

ANNUAL REPORT

July 2017 – June 2018



Transforming community health and well-being through research and evaluation

About HARC

HARC is a 501(c)3 nonprofit research and evaluation organization located in Palm Desert. Founded in 2006, HARC was intended to provide local data that could be used by leaders to tell the unique story of health, well-being, and quality of life in the Coachella Valley region of Southern California.

HARC began this work by providing a population health survey of the Coachella Valley community. Guided by over 30 local leaders as well as expert consultants, it was determined that this survey would be conducted via random-digit-dial telephone interviews in English and Spanish, repeated every three years to provide on-going trends. The content of the survey is community-driven, and covers topics such as health care access, utilization, health behaviors, major disease, mental health, and more. The first survey was conducted in 2007, and results were provided to the community in early 2008. To date, the survey has been conducted four times (2007, 2010, 2013, 2016), and HARC staff are currently undertaking the fifth survey, the 2019 iteration. Each cycle, results are provided back to the community in the form of a written Executive Report, an online searchable database, and special reports and data briefs on a variety of focused health issues.

The data provided by the Coachella Valley Community Health Survey is used by nonprofits, hospitals, higher education, K-12 education, governmental agencies, and media organizations, among others. These organizations use the data to apply for funding, create presentations/lectures, prioritizing health needs, developing programs to address those needs, writing articles, designing and conducting trainings, and making/changing policy.

In 2009, HARC branched out from the Coachella Valley Community Health Survey and began to offer customized research and evaluation services for other organizations. Through these services, HARC shares the advanced expertise of their researchers with organizations who otherwise would go without reliable data. These services include program evaluation, needs assessments, data analysis, workplace wellness services, and much more. Clients come from across the Inland Empire and beyond.

HARC's expertise lies in the social determinants of health; that is, the idea that where you live, work, learn, and play has a strong impact on your well-being and quality of life. The social determinants of health encompass things like economic security, education, safety, community cohesion, neighborhoods and the built environment, and of course, healthcare.

Today, HARC has a staff of five full-time staff members, supported by a diverse Board of Directors. HARC's operating budget fluctuates based on the triennial survey, but hovers around about a half a million each year. HARC is dedicated to working collaboratively with partners to improve lives in communities. We believe our expertise in data and information is a critical piece to lifting up the quality of life in communities.

Executive Introduction



Dear Reader,

In the six years I've been with HARC, I've been fortunate enough to be a part of continual expansion and improvement. I am thrilled to say that this trend has continued; fiscal year 17 – 18 has been a year of incredible growth at HARC. You'll see in this report that we continue to deliver high-quality services to a growing number of clients while still participating in a great many collaborative efforts to improve lives in our region. Throughout all of this, we are increasingly financially stable, thanks to our amazing funders

and the staff's hard work to bring in regular revenue through our consulting services. Many of the numbers presented in this report will showcase this, so in my introduction, I wanted to highlight a few important milestones this year that aren't captured in the numbers:

Here at HARC, we strive to promote from within. We are happy to announce that we've been able to do that with Chris Morin, who began with HARC as an intern in 2016. Chris did such great work that we hired him as a contractor after his internship was up. He continued to excel, and we were able to hire him as a half-time staff member in August 2017, and then promoted him to full-time in September 2017. Chris' attention to detail and statistical savvy makes him an invaluable part of our team, and we're so happy to have him on board. Additionally, Chris was our very first male staff member, bringing much-needed gender diversity to our workplace.



Chris was joined by Gerardo Quintana, Jr. ("Jerry") in October 2017. Jerry is a Coachella Valley native who grew up in Indio and has worked with many of our wonderful partners, including Desert AIDS Project and Congressman Raul Ruiz. His bilingual skills allow HARC to reach the large Spanish-speaking population in the Coachella Valley, and his social media skills help us to reach people virtually each day.

