



A Tradition of “Community. Health. Partnership”

The California Endowment was established in 1996 as a private, statewide health foundation by Blue Cross of California. From the start, The Endowment has had an unwavering focus on expanding access to affordable, quality health care for underserved individuals and communities. The foundation also serves as an influential public voice for fundamental and lasting improvements in the health status of all Californians.

The Endowment believes that health care is a basic human right, and strives to understand and work with California’s diverse and underserved populations. It actively supports a multicultural approach to health – one that is inclusive of all Californians, regardless of financial status, racial origin, cultural beliefs, gender, age, sexual orientation, geographic location and immigration status, or physical and mental abilities.

A central premise of the foundation is that communities play a pivotal role in identifying the health and wellness needs of its citizenry. The Endowment aims for its grant making to be responsive to community needs, and listens closely to the ideas and approaches to health improvement from California’s numerous neighborhoods and local organizations.

Program Goals Leading the Charge

The Endowment supports programs that advance its three goals:

- 1. Access to Health:** Improve the health of underserved individuals and families by expanding access to health and mental health services.
- 2. Community Health and Elimination of Health Disparities:** Build healthy communities by improving the social and physical environments that shape health behaviors and outcomes.
- 3. Culturally Competent Health Systems:** Health systems characterized by patient-centered care that is understanding of and responsive to different cultures, languages and needs.

Leadership

A 19-member board of directors governs and oversees The Endowment’s mission, vision, values and grant-making activities. Board members represent a cross section of the state’s people and communities; they are diverse in ethnicity, gender, community-based experience, geography and professional expertise.

Executives

Robert K. Ross, M.D., President and Chief Executive Officer
B. Kathlyn Mead, Senior Vice President and Chief Operating Officer
Alonzo Plough, Ph.D., M.A., M.P.H., Vice President, Strategy, Planning and Evaluation
Laura Hogan, M.A., Vice President, Program

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**Community
Health
Partnership**

Assets and Funds Awarded

The California Endowment has more than \$4 billion in assets, making it the largest health foundation in the state. Since its inception, The Endowment has awarded more than \$1.7 billion through 8,900 grants to nonprofit organizations that support a healthier California.*

Headquarters and Regional Offices

The California Endowment
1000 North Alameda Street
Los Angeles, CA 90012
(800) 449-4149
www.calendow.org

Regional offices are located throughout California to help identify local needs, coordinate grant-making efforts, and partner with community organizations and institutions.
Locations: Sacramento, San Francisco, Fresno and San Diego.

*As of February 28, 2007

Grant Making at The California Endowment – Highlights of the Last 10 Years

The Foundation's Grant Making in Four Groups:

Grants for Access to Health Services

- **Cover California Kids.** To support the goal of health insurance for all children in the state by engaging private and public sectors, nonprofits and parents.
- **Premiums for Healthy Kids Program.** To provide full medical, dental and vision coverage to children ineligible for Medi-Cal or Healthy Families in Santa Clara County. This is the successful model and precursor to "Cover California Kids."
- **Health Consumer Alliance.** To expand health services to low-income Californians via a consortium of nine health centers in 13 counties that provide data analysis, advocacy, training and assistance in health law matters.
- **Access to Health Care Through Supportive Housing.** To provide housing, with services for mental and physical health, and employment for the chronically homeless.
- **Primary Health Care Enhancement Program.** To enhance primary care services in Greater Los Angeles through health education, benefits counseling, and by developing information technology capacity among medical clinics.
- **Medicaid/Medi-Cal Issues for Youth in the Juvenile Justice System.** To assure that all wards of the state receive appropriate health and education services.
- **Integrated Mental Health and Primary Care.** To increase access to behavioral health care by strengthening the capacity of primary care providers in clinics in Siskiyou, Modoc, Shasta and Nevada counties.

Grants to Eliminate the Disparities in Health and Strengthen Communities to Become Healthy Places to Live

- **Healthy Eating, Active Communities.** To help tackle the obesity epidemic by making the external environment more conducive to healthy eating and physical activity.
- **Agricultural Workers Health Initiative.** To provide access to health services to farm workers and to encourage farm owner compliance with federal and state laws on worker safety. Nurture leadership among farm workers for advocacy.
- **Prisoner Reentry Employment Program.** To improve reintegration of newly released inmates in San Diego County through case management, mental health counseling, and referrals to health, housing and employment services.
- **United Indian Health Services "Health Village."** To support the construction of a "health village" (Potawat Village) that incorporates traditional Native American Indian values into health services and programs.
- **California Fluoridation Implementation Initiative.** To improve oral health of residents in 13 rural and urban cities by delivering fluoridation to their water system.

