



# 2019 Impact Report

**YEAR OF GROWTH AND CHANGE**



  
**WNC Bridge Foundation**<sup>®</sup>  
A PARTNERSHIP FOR HEALTH

# Impact Report 2019

## Year of Growth and Change

### A message from Scott Buchanan

In the twenty years I have had the pleasure to work at WNC Bridge Foundation, I can honestly say 2018–2019 was a year like no other for the Foundation. We experienced tremendous opportunities for growth and change while remaining focused on the needs of our neighbors in Western North Carolina. Here are highlights of our past year:

**Our name changed from CarePartners Foundation to WNC Bridge Foundation.** While we are no longer associated with CarePartners Health Services (due to the sale of Mission Health to HCA), our new name reflects a broadening of our mission to be a catalyst for positive change throughout the 18 counties of Western North Carolina.

**Our grantmaking role expanded** with WNC Bridge Foundation awarding \$7.4 million in 2018–2019.

**10th anniversary** of Estate Sales & Services was celebrated.

**Groundbreaking for new home office** located at 294 Overlook Rd in Arden, N.C. This will be the foundation's permanent home and construction is expected to be complete in 2021.

WNC Bridge Foundation is embracing our new role and will continue working with non-profits throughout the region to eliminate barriers that prevent any person from reaching their full potential.

Thank you for your ongoing support,



SCOTT W. BUCHANAN  
President & CEO, WNC Bridge Foundation



## 2019 TIMELINE

- February 2019:** With the sale of Mission Health, including CarePartners, to HCA Healthcare, CarePartners Foundation announces we will be changing our name and mission to reflect our new vision moving forward.
- March 2019:** Our new name, WNC Bridge Foundation, and mission are announced.
- June 2019:** Drums & Dragons raises \$40,000.
- July 2019:** Estate Sales & Services celebrates its 10th Anniversary.
- August 2019:** New website debuts.
- November 2019:** Groundbreaking at 294 Overlook Rd in Asheville, our future home.
- December 2019:** Distribute over \$7M in grants to local organizations across WNC.



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# Community Outreach Grants

WNC Bridge Foundation recognizes there are many smaller WNC non-profit organizations whose good works have limited options to turn to for quick funding decisions. Community Outreach Grants were created to address this gap in our region. The application process is low stress and simple with a quick turnaround time for the decision.

## Helping Toddlers and Their Families Gain Independence

*“For children to have the best possible start, they need to be able to be clean, dry, and healthy. The diapers and wipes provided by Babies Need Bottoms help safeguard children and ease financial burdens of parents by helping stretch limited dollars further.”*

- LINDA CARTER, Western Carolina Community Action in Hendersonville, NC

In 2019, Babies Need Bottoms (BNB) received a \$10,000 Community Outreach grant to fund their Successful Transitions to Toilet Training initiative. Because many preschool programs, summer camps and other early education opportunities require children to be toilet trained, Babies Need Bottoms is helping children and parents successfully make that all-important transition to toileting independence. Diapers are expensive anyway, and pull-up style diapers cost even more, so families already in need face an additional monetary burden.

In all of 2019 BNB distributed 37,622 diapers. Add the COVID-19 pandemic to the mix, and by spring they had distributed nearly 46,000 diapers.

“We understand that diaper need across Western North Carolina is a challenge many families face,” said Gary Warren of B.E.A.R Closet at Snow Hill U.M.C in Candler, North Carolina. “Every week families come to our Baby Equipment and Resource Loan Closet seeking assistance with diapering supplies, clothing, and equipment that young children need to thrive,” Mr. Warren explains, adding, “Partnering with Babies Need Bottoms enables us to stretch our limited financial donations further and purchase equipment such as pack’n’plays, strollers, highchairs, and potty seats.



A COMMUNITY OUTREACH GRANT PROVIDES “PULL-UP” FUNDING FOR TODDLERS AND FAMILIES IN WNC.

In fact,” said Gary, “We had ceased purchasing pull-ups because of their higher cost but partnering with Babies Need Bottoms has allowed us to fill that void.”

An organization that obviously adapts to the needs at hand, BNB has expanded its services to also provide infant formula, diaper rash cream and other supplies such as baby wash and lotion. This Community Outreach grant is helping Babies Need Bottoms achieve their mission of improving the lives of babies, toddlers and parents in Western North Carolina.