HARC is increasingly known as a high-quality employer that brings in revenues from outside the Valley in our client base. For example, in October 2017, I was fortunate enough to be

nominated for an award in Entrepreneurial Leadership by SBEMP for my role in bringing in high-wage, high-quality jobs to our region. HARC was featured in a video at the Coachella Valley Economic Summit in November 2017, highlighting the revenues we bring in from clients outside the Valley to benefit our local community.

Overall, we're getting more well-known as a resource for data and information related to quality of life. For example, in August of 2017, HARC was honored as the Nonprofit of the Month of the Coachella Valley Spotlight award, funded by the H.N. Frances Berger Foundation. This meant that HARC not only received \$25,000, but that our story was featured several times on television, courtesy of CBS Local News.



Overall, things look bright at HARC, and I'm proud to be its leader. We couldn't serve our community without our generous funders, our hard-working partners, and our amazing Board Members. Thank you to all of you who help us improve lives with data.

Sincerely,

Jenna LeComte-Hinely, PhD
Chief Executive Officer

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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

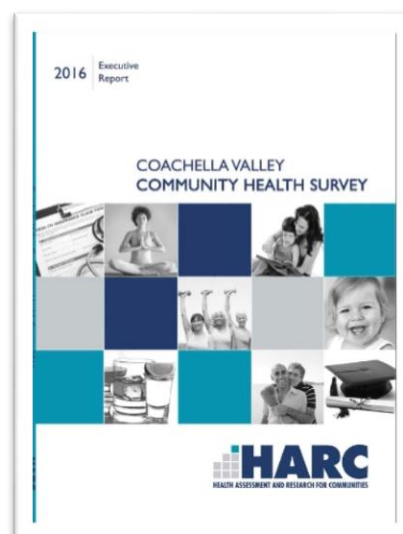
British mathematician and physicist who determined the value of absolute zero

HARC Milestones: Fiscal Year 2016-2017

Coachella Valley Community Health Survey 2016

During FY 17-18, a total of 100 unique individuals used HARC’s online searchable database, HARCsearch, and 115 unique individuals downloaded the electronic version of the report. HARC distributed approximately 450 hard-copies of the report as well. HARC continued to promote the availability of the data regularly, including via monthly press releases (many of which were picked up by the media, see “invited media presentations” section for more detail) and presentations to community groups.

In February 2018, a year after the release of the 2016 data to the public, HARC conducted an online stakeholder survey to assess how the data have been used. A total of 98 data users completed the survey. Most were representatives of non-profit organizations (29.6%), healthcare organizations (27.6%), and government entities (22.4%). The most common uses of HARC’s 2016 data were research (46.0%), creating presentations (40.8%), strategic planning (37.7%), and applying for a grant or other funding (36.7%).



Of those who used HARC’s data to support their funding requests, the majority were approved or awarded ($n = 19$), with only a few being denied ($n = 6$). A few were pending ($n = 6$), and some were not submitted ($n = 3$). A total of \$1,521,750 were awarded across participants. The median amount received was \$15,000, with the lowest amount being \$2,750 and the highest being \$873,000. Some participants also reported their pending funds, which totaled \$970,000.

The most common outcomes associated with using HARC’s 2016 data were increasing personal knowledge ($n = 74$), followed closely by increasing awareness/knowledge in the community ($n = 63$) and planning/designing programs ($n = 35$).

HARC released the “Special Report on Senior Health in the Coachella Valley” on February 26, 2018. This report was funded by the Auen Foundation. It was downloaded more than 80 times. It has been used to educate many organizations; for example, it was provided to all Board Members of the Joslyn Senior Center before strategic planning to provide context for their efforts, and it was also presented to the California Commission on Aging at their Annual Meeting.

HARC released the “Special Report on Adults with Disabilities in the Coachella Valley” on June 12, 2018. This report was funded by the Grace Helen Spearman Charitable Foundation. It was downloaded 50 times before the end of the fiscal year and continues to be a resource for many.

Client Services:

During Fiscal Year 2017-2018, HARC worked on 24 different consulting projects during fiscal year 17-18, including evaluation, community needs assessments, client satisfaction surveys, data analyses, and much more.

