

2024 Annual Report



Salem Health & Wellness
Foundation

From Determinants to Drivers

“A small group of thoughtful people could change the world. Indeed, it's the only thing that ever has.”

Margaret Mead

I've read this quote by Margaret Mead more times than I can recall. It pops up in so many places that you almost miss the importance and simplicity of its profound message. Even the smallest group of individuals can change things for the better if they are committed to working together - this was Salem County in 2024.

Since I started at the Foundation nearly three years ago, this quote has taken on a fresh meaning. Salem County has one of the smaller populations in Southern New Jersey. And yet, it is a place with rich history, an engaged population of community leaders and an enduring optimism that inspires people to persist, even when the challenges are the greatest.

The Salem Health and Wellness Foundation's partnership with its grantees this year was driven by our shared desire to make a difference in how health and social services are delivered. The Foundation collaborated with multiple partners - old and new - to find opportunities for change. Our action strategies were characterized by common sense, compassion, and creativity. Because of Salem County's compact size, and the generational connections between and among the county's residents, every one of our grantees enjoyed support from the community, with people donating time, treasure, or talent on behalf of their fellow citizens. Though many people are still experiencing significant challenges around health, safety and well-being issues, there is a committed group of people in Salem County who are stepping forward to be change agents in their community. They are the “thoughtful people” Margaret Mead referenced, right here in our own backyards.

I encourage you to visit our refreshed website to learn more about the work of our grantees, as well as the information highlighting content from our Community Conversations held during 2024. We have revised our grantmaking guidelines and funding priorities for 2025. This includes spending more of our resources on Matching Grants, systems change efforts, and capacity building for local nonprofit and community-based organizations.

We could not do this work of change without the total commitment and dedication of our Board of Trustees and Foundation team members. Our (mostly) new Board of Trustees includes volunteer members who represent the next generation of leaders in Salem County. And the Foundation's staff elevated their efforts once again to engage with the local community partners. I feel privileged to serve in my capacity, but none of this would be possible without all of them or our grantees.

We remain grateful for all that happened in 2024 and look forward to even more progress in 2025.

A handwritten signature in black ink, appearing to read "Pauline" followed by a stylized flourish.



Contents

Letter from our Executive Director	2
Table of Contents	3
Mission and Vision	4
Grants Awarded in 2024	5
Grantmaking Overview	6
Salem Smart Start	8
SHWF Public Health Fellowship	9
2024 Community Conversations	10
Grantee Happenings	11
Contact Us	12





Vision And Mission

Vision

The Salem Health and Wellness Foundation aspires to play a leading role in supporting organizations that address the health equity, safety and well-being opportunities for Salem County residents. We will do this through robust community partnerships and investments designed to make Salem County the healthiest place to live in New Jersey.

Mission

At the heart of the Salem Health and Wellness Foundation is our commitment to invest in initiatives and projects that enhance the overall health and wellness of Salem County residents. We provide grants, foster partnerships and support organizations that address the health equity, safety and the well-being outcomes of the Salem County community.

Grants Awarded - 2024



The Salem Health and Wellness Foundation has awarded **\$59,161,771** in grants since 2002.

Public Health Grants

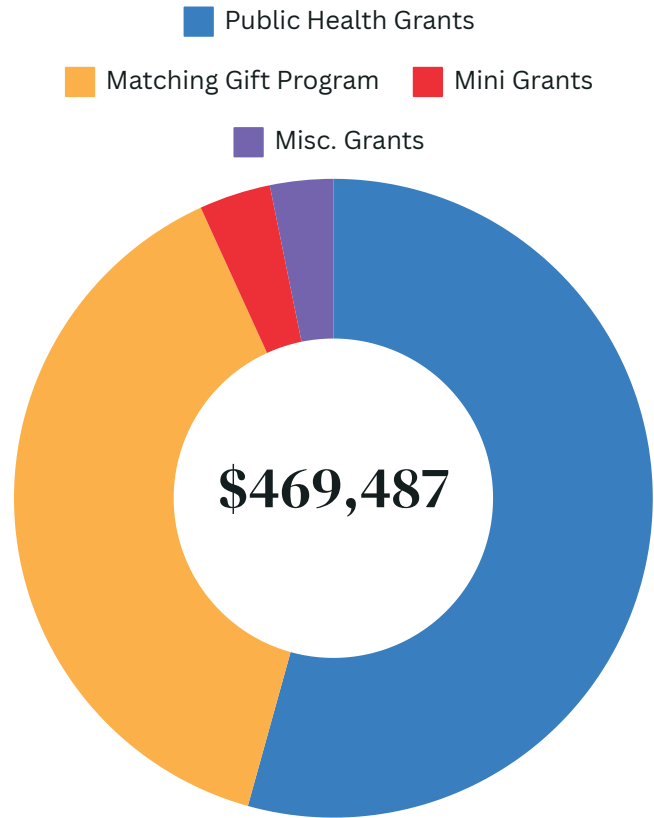
- The Cooperative - \$125,000 Salem Smart Start implementation grant
- Salem County Inter Agency Council of Human Services - \$55,000
- Salem County Health Department - \$43,000 for the SCOOT Transportation Program
- Salem Community College - \$30,000 for Nursing Program Scholarships

