



2025

ANNUAL REPORT



Reflecting on this past year at the Salem Health and Wellness Foundation, there was a central theme to all that we accomplished. We began 2025 with a plan to go beyond traditional grantmaking, creating a dedicated effort to help our community partners and grantees achieve their goals. Every one of those partners has an ambitious plan to serve and support the citizens of Salem County. Sometimes, that can be overwhelming. However, we set out to make their work a little easier by providing the right kind of help, at the right time, and under the best circumstances.

There are significant challenges, and also tremendous opportunities, when it comes to improving health, safety, and well-being for people living in Salem County. This year, in light of significant changes at the national and state levels, the Foundation committed to maximizing opportunities and building on the enduring strengths of Salem County's non-profit, education, healthcare, and faith-based organizations.

Individuals who benefit directly from our grant-funded projects frequently remind us about the value of our giving. For example, Viviahna Butic and Morgan Crispin, both Salem Community College Nursing School Scholarship students, wrote to us regarding the Foundation's support of their studies. Morgan is working in pediatric oncology and Viviahna is moving into a Registered Nurse program. The Foundation's grants have been rewarding for the students, the Community College, and the Foundation.

Going into 2026, we have an equally ambitious agenda, including the development of a Salem County Child and Family Report Card, and the further growth of primary support projects that help to decrease the pressure on families. Consistent with our tradition, these initiatives will be carried out in close partnership with our community collaborators. None of what we do is possible without the full endorsement of our Board of Trustees and the people of Salem County. As such, we send a note of appreciation to everyone involved in making 2025 a good news story. This next year promises to be difficult for non-profit organizations and schools. Federal funding cuts and policy changes will require health and human service organizations to be innovative and creative in their efforts to survive and thrive. The Salem Health and Wellness Foundation will stand with our partners as they continue to build on their tradition of service and support to others.

We are proud of what we accomplished in 2025 and welcome the promise of 2026.

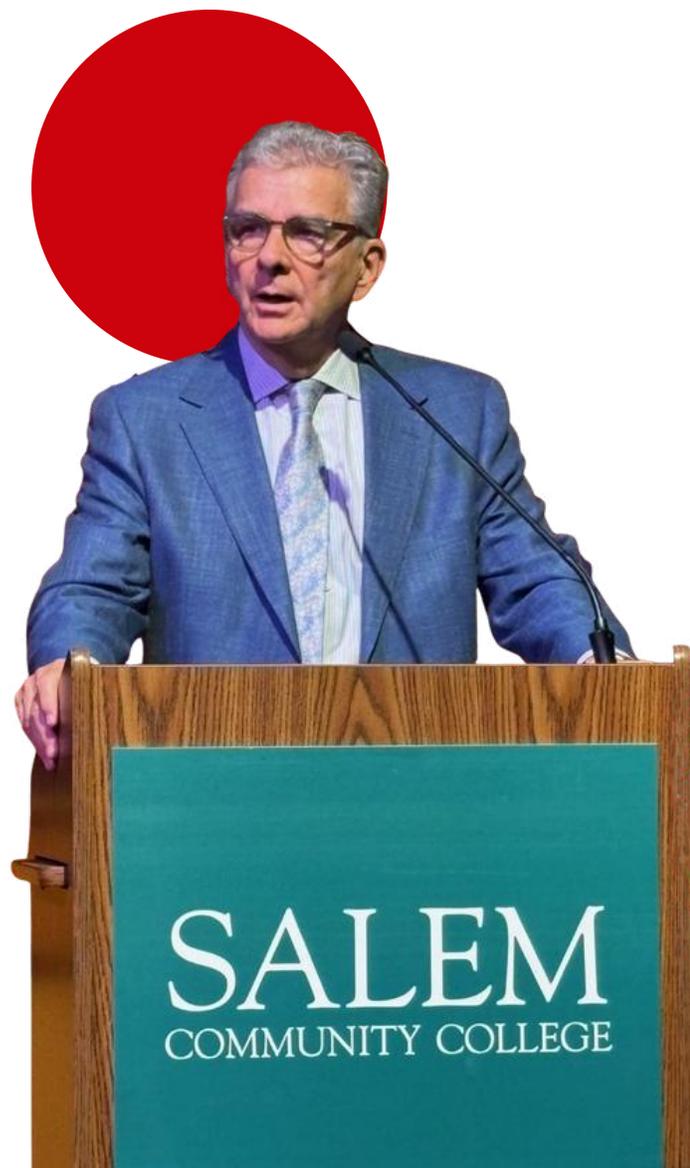
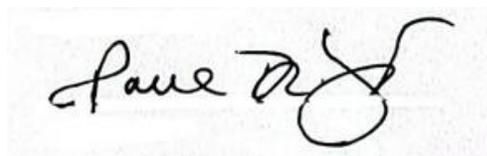


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Mission

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.

