HARC CEO:
Eileen Packer, RD, CAE
John F. Kennedy Memorial
Hospital
Kaiser Foundation Hospital -
Moreno Valley

Regional Access Project
Foundation (In-Kind)
Supervisor John J. Benoit,
Fourth District, Riverside
County Board of Supervisors
The Auen Foundation
The California Wellness Foundation
UCLA NN/LM

VISION:

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



*75080 Frank Sinatra Drive, Suite A221
Palm Desert, CA 92211-5202
760-404-1945*

www.harcddata.org