### DID YOU KNOW?

**111** organizations received **\$367,809** from Community Outreach Grants in 2019.

# Impact Grants: WELLNESS SUPPORT

We believe partnerships are crucial to our goal of creating real and lasting change in Western North Carolina. That's why we are developing partnerships and providing much needed funding to qualified organizations who effectively identify and address the unique challenges that face our WNC neighbors. Our grant funding in 2019 focused on Elder Care, Wellness Support, and Youth Development.

## We Can: Addressing Urgent Health Care Needs in Buncombe & Madison Counties

With its roots having formed in the 19th century, the Western Carolina Medical Society Foundation (WCMSF) has been a stronghold in the community, serving to improve access to healthcare, fight health inequities and promote wellness in Western North Carolina. The WCMSF is a group of physicians and community leaders who volunteer their time and talents to connect low-income, uninsured patients with free or low-cost comprehensive medical care. The foundation's network provides everything from primary care to major surgeries to cancer care and is the only organization in Buncombe and Madison counties carrying out such a hefty mission.

In 2019, WNC Bridge Foundation awarded \$477,891 to WCMSF to address urgent health care needs through its Wellness Emergency Community Action Network (We Can). With too many in our community experiencing food insecurity and housing/utility insecurity, living a day-to-day life is difficult in and of itself and even more so for those whose primary language is not English. WCMSF saw the need to expand its services beyond simply medical care.

Leveraging their flagship Project Access® (PA) program, WCMSF established formal relationships with area non-profits, developed processes and procedures for referring clients, and recruited bilingual community health workers to make this happen. With funds



DR. SUZANNE LANDIS, FOUNDER OF PROJECT ACCESS, WITH A PATIENT

from WNC Bridge Foundation's Impact Grant, PA has formalized new partnerships with MANNA FoodBank, Bounty & Soul, the Council on Aging of Buncombe County and Pisgah Legal Services. They invested in training their Community Health Worker staff and Certified Application Counselors who are now versed in NCCARE360, a referral and tracking platform. WCMSF also added three new staff members and increased their presence in area clinics. All this to help to identify areas of strength and opportunity.

"None of this would have been possible without the support of the WNC Bridge Foundation ... Providing these important services is more essential now than ever as COVID-19

has created an unprecedented need for support with medical care, food and safe housing," said Kylie Bechdolt, Development & Project Manager for WCMSF.

Now a stronghold in the community, Project Access® has been helping low-income, uninsured individuals access life-saving medical care at low or no cost since 1996 and expanded in 2018 to serve Madison County as well as Buncombe County. The program has served more than 67,000 people since its inception and even has been replicated in hundreds of communities throughout the United States, thus increasing the positive impact on the lives of low-income, uninsured people.

*"I am so grateful to Project Access for helping our family in what has been a challenging time. Thankfully, it was not made more challenging by worrying about the enormous medical bills we could not have afforded to pay.*

*I really cannot say thank you enough."*

—C.B., Project Access Patient

# Impact Grants: ELDER CARE

## Breaking Down Barriers for Seniors

*“The benefit of taking the course was confidence and knowledge when it came time for me to make personal decisions about my Medicare options. The folder that each attendee was given was great to use as a reference guide, as well as a copy of the annual Medicare booklet. If I had not taken the class, I believe that I would have spent a lot more of my time trying to prepare and may not have felt that I was making good decisions to boot!”*

— CAROL, Health Literacy Workshop Participant

The only organization serving Henderson and Transylvania Counties with free comprehensive literacy programs for all ages, Blue Ridge Literacy Council turned 30 years old in 2019. Though it began as an organization primarily serving low-literate and English as a Second Language adults, the Council has recently diversified its programming, partnerships and revenue, further increasing their impact in the community.

WNC Bridge Foundation awarded a \$25,000 Impact Grant to Blue Ridge Literacy Council last year to support developing its senior literacy program curriculum which includes components in health and digital literacy. Health literacy workshops help seniors better understand Medicare and related resources such as Council on Aging and Seniors’ Health Insurance Information Program (SHIIP). Digital literacy classes teach the basics of using laptops, tablets and smartphones to access medical

information, stay in contact with loved ones and order needed supplies online. Digital literacy instills confidence, making the technical world less intimidating and thus helping seniors to feel less isolated and to give them better access to health resources.

Autumn G. Weil, former executive director, noted, “We are grateful to the WNC Bridge Foundation’s leadership within WNC and to their donors and supporters for the opportunity that was provided through the Impact Grant. It has empowered us to break down barriers for seniors throughout WNC.”