Evaluations

Program evaluation is the systematic approach of collecting and analyzing information about your program and projects. HARC's program evaluation services help clients to document the effectiveness of their programs, creating sharable success stories to help them secure additional funds for these important services.

1. **ABC Recovery Center:** Evaluation of their integrated mental health care and substance abuse treatment pilot program
2. **ACT for MS:** Evaluation of the "Enhanced Strength Training, Flexibility, and Circulation Improvement" program for adults with multiple sclerosis in Coachella Valley
3. **American Red Cross of the Coachella Valley and Morongo Basin:** Evaluation of veteran reintegration workshops for veterans and their families in the Coachella Valley
4. **Boys & Girls Club of Cathedral City:** Evaluation of a literacy/college readiness program for youth in Cathedral City
5. **Christopher's Clubhouse:** Evaluation of existing data and design of evaluation tools for future efforts, relating to safety and self-defense courses for people of all ages
6. **Coachella Valley Association of Governments (CVAG):** Evaluation of their contractor, Path of Life Ministries, and their work on homelessness intervention services in the Coachella Valley and Blythe
7. **Community Health Action Network (CHAN):** Analysis of existing data and design of evaluation tools for future efforts, relating to a nutrition education program for minority parents in the high desert region of San Bernardino County
8. **Community Now:** Analysis of existing data and design of evaluation tools for future efforts, relating to their "Get Plugged In – Student Leadership Team" program in Moreno Valley Unified School District
9. **Joslyn Senior Center:** Evaluation of the "Aging Mastery" program for seniors in the Coachella Valley
10. **Mizell Senior Center:** Evaluation of "A Matter of Balance", a fall prevention program for seniors across several sites in the Coachella Valley
11. **Regional Access Project Foundation:** Evaluation of the collective impact of their James Irvine Foundation regrating program designed to fund efforts to protect immigrant rights in Eastern Riverside County
12. **Regional Access Project Foundation:** Evaluation of the collective impact of the Mental Health Initiative funding effort in Eastern Riverside County
13. **Riverside County Latino Commission:** Evaluation of their substance abuse treatment homes for teens

Community Needs Assessments:

Many local entities—such as nonprofit hospitals and school districts—are required to conduct regular community needs assessments to better understand the needs of the community they are serving. Other organizations choose to undertake these studies to better tailor their services to meet the population’s needs. HARC helps clients to design and implement these needs assessments, collecting data and transforming it into useful information that the clients can then use to strategically plan their work going forward.

1. **Betty Ford Center:** Community health needs assessment of the Coachella Valley, with a focus on substance abuse and mental health
2. **Eisenhower Medical Center:** Community health needs assessment of the lesbian, gay, bisexual, transgender, queer, questioning, intersex, asexual (LGBTQIA) community in the Coachella Valley, with a focus on cultural competency in hospitals and healthcare providers
3. **Moreno Valley Unified School District:** Community needs assessment for their Head Start/Early Childhood Education
4. **Southwest Riverside County Cancer Care Task Force:** Facilitation of the task force and a community health needs assessment of people with cancer and cancer providers in the cities of Lake Elsinore, Menifee, Murrieta, Temecula, and the surrounding areas

Other Services:

HARC’s expertise in data collection and analyses makes our team the ideal consultant for any project that requires data savvy, as evidenced by these other projects.

1. **Clinicas de Salud del Pueblo:** Client satisfaction surveys at their clinic sites in Riverside and Imperial Counties
2. **Desert AIDS Project:** Final research and evaluation report summarizing the three years of work on the “Get Tested Coachella Valley” public health project
3. **Desert Oasis Healthcare:** Medicare decision-making research among seniors in the Coachella Valley and Morongo Basin
4. Dissertation analyses for one doctoral candidate regarding HIV testing
5. **Regional Access Project Foundation:** Creation of a database of Eastern Riverside County 501(c)3 nonprofit organizations
6. **Sun City Palm Desert:** Resident survey regarding telecommunications
7. **City of Temecula:** Community outreach regarding short-term rentals in the city of Temecula