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- **Community Action to Fight Asthma.** To develop programs and policies to reduce asthma triggers in housing, schools, recreational centers and outdoors.
- **Community Fighting Back.** To improve community health by organizing community residents, and to mitigate the impacts of drugs and violence in South Los Angeles.

Grants for Culturally Competent Health Care Systems

- **Dental Pipeline: California Initiative.** To increase enrollment of minority and low-income students in dental schools, and to improve access for the underserved.
- **Language Access Advocacy Project.** To improve communication in health care settings via bilingual staff, interpreters, telephone language lines and videoconferencing.

Special Programs

- **The California Endowment Health Journalism Fellowship Program.** To better prepare and train practicing health care journalists to cover health care issues through regional workshops held in Sacramento, San Francisco, Fresno, Los Angeles and San Diego.

For details of these grants and other information, please contact The California Endowment at 800.449.4149 and ask for our Media Relations Department. Please also visit us at www.calendow.org.

The California Endowment is the largest health care foundation in the state, with more than \$4 billion in assets. The Endowment has awarded more than 8,900 grants totaling more than \$1.7 billion.*

*As of February 28, 2007



Center for Healthy Communities

1000 North Alameda Street
Los Angeles, CA 90012
(866) 833-3533
www.calendow.org

The California Endowment, the state's largest health foundation, moved to its new home in downtown Los Angeles in January 2006. The complex at 1000 North Alameda Street houses the foundation's administrative headquarters, its Los Angeles regional office and the new Center for Healthy Communities.

The Center is an innovative venue created to mobilize community and civic leaders, health providers, advocates and policymakers as they look to address California's most pressing health and health care issues. The Center also offers a range of programs to build coalitions, strengthen the nonprofit sector, exchange knowledge and supplement training. Advanced technology makes the programs accessible to The Endowment's regional offices and constituencies statewide. The Center also houses a library of books and periodicals on health issues, advocacy, philanthropy and the nonprofit sector.

The Center is primarily intended for use by organizations that share The Endowment's mission. They include the foundation's grantees and other health-related organizations. The Endowment's priority is to ensure that the Center's facilities are accessible and affordable to community organizations, thus are available at no cost to those eligible.

Leadership Profiles

Robert K. Ross, M.D., President and Chief Executive Officer

Dr. Robert K. Ross was appointed president and chief executive officer of The California Endowment in September 2000. Prior to joining The Endowment, Ross served as director of the Health and Human Services Agency for the County of San Diego.

Ross has an extensive background as a clinician and public health administrator. He has served as: commissioner of the Philadelphia Department of Public Health, medical director for LINK School-Based Clinic Program in New Jersey, instructor of clinical medicine for the Children's Hospital of Philadelphia, and as a faculty member at San Diego State University's School of Public Health.

He has been active in community and professional organizations at local and national levels. A diplomate of the American Academy of Pediatrics, Ross has participated on the National Vaccine Advisory Committee and the President's Summit for America's Future; and served on the boards of the National Marrow Donor Program, San Diego United Way and Jackie Robinson YMCA. He has chaired the National Boost for Kids Initiative.

Some of Ross' honors include being named "One of the Most Influential Players in the Health Care Debate in California" by *Capitol Weekly*, "Outstanding Community Service Award" from the Volunteers of America, and the "Leadership Award" from the Hospital Council of San Diego and Imperial counties.

Ross attended the University of Pennsylvania where he received his bachelor's, master's in public administration and medical degrees.

B. Kathlyn Mead, Senior Vice President and Chief Operating Officer

B. Kathlyn Mead, a veteran health care industry administrator, was named senior vice president and chief operating officer for The California Endowment in May 2007, to oversee the day-to-day operations and management of the private, statewide health foundation. Prior to joining The Endowment, Mead was the CEO of the Council of Community Clinics in San Diego.

