



# UNITED WITH PURPOSE

## Resilient Community Project | Impact Report

### Our Vision

**Equity in creating safe, healthy and resilient communities.**

### Building Resilient Communities

Last year, your Red Cross launched the Resilient Community Project, developed to help bridge racial, ethnic, and minority disparities in health status, home safety, and quality of life for families in local at-risk neighborhoods.

Bringing together various organizations and agencies with a like-minded focus to bridge these gaps, the Resilient Community Project hosted a series of community events in Franklinton, Whitehall and King-Lincoln. Families participated in fun and educational activities, while taking part in onsite opportunities for life-saving trainings, diverse blood supply education, and physical and behavioral health screenings.

### Aspirations

#### Lifesaving Trainings

Arm people with the skills, preparedness education, and confidence to save lives

#### Diverse Blood Supply

Educate on benefits of donating blood for personal, as well as the community's health — a diverse blood supply helps in the fight against cancer and finding a compatible match for someone with sickle cell disease

#### Disaster Response Volunteers

Recruit volunteers from the community who speak the same primary language and reflect the diverse families we are helping to aid in a disaster

#### Disparities in Health

Provide access to physical and behavioral health screenings in partnership with local healthcare organizations — lack of early diagnosis and basic healthcare access is a leading contributor to high mortality rates for minority groups and the biggest reason for inequality in their life expectancy

#### Open Dialogue

Create positive experiences which inspire new conversations and provide a platform for learning the needs of the community and how we can support its' growth

# UNITED WITH PURPOSE

## Resilient Community Project

### CREATING OPPORTUNITIES

#### Franklinton

#### 103+ Families

53% Black/African American, 44% White, 3% Other

86% felt they learned something **new** to help their family's overall health

91% felt their family was **more** prepared for an emergency

92% would attend again

38 people learned about being a Red Cross Volunteer

25 people learned about Blood Donations

90 free smoke alarms were installed with the Columbus Division of Fire

\*Survey conducted with attendees at the event

#### 23 Community Partner stations. Some of the services provided:

- **Mount Carmel Health System** — Basic biometric and behavioral health screenings and addiction resources
- **OhioHealth** — Administered 12 COVID-19 vaccines, wellness exams and sexual assault response resources
- **COSI** — Gave out 200 take-home science kits for children
- **Jobs & Family Services** — Provided access to Medicaid resources
- **Local Matters** — Gardening, healthy food recipes and access to fresh produce
- **Quantum Health** — Diabetes management
- **Ohio Opioid Education Alliance** — Drug misuse prevention and eliminating stigmas associated with addiction and mental illness
- Additional stations focused on blood pressure, first aid, hands-only CPR, home safety preparedness, infant safe sleep training and navigating the healthcare system

A couple from Franklinton was asked what benefits they gained from attending, they responded:

“Awareness . . . We just didn't know how to do things like [using naran] or how to get help with our health.”



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### CREATING OPPORTUNITIES

#### Whitehall

#### 148+ Families

55% Black/African American, 35% White, 10% Other

97% felt they learned something **new** to help their family's overall health

99% felt their family was **more** prepared for an emergency

90% would attend again

56 people learned about being a Red Cross volunteer

50 people learned about Blood Donations

16 people registered for Smoke Alarm Installation

65 people learned about First Aid & Hands-Only CPR

\*Survey conducted with attendees at the event

#### 18 Community Partner stations. Some of the services provided:

- **PrimaryOne Health** — Women's Health Resources: preventative care, pregnancy care, healthy families home visit program, and prenatal oral health program
- **Franklin County Public Health** — Administered six COVID-19 vaccines, overall health education, tick & mosquito safety, tobacco and substance abuse prevention, and assistance with basic needs (i.e. food, shelter, clothing)
- **Central Ohio Primary Care** — Alleviated concerns of visiting a doctor
- **Ohio Hispanic Coalition** — Provided Spanish-speaking interpreters
- **Anthem Blue Cross Blue Shield** — Managed care consumer education
- **The SOAR Initiative** — Distributed fentanyl test strips, shared deadly batch text alert system phone number, and harm reduction services
- Additional stations focused on general water safety tips, nutrition, assistance with Medicaid, blood pressure checks, behavioral health screenings, Narcan training, home fire escape plans and assistance and resources on family violence

#### A Whitehall mom attended with her 7 children:

"... I had no idea the Red Cross could help us with getting smoke alarms installed. We don't currently have any in our house, so this has been incredibly helpful... my whole family has learned so much today — thank you."