Matching Gift Program

- Appel Farm Music and Arts Center
- ARC of Salem County
- The City of Salem
- Cornerstone Women's Resource Center
- Famcare
- Friends Village
- Habitat for Humanity of Salem County
- Ranch Hope
- Revive South Jersey
- SHADOW Equestrian

Misc. Funds

- Appel Farm Music and Arts Center - \$15,000 to pilot a day camp program



Mini Grants

- Penns Grove Community Housing Authority - \$3,000 for a youth basketball camp
- Salem County Sherriff's Office - \$3,000 for county-wide emergency training
- Calvary Baptist Church - \$3,000 for a youth soccer camp
- Meals on Wheels - \$3,000 to support meals for people with disabilities
- Habitat for Humanity - \$3,000 for strategic planning
- Lower Alloways Creek School District - \$2,000 for social emotional learning curriculum



Grantmaking Overview

At the end of 2024, the Salem Health and Wellness Foundation announced the release of our new Grantmaking Guidelines. With the guidance of our Board of Trustees and input from our grantees, the Foundation conducted a thorough review of our grantmaking policies, procedures, and priorities. This process ensures that the Foundation is fully responsive to the needs of Salem County residents, while communicating our policies with full transparency to potential and current grantees. For a full look at our updated Grantmaking Policies, please visit our website at www.salemwellnessfoundation.org.

The Salem Health and Wellness Foundation is committed to supporting projects that enhance, improve, and transform the health, safety and well-being of the County's residents. This is done primarily through the Foundation's grantmaking process that is simultaneously attentive to community strengths and challenges. All grant opportunities are available through public notice through our website and/or announcements by the Foundation's Executive Director. Online applications have specific instructions and forms, depending on the type of grant request.

Grant proposals and applications are first reviewed by Foundation staff, and then sent to the Foundation's Grantmaking Committee and then finally the full Board for discussion, leading to approval or a denial of the request. Though the Foundation does its best to provide timely responses to requests, all proposals must go through the full review process, which can take up to two months.

The Foundation's work is guided by its Mission and Values, as well as the Social Determinants of Health and Five Protective Factors. We believe that the "determinants" should be reframed as "drivers" of health, highlighting the Foundation's desire to build on the strengths and strong traditions of community support from Salem County's citizen volunteers, non-profit organizations, government offices, faith and business communities and health care providers. Our grantmaking is based on our belief in possibilities.

Salem Health and Wellness Foundation's grantmaking is also driven by available data and community narratives. This information supports our priority setting and funding decisions. We strongly encourage all grant applicants to use the valuable combination of data, and the accompanying narratives, in shaping their proposals.

Grantmaking Programs



MINI GRANTS

The mini-grant program is for small-scale programming or short-term projects (6 months or less), that align with the interests and the goals of the Foundation and promotes the overall health and wellness of Salem County residents. Grant requests cannot exceed \$3,000.



MATCHING GIFT PROGRAM

The Matching Gift Program was initiated by the Foundation in 2010. The Matching Gift Awards have three primary purposes:

- Matching Grants can help organizations build their donor base and thus support the work related to their health and well-being mission and vision.
- Matching Grants can be used to support general operating expenses, as well as any priority projects of an organization.
- Matching Grants can be used as “match” for other grant awards from government or philanthropic sources.



PUBLIC HEALTH GRANTS

The Salem Health and Wellness Foundation supports system improvement and transformation projects under the category of Public Health grants. These grants are based on the Social Determinants of Health, taking into account the physical, psychological and social well-being and safety of Salem County residents. The projects tend to be larger in scope and nature and typically address the opportunities available to improve significantly the health, safety and well-being outcomes for the County. For the vast majority of grants, our team will approach an organization directly and invite them to submit a proposal. Infrequently, we may solicit applications for a targeted project through an open call for proposals. Public Health grant proposals must be approved by the foundation’s Board of Directors.

Salem Smart Start for Parents and Children

The Salem Health and Wellness Foundation awarded The Cooperative a \$125,000 implementation grant as part of its Salem Smart Start for Parents and Children initiative. The goal of the initiative is to improve the health, safety and well-being outcomes for young parents and their children through an improved and reconfigured use of existing and new resources.