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.



Grantmaking Programs

● Mini Grants

Mini Grants are small funding opportunities for time-limited project support that align with the interests and the goals of the Foundation and promote the overall health and wellbeing of Salem County residents.

● Matching Gift Program

The Matching Gift Program offers flexible funding for general operating support or priority projects that promote the safety, health, and wellbeing of Salem County residents. This program helps organizations build their donor base and can be used as a match for other sources.

● Public Health Grants

Public Health Grants support 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.

We work with:



Community Stakeholders



Nonprofit Organizations



State and Local Government



Philanthropic Partners

From Surviving to Thriving:

As part of the Salem Smart Start for Parents and Children initiative, The Cooperative surveyed Salem County parents with children aged 0-3 to hear firsthand what their most pressing needs are. Results found that parents overwhelmingly note the need for access to basic necessities to best support their families. Over the last year, the Salem Health and Wellness Foundation has worked with our community partners to increase access to basic needs through a variety of grant projects and initiatives.

Care Closet Grants

In 2025, the Salem Health and Wellness launched a new grant program to support elementary schools and the creation of Care Closets for students. Through this initiative, schools were given funding to provide necessities such as health and hygiene products, healthy snacks, clothing, etc. to Salem County elementary aged youth. Many schools across the country have implemented Care Closets to alleviate some of the stress basic necessities bring to families in underprivileged areas. Research shows that School Care Closets help students succeed academically by providing access to essential items, including personal hygiene products and school supplies. Good personal hygiene prevents the spread of illness, while poor hygiene can create educational barriers.

Seven Salem County schools were awarded \$2,000 grants to either launch or sustain Care Closets for their students, including Central Park Elementary School in Pennsville. “We do not want any child to come to school not prepared for learning because they don't have a toothbrush or clean underwear. If we can help meet their basic needs, we then have a child who is feeling loved and emotionally ready to start the school day,” says Mrs. Lisa Powers, Second Grade Teacher at Central Park. “We want our families to feel comfortable contacting us and utilizing us as a resource to help improve their quality of life, which ultimately also helps their child with their academic needs. We cannot always meet their academic needs if they come to school with an empty emotional bucket that needs to be filled.”



Increasing Access to Basic Needs

Food Access Grants

In Fall 2025, families and communities across the state faced a period of uncertainty due to the federal government shutdown and changes to the Supplemental Nutrition Assistance Program (SNAP). Additionally, rising food costs have led to an increase of Salem County residents who face food insecurity. The Salem Health and Wellness Foundation awarded three grants to community partners who work to address food insecurity for Salem County residents. \$5,000 grants were provided to increase capacity for these partners and address immediate needs for residents.



Calvary's Kitchen

Based in Carneys Point, Calvary's Kitchen works to alleviate lack of basic needs by providing food, lodging, clothing, and more.



St. Johns Pentecostal Outreach Church

SJPOC hosts food distribution twice per week, serving more than 200 families each week.



Quinton Township Elementary School

Quinton Township School works with several community partners to bring food distribution to their students, along with necessary resources.



Building Capacity and

Throughout 2026, the Salem Health and Wellness Foundation provided financial support to our partners. But in addition to grants, we found ways to secure technical assistance and capacity building resources for organizations when that was needed or requested. Coming alongside grantees, while offering professional encouragement and support, has been crucial to their success. In addition, we've remained early investors in promising projects that were having difficulty securing funding from government or the broader philanthropic community.

Making introductions and connecting grantees to other funders and supporting their applications for large grants has also helped several of our most ambitious partners— Revive South Jersey, Shadow Equestrian, Salem County Inter-Agency Council, The Cooperative, Salem Community College and the Salem County Department of Health are among those whose excellent efforts we have lifted up.

Capacity building assures the long-term success of a nonprofit - it's about their ability to deliver services effectively. Successful capacity building allows partners to strengthen their ability to deliver their mission over time and ultimately enhance their ability to have a positive impact on their constituents. Like many funders across the nation, the Foundation has worked with nonprofit partners to increase their capacity through flexible funding and operating support. Nonprofits that are part of a network can leverage the resources and knowledge of their peers. By leveraging outside support, our partners were able to build their capacity, find additional funding, and create more opportunities for Salem County residents.