Collaborations/Initiatives:

HARC staff were active members of several collaboratives over the year, including:

- American Evaluation Association
- Association of Fundraising Professionals
- California Leadership Academy for the Public’s Health (part of the Riverside County team)
- Coachella Valley Disabilities Collaborative
- Coachella Valley Resource Collaborative
- Riverside County Health Coalition
- University of California, Riverside, School of Medicine, Center for Healthy Communities, Community Advisory Board
- University of California, Riverside, School of Medicine, Community Advisory Board

Events

HARC hosted three events in fiscal year 17 – 18: two “Using Data for Good” workshops on October 24, 2017 and February 12, 2018, as well as the 3rd Annual Coachella Valley Workplace Wellness Awards on June 7, 2018.

“Using Data for Good” Workshops

In case you missed it last time!

Interactive Training on
How to Use Data for Good

Learn all about data, including the following topics:

- How to understand/interpret data
- How to use HARC Search
- How to find existing data
- How to make use of data

Register today at:
<https://dataforgood2018.eventbrite.com>

WHEN
February 13th
2018
2pm-5pm

COST
\$20, but contact us if you're interested in a scholarship

WHERE
The RAP Foundation
41550 Eclectic Street
Palm Desert, CA 92260

INCLUDED
Refreshments including fruit, pastries, iced tea and water

Remember to bring your laptop!

HARC This training is provided by HARC, Inc.
HEALTH ASSESSMENT AND RESEARCH FOR COMMUNITIES
The instructor for this course is HARC's Director of Research, Cassandra Leier. Please direct any questions to Dr. Leier at: Cleier@HARCdata.org or 760-404-1945

Dr. Casey Leier lead the two successful workshops, “Using Data for Good”, each of which had more than a dozen attendees. Many different nonprofits were represented by the attendees, such as ACT for MS, Coachella Valley Autism Society of America, Desert AIDS Project, Path of Life Ministries, Variety of the Desert, and Voices for Children, among others. Several grantwriters also attended, as did representatives from several County agencies, including DPSS and Office on Aging.

The 3-hour interactive workshops focused on finding data, evaluating its credibility, understanding and interpreting data, and putting data to use. In the course of this training, attendees also learned how to navigate HARCsearch to access HARC’s data.

Workplace Wellness Awards

The 3rd Annual Coachella Valley Workplace Wellness Awards was held at Classic Club in Palm Desert. The event featured a resource fair, keynote speaker, three-course luncheon, and eight awards. Over 140 local leaders attended the event. The event was a strong success, thanks to Platinum Sponsor and former winner Desert Oasis Healthcare, as well as Emmy-award-winning Master of Ceremonies Janet Zappala and keynote speaker Dr. Mark Agars with CSU San Bernardino.



As in prior years, HARC awarded four small organizations (1-100 employees) and four large organizations (100+ employees) in four categories.

2018 Winners

Prize	Large Organization	Small Organization
Grand Prize	JW Marriott Desert Springs Resort & Spa	Coachella Valley Association of Governments (CVAG)
Nutrition and Fitness:	Hyatt Regency Indian Wells Resort & Spa	MSA Consulting, Inc.
Safety and Environment:	Coachella Valley Water District	County of Riverside Emergency Management Department
Mental Health and Well-Being	Renova Energy	El Sol

Invited Presentations and/or Invited Media Appearances:

