



# Corporate Partner Program



Ann Arbor • Chelsea • Livingston • Livonia • Oakland

## BECOME A CORPORATE PARTNER

Embark on a journey with us to become a "transforming healing presence within our communities."

By becoming a Corporate Partner, you contribute to ensuring the best possible health outcomes for all, particularly focusing on supporting the vulnerable and marginalized groups.

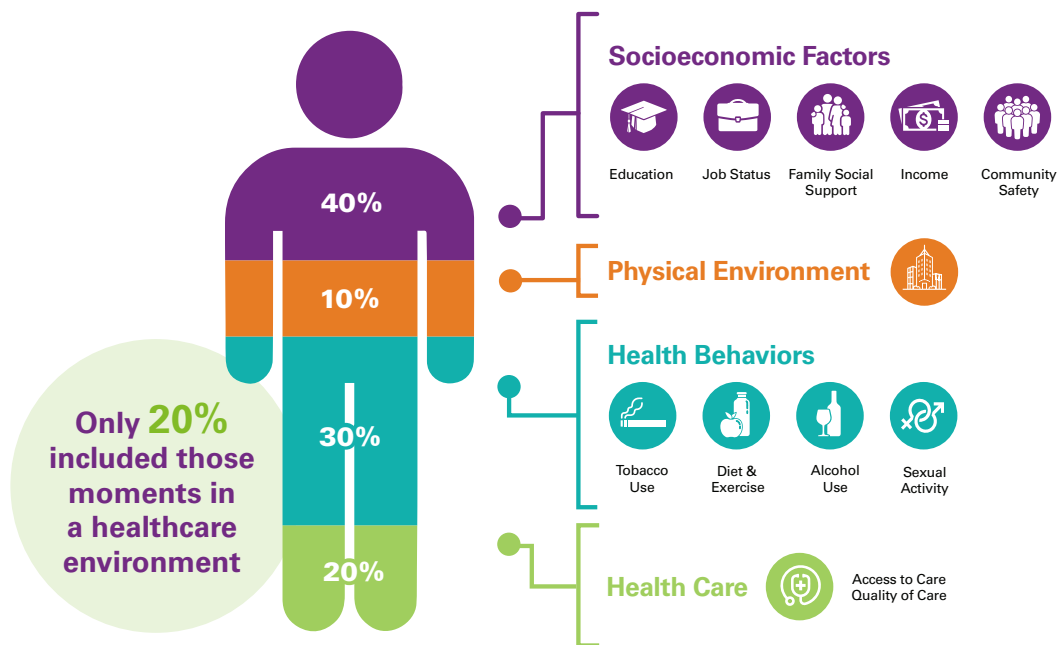
With our holistic strategy, we merge social and clinical care to meet essential social needs and reduce health disparities.

### Why Your Support is Important

**Did you know...that 80% of what makes up someone's health is determined by what happens outside of the hospital and health clinic?**

Of the 80%, the largest segment is made up of the "Social Determinants of Health" or "Socioeconomic Factors."

As our Corporate Partner, your support can empower our health system to tackle the broader determinants of health beyond clinical care, making a profound difference in the lives of those we serve by addressing critical factors like housing, nutrition, and education. Together, we can create healthier communities.



# Where We are Today

With continued support, our philanthropic partners help to improve services and care that goes beyond treatment. Understanding the pressing health needs of our community and those we serve is essential to making a difference. Trinity Health collaborates with community partners to conduct a Community Health Needs Assessment (CHNA), to learn about the pressing health issues of the communities we serve. The CHNA findings drive our strategies and approaches to care.

## Currently, our greatest needs are:

- **Access to transportation, nutritious food, housing and medical care**
- **Healthy weight and nutrition and fitness programs**
- **Behavioral Health Services – mental health and substance use disorder**



To understand the social needs our patients are facing, we have developed screening tools to identify specific areas of need. And we work with local social services and health organizations to expand our safety net of care. With your help, we can continue to serve more people with innovative approaches to improving health and well-being in our community.

## YOU CAN MAKE A DIFFERENCE

Through this innovative approach, we go beyond the walls of the hospital to reach people with preventative care and wellness initiatives, to help access treatment and manage health issues, and tools to build healthy habits for life.