An established leader within the health care industry, Mead has also served as vice president of the CalPERS sector for Blue Shield of California, and as CEO for Sharp Health Plan from 1996 to 2005. While at Sharp Health Plan, Mead developed and implemented the highly successful FOCUS program, a subsidized premium insurance product designed to expand access to affordable, quality health coverage for employees of small businesses. Mead also was vice president of Managed Care at Children's Hospital San Diego, where she was responsible for the day-to-day management of contracting, marketing and physician relations. In addition, she has served as the director of Operations for MetLife Healthcare Network, and manager of Provider Networks for Blue Cross of California.

Her outstanding commitment to community service has been recognized by San Diego's KGTV-10 News which awarded her the Organizational Leadership Award. Mead is also the recipient of the Twin Award from the YWCA of San Diego. She currently serves as a board member of the Insure the Uninsured Project (ITUP) and on the Board of Trustees for the Alliance Healthcare Foundation in San Diego.

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Alonzo L. Plough, Ph.D., M.A., M.P.H., Vice President, Strategy, Planning and Evaluation

Dr. Alonzo Plough joined The California Endowment in July 2005. He brings to the foundation his extensive experience in public health – a background that further strengthens the organization’s ability to carry out its mission to expand access to health services for the state’s underserved communities, help reduce racial and ethnic health disparities, and improve the cultural competence of the state’s health care system.

As Vice President of Strategy, Planning and Evaluation, Dr. Plough is responsible for the leadership, management and overall direction of The Endowment’s strategic planning and development, evaluation, research and organizational learning.

Plough served the last 10 years as Director and Health Officer for the Seattle and King County Department of Public Health, one of the foremost metropolitan health departments in the nation. He continues his appointment as Professor of Health Services at the University of Washington School of Public Health & Community Medicine in Seattle.

Prior to that, Plough served for seven years as Director of Public Health for the Boston Department of Health and Hospitals. During his many years in Boston he held academic appointments at the Harvard University School of Public Health, Tufts University Department of Community Medicine, and Boston University School of Management.

Plough’s distinguished career includes many awards recognizing exemplary public service and leadership, service on numerous boards of directors of nonprofit organizations, an extensive body of scholarly publications and book chapters, and extensive engagement in the media through opinion articles and television appearances on public health issues ranging from bioterrorism to community empowerment.

Laura Hogan, M.P.A., Vice President, Program

Laura Hogan joined The California Endowment in 1999 with an extensive background in the delivery of health care services to California residents.

Hogan was promoted to Vice President of Program in 2007 and oversees all activities of The Endowment’s grant-making programs and initiatives, which total approximately \$160 million per year in funding to organizations and public institutions working to improve access to affordable, quality health care; increase the cultural competence of California’s health system; and improve community health for California’s underserved communities.

Prior to her promotion as vice president of Program, Hogan was program director for The Endowment’s Access program. In that capacity, Hogan oversaw all activities for the grant-making program. Under her leadership the program launched several initiatives to expand access to health care and coverage to the state’s underserved communities. These efforts include The Endowment’s

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Community Clinics Initiative (CCI) and Covering California's Kids program. CCI aims to strengthen the state's safety net system of community clinics and the Covering California's Kids program supports efforts throughout the state to simplify enrollment and expand health coverage to all of the state's nearly 800,000 kids without health coverage.

Hogan first joined The Endowment as a program officer. In that capacity, she conducted outreach to organizations to increase their awareness of funding opportunities, reviewed health-related grant proposals from community-based organizations, helped to develop programs to assist underserved communities, and monitored foundation grants for the Sacramento Delta, North Coast, and North Counties regions of the state.

Prior to joining The Endowment, Hogan served as executive director at CommuniCare Health Centers in Davis, California, where she worked since 1980. As executive director, Hogan, a Davis resident, oversaw a staff of 140 and a \$5 million annual budget. She was responsible for staffing and services to provide primary care, dental care, and drug treatment in six locations.

Hogan has been an active volunteer in numerous capacities with 17 Northern California community-based and professional organizations. Most notably, Hogan served as board president of the California Women's and Children's Health Coalition, was a board member with the California Family Health Council, and served in appointed positions in numerous state and local public policy advisory boards.

Hogan holds a master's degree in Public Administration with a Health Services emphasis from the University of San Francisco and a bachelor's degree from the University of California, Berkeley.