- *Alcohol Awareness Month: Coachella Valley Facts and Resources.* Presented on Gene Nichols' "Community Roundup" radio show on May 27, 2018 on Mix 100.5 FM, Eagle 106.9 FM, The Bull 98.5 FM, The Rock 93.7 FM, U-92.7 FM, MOD 107.3 FM.
- *3rd Annual Coachella Valley Workplace Wellness Awards.* Presented on Gene Nichols' "Community Roundup" radio show on May 20, 2018 on Mix 100.5 FM, Eagle 106.9 FM, The Bull 98.5 FM, The Rock 93.7 FM, U-92.7 FM, MOD 107.3 FM.
- *National Colorectal Cancer Awareness Month: Coachella Valley Facts and Resources.* Presented on Gene Nichols' "Community Roundup" radio show on April 22, 2018 on Mix 100.5 FM, Eagle 106.9 FM, The Bull 98.5 FM, The Rock 93.7 FM, U-92.7 FM, MOD 107.3 FM.
- *Alcohol Awareness Month: Coachella Valley Facts and Resources.* Presented on KMIR TV on April 3, 2018.
- *Health in the Coachella Valley.* Presented to University of California, Riverside School of Medicine second-year students, March 14, 2018 in Riverside, CA.
- *American Heart Month: Coachella Valley Facts and Resources.* Presented on Gene Nichols' "Community Roundup" radio show on February 25, 2018 on Mix 100.5 FM, Eagle 106.9 FM, The Bull 98.5 FM, The Rock 93.7 FM, U-92.7 FM, MOD 107.3 FM.
- *National Cervical Cancer Awareness Month: Coachella Valley Facts and Resources.* Presented on Gene Nichols' "Community Roundup" radio show on February 18, 2018 on Mix 100.5 FM, Eagle 106.9 FM, The Bull 98.5 FM, The Rock 93.7 FM, U-92.7 FM, MOD 107.3 FM.
- *National Cervical Cancer Awareness Month: Coachella Valley Facts and Resources.* Presented on Entravision/Univision Palm Springs on January 8, 2018 (Spanish).
- *Diabetes: Coachella Valley Facts and Resources.* Presented on Gene Nichols' "Community Roundup" radio show on December 10, 2017 on Mix 100.5 FM, Eagle 106.9 FM, The Bull 98.5 FM, The Rock 93.7 FM, U-92.7 FM, MOD 107.3 FM.
- *Using Data to Improve Coachella Valley Health.* Presented to Leadership Coachella Valley, December 8, 2017 in Rancho Mirage, CA.
- *World AIDS Day: Coachella Valley Facts and Resources.* Presented on "Your Health Matters with Janet Zappala" on KMIR TV on December 1, 2017.
- *Breast Cancer Awareness Month: Coachella Valley Facts and Resources.* Presented on Gene Nichols' "Community Roundup" radio show on October 29, 2017 on Mix 100.5 FM, Eagle 106.9 FM, The Bull 98.5 FM, The Rock 93.7 FM, U-92.7 FM, MOD 107.3 FM.
- *Suicide Prevention Week: Coachella Valley Facts and Resources.* Presented on Gene Nichols' "Community Roundup" radio show on October 1, 2017 on Mix 100.5 FM, Eagle 106.9 FM, The Bull 98.5 FM, The Rock 93.7 FM, U-92.7 FM, MOD 107.3 FM.
- *The Importance of Evaluation.* Presented at the Regional Access Project Foundation's Bidders' Meeting on July 13, 2017 in Palm Desert, CA.

Financial Summary

Audited Condensed Statements of Financial Position for Fiscal Year 2017 – 2018, ending June 30, 2018.

Current Assets

Current Assets	\$487,415
Property and Equipment – Net	1,416
Long Term Assets	<u>1,300</u>
Total Assets	\$490,131

Liabilities and Net Assets

Current Liabilities	\$107,469
Long-Term Liabilities	<u>0</u>
Total Liabilities	\$107,469

Net Assets	\$382,662
Total Liabilities and Net Assets	\$490,131

Revenues

Contributions	\$96,184
Grants	148,693
Client Requested Services	195,630
Events	26,035
Interest	<u>700</u>
Total Revenues:	\$467,242