Partnering with the Literacy Council in Henderson and Transylvania Counties and other literacy agencies throughout Western North Carolina, Blue Ridge Literacy continues to transform lives by cultivating literacy skills that promote economic and social success.

RIBBON CUTTING OF NEW LEARNING CENTER IN HENDERSONVILLE WHERE PROGRAMMING WILL BE OFFERED FOR THE COMMUNITY.



### IMPACT GRANTS AT-A-GLANCE

**13** grants support students through art, literacy, and mentoring.

**13** grants provide healthcare, dental care, food, heating, emergency assistance.

**12** grants provide legal, program, activity, primary care, mental health, dementia & home repair support to elderly.

# Impact Grants: **YOUTH DEVELOPMENT**

## Providing Momentum for Our Youth

The Boys and Girls Club of Henderson County is making quite the impact by serving more than 1,500 youth annually. The overwhelming majority of these boys and girls are minority youth and from low-income or fractured families, a population with some of the greatest needs in our region. The Club inspires and enables young people through fun and intentional programming, encouraging them to realize their full potential as productive, responsible, caring citizens.

The Club used WNC Bridge Foundation's Impact Grant to implement significant, evidence-based academic programs as well as celebrations, incentives and rewards for academic success and achievement. In addition, they hired additional staff, including an education coordinator, which bolstered academic programming and enabled the Club to serve 17% more youth than before in the 2019–2020 school year. They also invested in staff development by funding extended education and training opportunities, further ensuring the delivery of quality programming and mentorship for these at-risk youth.



It's hard to beat the price, too, with an all-inclusive membership for just \$5 per child per year. You read that right: Five dollars per child per year. Those five dollars allow youth to participate in Club programs through their entire school career, from kindergarten through 12th grade. It's an excellent investment, with the Club boasting a 100% high school graduation rate among its seniors for the past decade. No other agency in the community is providing this robust daily assortment of activities and programs to so many of the community's children at such a low cost to families.

"The WNC Bridge Impact Grant will provide powerful momentum for programs in this priority area for young people with acute needs," says Julia Hockenberry, executive director of the Boys and Girls Club of Henderson County. Truly plugged into their community, the Boys and Girls Club of Henderson County continues their mission of helping youth achieve in school and prepare for careers, stay healthy and fit, and make positive personal decisions.

*"The Boys and Girls Club helped mold me into the man I am today and has made me realize my dreams are not out of reach. Attending a 4-year university in pursuit of a bachelor's degree, something no one else in my family has done, is not out of reach. Continuing to play a sport I love on the next level, is not out of reach. Finding a career that I enjoy and can support my future family with, is not out of reach. At the club, I am always greeted with hope."*

— XZAVIER JACOBS,

2020 Hendersonville High School graduate. He will be attending North Carolina A&T State University in the fall.



### IMPACT GRANTS AT-A-GLANCE

**4** grants provide meals to seniors and residents of their community.

**2** grants increase their efficiency with new staff and possible new model for providing services to elderly.

**1** grant refers WNC residents who need help in various health and emergency assistance.



## Non-Profits Win Big at 2019's Drums & Dragons

How can you possibly improve on a day of fun and sun on the water? By raising nearly \$40,000 for individual and community wellness in the community, that's how.

WNC Bridge Foundation's premier fundraising event Drums & Dragons is not only a day of fun for the whole family but also a team-building experience enjoyed by local businesses and non-profits in our community. Food trucks, an interactive family zone, and a beer garden made for a fun day for more than 700 people at Lake Julian Park on June 22, 2019, and every dollar of the funds raised went directly to eight area non-profits: Blue Ridge Health, Irene Wortham Center, Girls on the Run of WNC, MountainCare, Mountain Child Advocacy Center, Pisgah Legal Services, The Community Table of Jackson County, and Vecinos Farmworkers Health Program.

Mark Hall served as the race's Dragon Ambassador, dotting the eye of the dragon before the races began. MountainCare's Adult Day program is enriching Mark's life as he navigates Alzheimer's and by providing appreciated respite for his family caregivers.



The organizations that participated in Drums & Dragons and the services they provide are as unique as the boats themselves. In addition to serving aging seniors, money raised last year is fighting child abuse, giving free legal aid to low-income adults, obtaining healthy foods and providing emergency funds for medical payments. It even helped purchase a van for developmentally challenged clients needing transportation within the community, further enabling them to live productive and healthy lives.