**Your giving will touch the lives of people in our communities with help providing the following programs and many more.**

## Bringing Health Foods to Families in Need

The Farm at Trinity Health, with locations in Ypsilanti and Pontiac, works to grow a healthy community by empowering people through food, education, and relationships. Our hospital-based farms have a wide variety of programming centered around equitable food access, sustainable regional food systems, and education for both patients and providers to help us accomplish our goals.

We welcome you to join us in this work, connecting food to those in need through both financial support, as well as volunteer programs. Our keystone community programs include:

- **The Farm Share Assistance Program** – A 36-week program that allows patients and community members experiencing food insecurity to receive weekly boxes of fresh, locally-sourced produce at no cost to them. Annually this program distributes more than 7,000 boxes of produce, putting more than \$180K back into the local food system.
- **Produce to Patients and Providers Program** – More than 70% of the food grown at The Farm is distributed to our partner clinics including: cancer care, academic internal medicine, diabetes education, cardiac rehab and many more. By offering fresh produce to visiting patients, completing social influencers of health screenings becomes easier for both providers and patients.





- **Food Pantry and Markets** – The Farm offers a Food Pantry at both the Ypsilanti and Pontiac locations. The pantry is stocked with healthy staples such as grains, legumes, nuts, dairy, and salad dressing ingredients. While some food is acquired through donation, the demand for this service plus the focus on healthy food requires purchasing some food items.
- **Youth Education Scholarships** – Scholarship funding offers full and partial discounts to families experiencing financial difficulties, ensuring every student has access to our exceptional educational programs.

› **Summer Camp**

The Farm offers week-long summer camp programming to children ages 4-11. Camps are designed to increase children’s knowledge and consumption of healthy food; comfort in outdoor settings; and be fun!



› **Field Trips**

The Farm provides 3 in-class and 2 on-farm experiences for all Ypsilanti Community School and Lincoln Consolidated School students in 5th grade and the special needs self-contained classrooms.





## Knowledge is Power: Building a Healthy Lifestyle

Maintaining a healthy weight can help to reduce the risk of other diseases such as diabetes, cardiovascular disease and cancer.



Some examples of our programming include:

- **Diabetes Prevention Program (DPP)** – Trinity Health Michigan offers the DPP to residents across 32 Michigan counties. Participants enjoy virtual and face-to-face learning opportunities led by trained Lifestyle Coaches. Your support will help us continue our track record of effectively reducing Type 2 diabetes progression.
- **Healthy Families** – Your support helps families achieve a healthy weight for their kids and teens through 8 weeks of peer-group classes and individual counseling visits. In FY22, families benefitted from 2,200 encounters through the system-wide program with a focus on improving health habits that lead to maintaining a healthy weight over their lifetime and reducing the risks caused by obesity.



## Ensuring Care to Underserved

- **Cancer Care Transportation Fund** – Your support will serve patients of our six Southeast Michigan Cancer Centers who lack transportation due to financial insecurity, limited social support, or physical health. Giving has helped us to provide approximately 5,000 rides annually, and continued support is key to expanding the program to provide rides, as well as relief, dignity, and better outcomes.
- **Health Centers for Underserved People** – You can help continue to provide reverence and care, through services that are free or low-cost with expertise and a healing environment at our community based and academic primary care and obstetrics and gynecology (OB-Gyn) centers including:
  - › Henderson Primary Care Center in Pontiac
  - › Academic Internal Medicine Center (AIM Clinic) in Ann Arbor  
Neighborhood Health Center in Ypsilanti
  - › Mercy Primary Care Center in Detroit
  - › Henderson Dental Clinic in Pontiac
  - › Witting Perinatal Wellness Center in Ann Arbor
  - › Academic OB-Gyn Centers in Pontiac and Ann Arbor



## Addressing the Mental Health Crisis

Your giving will help us to expand a comprehensive approach to Behavioral Health, which remains a pressing need for people throughout the communities we serve through services like:

- **Oncology Counseling** – your support helps us to provide free Oncology Counseling for the emotional and social impact of cancer. These services continue to be funded 100% by philanthropy and provided in partnership with the Cancer Support Community (CSC). Since launching the program, patients throughout our health system have benefitted from thousands of counseling visits and CSC program visits, where they have found coping strategies, camaraderie, and hope.
- **Peer Group Support** – facing health issues can be difficult, especially for those who are isolated or lacking a strong social and family network. Through Peer Support Groups, your giving will help us to connect patients to expert counselors and peers who get it and share tools, coping strategies and someone to listen.
- **Suicide Prevention** – a coalition of Western Wayne County school districts, health systems and community partner organizations are implementing evidence-based behavioral health services, youth activities, and education aimed at zero youth suicides. Over 3,000 school personnel (teaching and support staff) and 1,000 students have received Question, Persuade, Refer training. Four Mental Health Conferences were held with 987 school district and mental health professionals in attendance.
- **The SRSly Coalitions** – an innovative program led and funded through Chelsea Hospital and community volunteers remains successful in reducing youth risk for substance use, self-harm, and suicide. Last year, funding was invested in this life-changing work through 50 activities with more than 500 attendees and 17 evidence-based mental health awareness trainings for 220 youths and adults.





## Community Health Workers Bring Care to Families in Need

Community Health Workers (CHWs) are invaluable assets in bridging the gaps between healthcare systems and communities, effectively breaking down cultural, linguistic, and informational barriers. They play a crucial role in improving access to healthcare and social services, particularly for underrepresented and hard-to-reach populations. Additionally, CHWs contribute to reducing healthcare costs by focusing on prevention and early intervention, leading to fewer hospitalizations and emergency room visits. They also enhance patient engagement and compliance by offering education and support tailored to individuals' unique needs. Importantly, CHWs address critical social determinants of health by connecting individuals with necessary resources like housing, food, and employment.

Evidence shows that CHW programs lead to improved health outcomes, especially in managing chronic conditions such as diabetes and hypertension. Furthermore, CHWs empower communities by providing them with the knowledge and resources to improve their health and well-being, while their ability to share the same cultural backgrounds as those they serve results in more culturally sensitive and effective care. Supporting CHW programs thus contributes to building healthier communities, lowering healthcare costs, and enhancing access to essential services. In FY22, there were 2,921 patients enrolled in the CHW program.



### CHWs have proven their effectiveness.

In 2023, we achieved an **82%** rate in outpatient social needs screenings, with **27%** of those screened revealing unmet social needs. Such needs are often fundamental causes of health problems among our community members.

## JOIN US AS A CORPORATE PARTNER

You can join us in our mission of being a "transforming healing presence in our communities."

As a Corporate Partner, you will help provide optimal health for everyone, with a pronounced focus on assisting people who are vulnerable and marginalized.

**In addition, as a Corporate Partner, you will receive the following exposure/recognition:**

Exposure / Recognition	GOLD (\$50,000+)	SILVER (\$25,000+)	BRONZE (\$10,000+)
Featured in Press Releases	X		
Visibility at Community Health Events	X		
Promotional Material Acknowledgments	X		
Website Exposure	Large Logo	Logo	Name in Text
Social Media Recognition	Company Specific Post	Silver Group Post	Bronze Group Post
E-Newsletter / Intranet Exposure	Email Feature / Large Logo	Logo	Name in Text
Employee Engagement Opportunities	X	X	X
Inclusion in Annual Reports	X	X	X
Thank You Reception	X	X	X
Exclusive Updates on Impact	X	X	X

## PLEDGE FORM

Organization Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

### PLEASE INDICATE YOUR CORPORATE SUPPORT LEVEL

GOLD (\$50,000)  SILVER (\$25,000)  BRONZE (\$10,000)  OTHER \_\_\_\_\_

## Thank you for your consideration.

For more information about how you can join us as a Corporate Partner to change lives and the future of health care, please contact:

### Craig Peiser

Director of Corporate Relations

248-736-5815 • [craig.peiser@trinity-health.org](mailto:craig.peiser@trinity-health.org)

For an in-depth view of our community contributions, please consult our [FY23 Trinity Health Michigan Community Health and Well-Being Impact Report](#) by clicking on the link or scanning the QR code.



“It is essential to remember that behind every statistic, every number, there is a human story, a life touched, and a difference made. Every day, the dedication of the Trinity Health Michigan team, our partners, and supporters ensure that these stories unfold towards hope, healing, and health.”

### Chiquita Berg, MD, MBA

Vice President of Community Health & Well-Being, Trinity Health Michigan



**Trinity Health Office of Philanthropy  
Southeast Michigan**

**TrinityHealthMichigan.org**