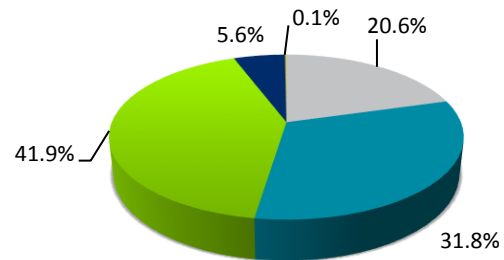
Expenses

Program/Services	\$361,956
Management and General	53,613
Fundraising	<u>21,291</u>
Total Expenses	\$436,860

Summary

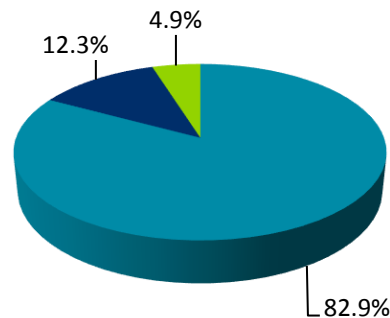
Increase in Net Assets	\$14,820
Net Assets at End of Year	\$382,662

Revenues 2017-2018



■ Contributions ■ Grants ■ Client Requested Services ■ Events ■ Interest

Expenses 2017-2018



■ Program/Services
 ■ Management and General
 ■ Fundraising

Board of Directors & Staff

CURRENT BOARD OF DIRECTORS

President

Janet L. Collins, PhD
Retired
Centers for Disease Control and Prevention

Gemma Kim, MD, FAAFP
Director, Family Medicine Residency
Program
Associate Clinical Professor
UC Riverside School of Medicine

Secretary-Treasurer

Teresa Hodgkins, PharmD, BCACP
Vice President of Clinical Quality Initiatives
Desert Oasis Healthcare

John Epps, BA
Retired
Center for Nonprofit Advancement
RAP Foundation

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Chief Executive Officer
Health to Hope Clinics

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Superintendent/President
College of the Desert

Karen Borja, BA
Director of Community Affairs
Planned Parenthood of the Pacific
Southwest

Luz Moreno, BA
Community Engagement Manager
Clinicas de Salud del Pueblo

Greer Sullivan, MD, MSPH
Chief Research Officer
Borrego Health

STAFF

Jenna LeComte-Hinely, PhD
Chief Executive Officer
Cassandra Leier, PhD
Director of Research and Evaluation
Chris Morin, MS
Research and Evaluation Associate
Jerry Quintana, BA
Research and Evaluation Assistant
Theresa Sama
Administrative Manager



Funders, Donors, and Sponsors of 2017 - 2018



We are deeply appreciative of our primary funder Desert Healthcare District & Foundation as well as the following major funding partners, donors and sponsors (listed below in alphabetical order) who have contributed to HARC's success in the fiscal year 2017-2018.

Aetna	Regional Access Project (RAP) Foundation
Alpha Care Medical Group	Riverside University Health System - Public Health
AmazonSmile	S. Mark Taper Foundation
AVID Physical Therapy	Steve Tobin & Grace Helen Spearman Charitable Foundation
California Health Care Foundation	Supervisor V. Manuel Pérez, Fourth District, Riverside County Board of Supervisors
City of Coachella	UCR School of Medicine
City of Desert Hot Springs	
College of the Desert	
CSUSB Palm Desert Campus	
Desert AIDS Project	
Desert Care Network: Desert Regional Medical Center & JFK Memorial Hospital	
Desert Cornerstone Insurance Service, Inc.	
Desert Health (In-kind sponsorship)	
Desert Healthcare District & Foundation	
Desert Oasis Healthcare	
Desert Sun	
Eisenhower Medical Center	
Mike Gialdini	
Glen Grayman	
HARC Board of Directors:	
Bill Ballas	
David Brinkman	
Janet Collins	
Teresa Hodgkins	
Joel Kinnamon	
James Santucci	
Greer Sullivan	
H. N. and Frances C. Berger Foundation	
Jenna LeComte-Hinely	
MSA Consulting, Inc.	
Eileen Packer	

MISSION

HARC is a nonprofit that advances quality of life by helping community leaders use objective research and analysis to turn data into action.



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Using data to improve lives