"MountainCare has participated in Drums & Dragons since the beginning, and every year just keeps getting better and better," notes Elizabeth Williams, Executive Director for MountainCare. "Drums & Dragons is an amazing way for us to connect with our community while raising needed funds for the Rathbun House, Adult Day, Grief Support, and Music Therapy. It is not like any event that I have ever participated in and we wouldn't miss it."



TOP-LEFT: EIGHT AREA NON-PROFITS RECEIVED DRUMS & DRAGONS EVENT PROCEEDS. | ABOVE: MOUNTAINCARE'S ADULT DAY TEAM. | TOP-RIGHT: RACERS HEADING TOWARD THEIR DRAGON BOAT | CENTER-RIGHT: RACE AMBASSADOR MARK HALL DOTS THE EYE OF THE DRAGON TO COMMENCE THE RACES.

# Retail Operations

## Raising the Bar: WNC Bridge Foundation Estate Sales & Services

Cleaning out a room can be daunting for even the most organized. Downsizing a home can prove to be an even bigger challenge. WNC Bridge Foundation Estate Sales & Services celebrated its 10th anniversary this past year and has proven to be a much needed service for many in our area and the face for the Foundation within our community.

Over the past 10 years, Estate Sales & Services has handled over 3,500 estates in the Western North Carolina region. To celebrate the anniversary a customer appreciation day was held on July 24th. The celebration included discounts throughout the day in the Thrift Store and a wine and cheese event with live music in the Estate Sales showroom. A month-long fundraising raffle was held, selling \$25 tickets to win \$1,500 in travel vouchers. The event was well attended and generated one of the most profitable estate sales on record.



To learn more about Estate Sales & Services or check dates of upcoming estate sales, visit [WNCbridge.org](http://WNCbridge.org) or call 828.575.2509.



CUSTOMER APPRECIATION DAY TO CELEBRATE ESTATE SALES' 10TH ANNIVERSARY INCLUDED A HOT DOG LUNCH BUFFET (ABOVE) AND WINE & CHEESE RECEPTION (TOP-RIGHT).

**ANGIE MCDONALD** of Asheville has relied on the professional expertise provided by Estate Sales & Services for the past three years as she worked through the process of downsizing several of her family members' homes, including her mother's.

"WNC Bridge Foundation Estate Sales and Services has set the bar extremely high when it comes to making this an easy process," notes Angie, going on to explain "I have used their services several times and am always so impressed with the staff's professionalism, courtesy, and just being a pleasure to work with. It also feels good to know that proceeds from sales benefit local non-profits in Western North Carolina," said Angie.



ANGIE MCDONALD (ABOVE) IS A SUPERFAN OF WNC BRIDGE ESTATE SALES, RELYING ON THEIR PROFESSIONAL SERVICES TO DOWNSIZE HOMES OF THREE FAMILY MEMBERS.

# Giving Back

At WNC Bridge Foundation, we believe that being a catalyst for change should be obvious by the actions we take and the organizations and people we support. 100% of designated donations to our funds are used to help the people in WNC.

## YOU'RE SPECIAL FUND

Provides much needed equipment, medication and other necessities to low-income recipients, allowing individuals to remain safely in their home.

904 people received support in 2019!

*“Now that I have two regular hands, I can do so much more. Play baseball with my dad, do all kinds of things with my friends, and just be a normal kid again.”*

— CHEYANNE,  
“You’re Special”  
prosthetic hand  
recipient



## WNC’S GREATEST NEEDS FUND

Provides resources for individual and community wellness.

## HEALTH SCHOLARSHIPS

Provide scholarships to deserving students to pursue careers in healthcare in Western North Carolina. Includes scholarships for high school, community college, and university students.