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### CREATING OPPORTUNITIES

#### King-Lincoln

Partnership with Columbus City Schools, NBC4, and Making a Difference, Inc.

#### More than 7,500 People!

53% Black/African American, 21.5% White,  
14% Hispanic, 11% Other

93% felt they learned something **new** to help  
their family's overall health

88% felt their family was **more** prepared for  
an emergency

91% would attend again

140 smoke alarm installation/home safety inspection  
appointments

400 children's Prepare with Pedro safety activity  
books distributed

10 units of blood collected

50 people signed up to be a Red Cross Disaster  
Response Volunteer

\*Survey conducted with attendees at the event

#### 26 Resilient Community Partners, plus 60 additional partner stations were onsite helping with Health, Education, Safety Trainings and Social Service resources.

- **Nationwide Children's Hospital** — 27 free comprehensive exams and 30 future appointments
- **NBC4** — Distributed 3,900 free backpacks with school supplies
- **COSI** — Distributed 550 take-home science kits
- **Columbus Division of Fire** — Smoke Safety House, Hands-Only CPR, and Stop the Bleed training
- **Columbus Public Health** — Distributed 120 COVID-19 home test kits, 100 home health kits, dental hygiene kits, and resources on monkey pox, child tax credits, and free healthcare



A mother and Columbus City School's student after visiting  
the Nationwide Children's Hospital mobile unit,

"My daughter loves volleyball and was hoping to play for school this year, but I don't have insurance and cannot afford for her to get a physical from the doctor. I had no idea we could get assistance with healthcare and getting her a free [comprehensive wellness] exam today — we are truly so thankful!"



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### CREATING OPPORTUNITIES

#### Partner Experience

“Especially as a newer community organization, the networking and community interactions we were able to engage in during the United with Purpose events were invaluable. We are so grateful!”

**Pranav Padmanabhan**  
Executive Director, The SOAR Initiative

“On behalf of the OhioHealth Wellness on Wheels mobile vaccine team, thank you for your support for the well-being of our community members. We provided 12 vaccines on Saturday, including two first doses! ... thank you for your partnership and we look forward to the 2<sup>nd</sup> annual event!”

**Mary Jane Timmons, BA, EP**  
Community Outreach, Community Health Educator and Ambulatory Health Coach, OhioHealth

### Creating Connections

**The 2022 United with Purpose fundraising event, in its first year, raised more than \$302,000!**

We created a new platform to highlight how inequities in health and home safety are impacting our Red Cross mission here locally, as well as announced the new Resilient Community Project.

This special event included a social networking opportunity and inspiring panel discussion with humanitarian advocates discussing the positive change we can create by uniting with purpose.

### Guest Panelists

**Katie Cramer**, Senior Philanthropy and Event Specialist, Big Lots!

**Tanica R. Jeffries, MS**, Clinical Program Coordinator/ODH Region IV Project Director—Comprehensive Sickle Cell and Thalassemia Center, Nationwide Children’s Hospital

**Densil Porteous**, Executive Director, Stonewall Columbus



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### Featured United with Purpose Nonprofits

As part of our commitment to supporting the community and the mission of the Resilient Community Project, 10% of our net profit was gifted to five local nonprofits working to advance the quality of life of our neighbors throughout the community.

The below organizations received \$1,450.00 each:

#### Making a Difference Inc.

“With the award I plan to provide Christmas gifts for the kids in the community the week of Christmas.”

#### The SOAR Initiative

“This gift will be used to provide free life-saving fentanyl test strips and other harm reduction supplies to 400 people who use drugs in central Ohio.”

#### Sanctuary Night

“With this gift, we intend to fund the direct needs of our clients such as what we call the “red carpet treatment” for women who decide to enter treatment and need clothing and activities to encourage them on their journey toward sobriety!”

#### Femergy

“The donation will be put towards our GHRO Your Future program, equipping girls with the mentoring, life-skills development, and social-emotional support they need to thrive in school and in life. The donation will directly contribute to nine months of programming for our participants.”

#### Franklinton Farms

“This kind gift will sustain our efforts to share the fun of nature with our littlest neighbors in our Learning Garden, share the delights of affordable, fresh food with neighbors who earn a low income, and share the joy of togetherness through community festivals.”



**Thank you for helping us build more resilient communities!**



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