In 2024, The Cooperative worked with Salem County Parent Ambassadors to conduct a survey of parents of young children about their parenting experiences in the County. Over 113 responses came from Salem County parents. Parent Collaborative Meetings were held in Spring 2024 to bring together stakeholders, parents, and Parent Ambassadors to discuss the results.

At the Parent Collaborative Meetings, attendees worked together to identify the top needs for Salem County residents based on the survey results. Among these needs were increased access to quality, affordable, fresh food options; support consistent and better countywide, centralized communication and coordination of resources; and increased access to affordable, high-quality childcare for parents in Salem County. Attendees brainstormed ideas on how to achieve these goals with included offering Head Start-like parent education to non-Head Start sites, creating a resource network among community members to update resources, and building on existing food banks and pantries to offer longer hours of operation.

Over the next year, The Cooperative will build upon this feedback to implement strategies among stakeholders to ensure all parents and young children have access to necessary resources to excel.



SHWF Public Health Fellowship

The Salem Health and Wellness Foundation awarded Salem County Inter Agency Council of Human Services with the first SHWF Public Health Fellowship grant. The purpose of the Fellowship is to create systemic change and/or improvement in an area of public safety, health and well-being that impacts the lives of Salem County residents.

Salem County IAC used funding to hire full-time Fellow, Michele Montemurno, to assist with the expansion of the Social Impact Youth Internship initiative that was piloted in 2023. This year, seven interns representing Salem and Penns Grove cities will receive 12-months of engagement during non-school hours. Engagement includes first-time job training and workforce development through building of soft skills and career exploration in environmental and community health sciences, entrepreneurship, and leadership. Outcomes per intern include an earned stipend up to \$2,000, one elective college credit to Salem Community College, a customized resume, and weekly shares of local produce for their households.

In Summer 2024, interns worked alongside core partners in Salem County, including Bushels of Blessings, Sharing Horses with Humans, TeamHarold Transportation, Salem County VoTec, and many more. Interns were also given the opportunity to spend the day with Pastor Sonita Johnson at Salem City's St. John's Pentecostal Outreach. They helped run St. John's weekly food distribution, seeing firsthand how the vegetables they gleaned reached people in need.

Salem Inter Agency Council's Executive Director, Cristina Chillem, worked with the Social Impact Interns to journal their experience during the summer. One intern wrote that they learned "... people can really start stuff to make changes in NJ and other countries. People can have meetings in a room talking about what you want to do, and it can lead to something." When asked what helped them get done a job they didn't enjoy, several interns said they thought about how helpful the fresh vegetables would be to families in need, and that motivated them to bear the heat and hard work!



2024 Community Conversations



The Community Conversations series, presented by the Salem Health and Wellness Foundation, explores issues that impact Salem County residents. These free conversations feature the voices of community stakeholders, national experts, and more.

260 Stakeholders attended Community Conversations in 2024

Second Annual KidsCount Data Presentation

On May 13th, the Salem Health and Wellness Foundation hosted the Second Annual KidsCount Data Presentation in collaboration with Advocates for Children of New Jersey, the Aetna Social Impact Team, and Acenda Integrated Health. Our presenters, Mary Coogan from ACNJ and Hiral Shukla from Aetna, highlighted the challenges and strengths of Salem County youth. Participants were able to see the most up-to-date information on the state of our children in the County and discuss with other community stakeholders what action items should be taken to strengthen our community.



Writing Winning Proposals - A Step by Step Guide



The Foundation hosted Michael Barsanti, a successful fund-raiser and funds-giver with 30 years of experience in the field, to provide practical steps in writing a successful grant proposal to nonprofit organizations and small businesses across New Jersey. Attendees were also given a peek into the decision-making process funders use, and useful tips for success. Over 80 participants attended the virtual webinar, which can be found on our website for future viewing.

Grantee Happenings



01. Salem City camper at Appel Farm Arts and Music Center Day Camp

02. Sue Ann Leighty, Habitat for Humanity of Salem County, celebrating local veteran Sandy Wentzell's 102nd birthday

03. Social Impact Interns from Salem Inter Agency Council assisting with local food distribution

04. SCOOT Healthy Adventure participant showing off their art skills

05. Salem Community College Nursing Students attend local health fair

Contact Us



856-299-4460



91 A South Virginia Ave, Penns
Grove, NJ 08069



www.salemwellnessfoundation.org

BOARD OF TRUSTEES

Samantha Audia

Ina Jetter

Daniel Delaney, Secretary

Kathleen Lockbaum, Treasurer

Ann Marie Healy, Chair

Brittany Smith

Steve Hindman

Peggy White

Jeanette Jackson

STAFF

Paul DiLorenzo
Executive Director

Emily Hernandez
Grants Administrator

Karissa Pagan
Office Administrator