RECIPIENTS OF FOUNDATION  
2019 HEALTH SCHOLARSHIPS.  
ANNOUNCEMENT PUBLISHED IN  
ASHEVILLE CITIZEN-TIMES



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# Congratulations

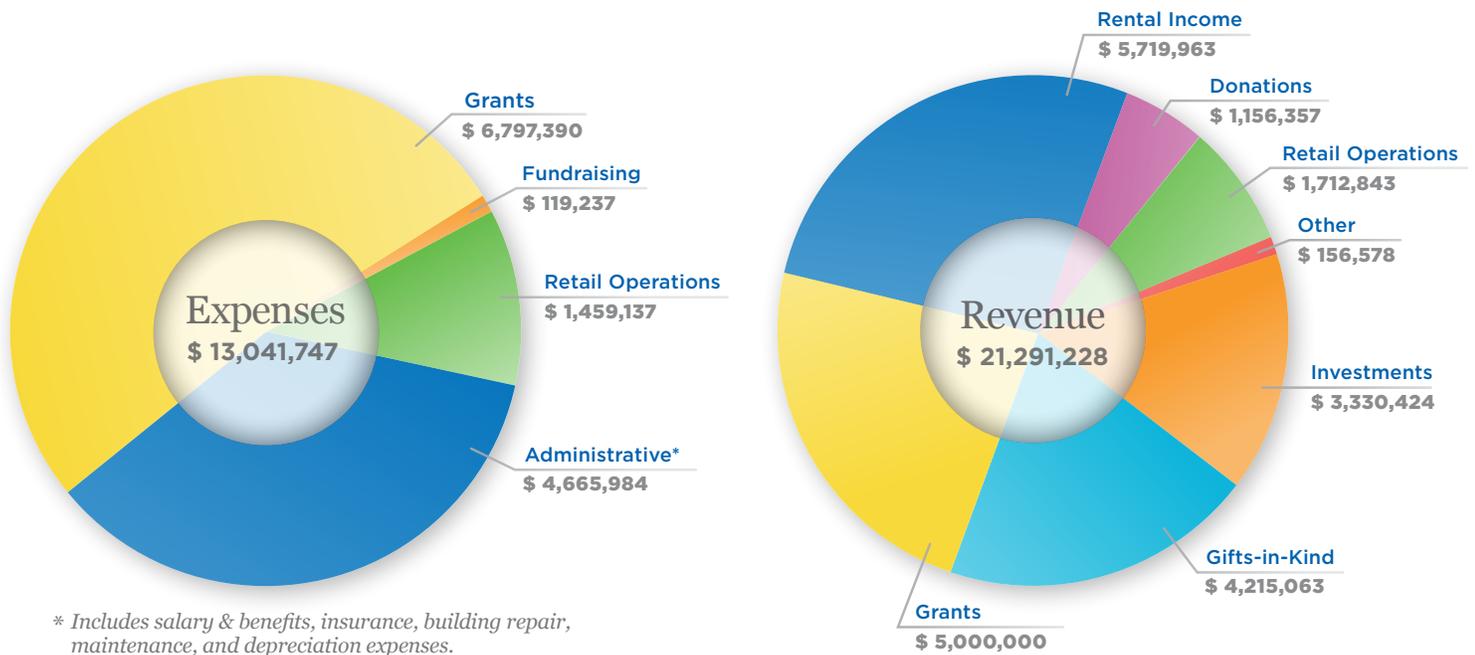
## 2019 WNC Bridge Foundation Health Scholarship Recipients

 <b>CAYLEE BALL</b> West Henderson High	 <b>KATLIN BLANTON</b> Grove High	 <b>CARRIE BRAKE</b> Mountain Heritage High	 <b>CIERRA BROOKS</b> Kannan High	 <b>ABIGAIL BURGIN</b> North Henderson High	 <b>MONTERRAT JAIMES-CABALLERO</b> Elio High	
 <b>KATIE COCHRAN</b> Smoky Mountain High	 <b>KARREE COLE</b> Robbinsville High	 <b>KATELYN CROWE</b> East Rutherford High	 <b>HAYLEY DARLING</b> T.C. Roberson High	 <b>KHADIJAH DAVIS</b> Charles D. Owen High	 <b>SARAH DEBY</b> Andrews High	
 <b>ALLIE FISHER</b> Pisgah High	 <b>ERIC FOX</b> Hawassa Dam High	 <b>ADAM GARRISON</b> Madison High	 <b>JADERIN GRAPER</b> Havenville High	 <b>JESSIE GREEN</b> Tasala High	 <b>SAVANNA HARWOOD</b> North Buncombe High	
 <b>SAVANNAH HEATHERLY</b> East Henderson High	 <b>JADA HOUSER</b> East Burke High	 <b>ALLISON JEFFERSON</b> Hendersonville High	 <b>KATHRYN JENKINS</b> Murphy High	 <b>RUTHEE JESTER</b> Albemarle High	 <b>BAILEY JUSTICE</b> Clyde A. Gray High	
 <b>CORRIE KINSLAND</b> Franklin High	 <b>ALYSSA LEPLER</b> Brevard High	 <b>REGAN MCKINNEY</b> Avery County High	 <b>MORGAN PROCTOR</b> Robert L. Patton High	 <b>RACHEL RAPOSA</b> Polk County High	 <b>CALLIE SPRATT</b> McDowell High	
 <b>ELIZABETH VAN NEWKIRK</b> Midway High	 <b>SUSANNAH WALL</b> A.C. Reynolds High	 <p>WNC Bridge Foundation A PARTNERSHIP FOR HEALTH</p>				<p>Not Pictured <b>DESTINY HALL</b>, Swain County High <b>EMMA STAMPER</b>, Cherokee High</p>