Connection for Our Partners

Capacity building is whatever is needed to bring a nonprofit to the next level of operational, programmatic, financial, or organizational maturity, so it may more effectively and efficiently advance its mission into the future.



SHADOW Equestrian

SHADOW Equestrian provides therapeutic riding instruction for physically and mentally disabled children at low cost. They have also developed a teen grooming program for participants to continue working with horses after they age out of the program.

Salem County InterAgency Council

The Salem County InterAgency Council launched an internship program for youth in 2023, which would evolve into the Social Impact Internship. Salem County high schoolers attend a summer internship program to provide hands-on service learning, soft skill training and career exploration hours in nutrition and STEM focused initiatives.



Revive South Jersey

Revive South Jersey expanded programming into Salem City in 2023 and has collaborated with Ranch Hope to provide family support programming to Salem City residents. Since launching programming in Salem, they have expanded to include workforce development programming for teens, food access, and more.



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.

660 Community Conversation attendees since 2023

Third Annual KidsCount Presentation

In July 2025, we hosted a small community luncheon to discuss health and well-being data for kids and their families in partnership with Advocates for Children of New Jersey. Mary Coogan, CEO, presented updated KidsCount information to community stakeholders at Mt. Zion Church in Salem City. 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.

Grant Writing 101

The Foundation welcomed Michael Barsanti, a fundraiser and fundraiser with 30 years experience in the field, to provide practical tools and tips for writing winning proposals. Nearly 100 professional from around the state (and a few from outside New Jersey!) attended this crucial conversation.



Grants Awarded in 2025



Public Health Grants

- Salem Inter Agency Council of Human Services - \$55,000
- Salem Community College - \$30,000
- Mary Shoemaker School - \$2,000
- Lafayette Pershing School - \$2,000
- Central Park Elementary School - \$2,000
- Paul W. Carleton School - \$2,000
- Elsinboro Township School - \$2,000
- Salem Middle School - \$2,000
- Field Street Elementary School - \$2,000

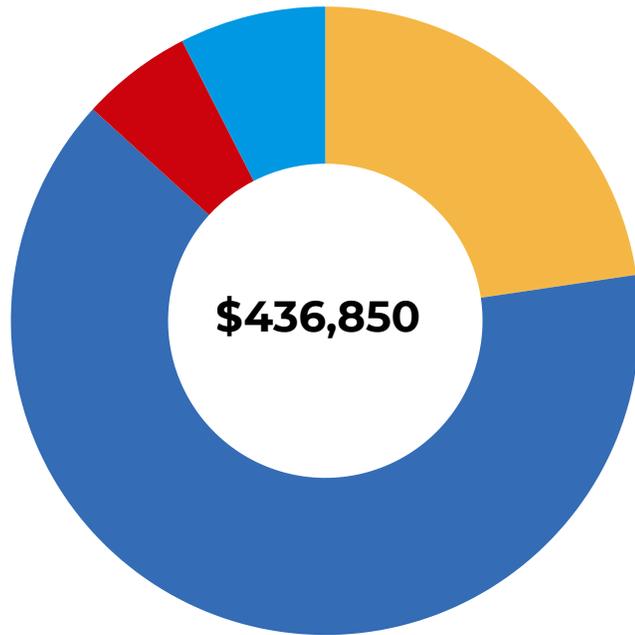
- Public Health Grants
- Matching Gift Program
- Mini Grant Program
- Special Projects

Matching Gift Program

- Appel Farm Arts and Music Center
- Arc of Salem County
- Calvary's Kitchen
- Cornerstone Women's Resource Center
- Coombs Barnyard
- Gallant Heart
- Habitat for Humanity of Salem County
- Meals on Wheels of Salem County
- Pennsville Visiting Nurses
- Revive South Jersey
- Salem Community College
- SHADOW Equestrian
- Woodstown-Pilesgrove School District

Special Projects

- Appel Farm Arts and Music Center - \$13,000
- Calvary's Kitchen - \$5,000
- St. John's Pentecostal Outreach Church Food Pantry - \$5,000
- Quinton Township Elementary School - \$5,000



Mini Grants

- Penns Grove Community Housing Authority - \$3,000
- Stand Up for Salem - \$2,000
- Woodstown Field Hockey - \$3,000
- Acenda - \$3,000
- Quinton Township Elementary School - \$3,000
- Salem Teen Prevention Program - \$3,000
- Salem County Health Department - \$2,000
- Salem County Vocational and Technical School - \$3,000
- CASA of South-Central NJ - \$3,000





Salem Health & Wellness
Foundation

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