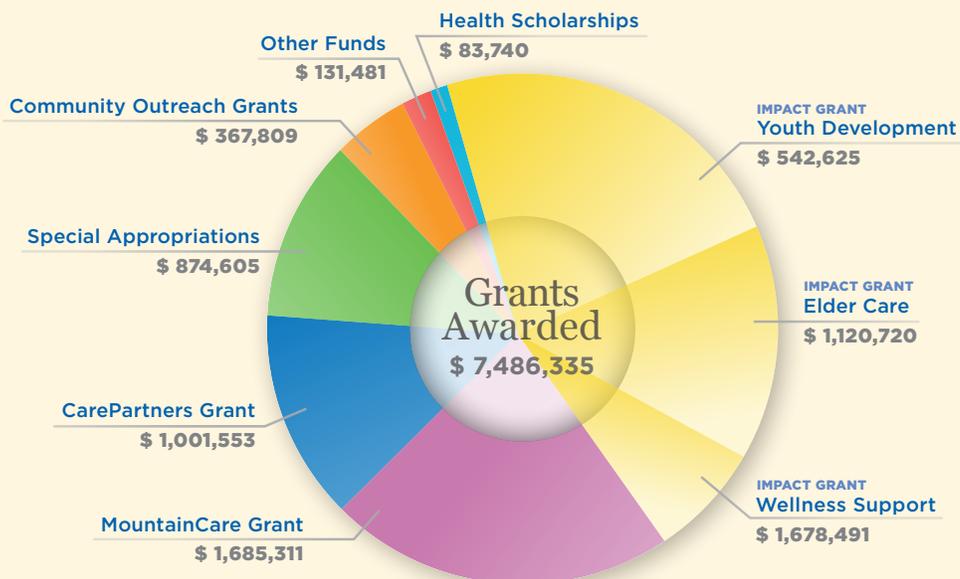
**WNC BRIDGE FOUNDATION IS COMMITTED TO THE PEOPLE OF WESTERN NORTH CAROLINA** and to meeting the health challenges that face our region. We believe a crucial component of our mission is to ensure our communities have exceptional healthcare workers, which is why we are honored to provide \$1,000 scholarships to deserving high school seniors in the 18 counties of Western North Carolina.

# Financial Information

The financial information in this report reflect 15 months (October 1, 2018–December 31, 2019) as we adjusted to our new fiscal year.



## Foundation Dollars at Work





# WNC Bridge Foundation®

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WNC Bridge Foundation is a tax-exempt 501(c)(3) organization. Financial information about WNC Bridge Foundation is available upon request. If you wish to be removed from our mailing list, please contact us.

## WNC Bridge Foundation BOARD OF DIRECTORS

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### PURPOSE

To provide funds to assist in meeting the health challenges of people in the communities of Western North Carolina and to empower non-profits to impact individual and community wellness.



### GOAL

To be a catalyst for change in Western North Carolina by eliminating barriers that prevent individuals from reaching their full potential.



### VALUES

Optimism  
Openness  
Equality  
Collaboration  
Excellence  
Action

## CONTACT US

### WNC BRIDGE FOUNDATION

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### THRIFT STORES

#### Biltmore Village

75 Fairview Road  
Asheville, North Carolina 28803

#### Weaverville

285 North Main Street  
Asheville, North Carolina 28787

**Donation & store information**  
828.575.2509

### ESTATE SALES & SERVICES

**Information** 828.575.2509

**in-home consultations** extension 100

**Email** [shop@WNCbridge.org](mailto:shop@WNCbridge.org)

**Volunteer with Estate Sales and Thrift Stores**

**Get information at** [WNCbridge.org](http://WNCbridge.org) **or call**  
828.274.8206

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