Healthy Communities of the Capital Area
'Better Together'
ANNUAL REPORT 2022

Artwork by Rachael Reynolds, HCCA’s SNAP-Ed Coordinator
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OUR MISSION

To convene and support people, organizations, and communities to collaborate on quality of life and public health issues.
Reflections from the Executive Director

I want to take this opportunity to applaud the wonderful team of professionals I have the pleasure of working with at HCCA. From staff to board members to community partners, the level of commitment to public health in southern Kennebec County is unmatched. The past year continued to bring COVID challenges at every turn, but Team HCCA met the challenges and settled into a hybrid work flow that supports both the team and the community.

This year’s annual report and meeting theme, Better Together, illustrates that commitment. The annual meeting will again feature awards for those doing exceptional work in public health in partnership with HCCA. Celebrating these individuals is another way to highlight how we are better together. Thank you HCCA SNAP-Ed Coordinator, Rachael Reynolds, for designing the concept and artwork for this theme.

In the following pages you will learn more about HCCA’s accomplishments this year, including the launch of the inaugural Maine Farm and Sea to School Institute, expansion of youth supports, and creation of more healthy spaces.

The Financial Overview highlights how HCCA is continuing to provide direct support to the communities we serve. Like many businesses and nonprofits, COVID and other impacts continue to challenge the organization financially. Please consider donating to HCCA to support this valuable work.

Thank you to HCCA staff, board, and community members who continue to support public health and primary prevention in our communities.

RENEE PAGE

Renee Page, HCCA Executive Director
Time - where does it go? There is not enough of it. It goes by like a flash! As Dr. Seuss once said, "Sometimes you will never know the value of a moment until it becomes a memory."

Collectively and once again, HCCA board members and staff contributed their time and talent to support the organization’s mission and core values over the course of another unprecedented year impacted by the ongoing pandemic and under the guidance of the Executive Director, who has boundless passion for public health.

Board membership was both at its highest and lowest in the span of one year, as some board members made the difficult decision to resign due to competing personal and professional commitments. Despite this, great progress was made, and as a result we are recruiting new members. Please reach out if you are interested in joining this dynamic board of directors.

Board subcommittees, supported by staff members, made impressive advancements leading to stronger awareness of diversity, equity, and inclusion in the work we do, and for each of us personally. The Advocacy Committee kept a finger on the pulse of public health issues at the Legislature, keeping us informed and engaged in these efforts. The Finance Committee invested a tremendous amount of time updating policies and creating new processes to support the long-term financial sustainability of the organization. The Fundraising and Membership & Development Committees always have their work cut out for them and have been tireless in seeking new funding opportunities and new membership.

As I reflect on the memories of the past year and celebrate the successes, I value the commitment of all who are such strong proponents of supporting public health in the communities where we live, work, play, and worship.

JODI BECK, RN

Chair of the Board of Directors
Thank you to HCCA board members for your continued engagement in HCCA's work. We are grateful for your support, dedication, and efforts in fundraising, equity, advocacy, and development in new processes and protocols.
# Financial Overview

## Financial Statement

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<th>Fiscal Year 2020 7/1/19-6/30/20</th>
<th>Fiscal Year 2021 7/1/20-6/30/21</th>
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<td><strong>Assets</strong></td>
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Information for this report is from the IRS Form 990 (7.1.20-6.30.21)

Thank you for your continued support by:

- Hosting Facebook fundraisers
- Choosing Healthy Communities of the Capital on smile.amazon.com
- Purchasing Hannaford Gift Cards from HCCA

## Community Impact

$927,045

Supporting our HCCA community through personnel, programs, local businesses, and resources
PREVENTING YOUTH SUBSTANCE USE
Substance Use Prevention

PATRICIA BUCK-WELTON, APRIL HUGHES, AND JOANNE JOY

Substance Use Prevention at HCCA focuses on preventing underage use of alcohol, cannabis, and other substances. HCCA partners with schools, healthcare and mental health partners, Head Start, law enforcement, social services, youth serving and volunteer organizations, and other community-based groups, to change community conditions and share information.

“...it’s been a pleasure to be in partnership with HCCA over the years. The Augusta School Department has benefited from various programs, workshops, and initiatives that support the health and wellness of both students and staff throughout the district. I am proud to be a part of HCCA’s mission and will continue to support their efforts in building thriving, positive communities throughout central Maine.”

Brenda Weis, 
Teacher, Augusta Schools
Gardiner Area Thrives (GAT) is supported by the US CDC’s Drug Free Communities Coalitions support funds. The coalition is made up of interested and involved individuals that inform and implement prevention efforts. The members represent twelve sectors; youth, parents, business, media, schools, youth-serving organizations, law enforcement agencies, religious and fraternal organizations, civic and volunteer groups, healthcare and behavioral health professionals, state or local governments, and other organizations with a focus on reducing substance use.

“Gardiner Area Thrives is a huge supporter of the Gardiner Area High School community. GAT allows our student community to have a voice and opportunities that wouldn’t otherwise be available. We are grateful for the continued support in building stronger youth and supporting positive alternatives to substance use.”

Beth Brooker, Social Worker, Gardiner Area High School

In collaboration with Gardiner Area High Schools’ Gardiner Creates, we focused on HOPE with the Yellow Tulip Project. Students shared personal and emotional struggles through poems and music testimonies as they planted 500 yellow tulip bulbs.
HCCA supports a tobacco-free Kennebec County through education, prevention, policy, and training initiatives. Highlights include Sidekicks, interactive youth training on holding respectful peer conversations about tobacco and vaping; and Quitting Tobacco Together (QTT), training for social service and healthcare providers to initiate effective quitting conversations.

95 youth participated in 6 Sidekicks trainings
66 adults participated in 4 QTT trainings
528 youth and 9 adults attended 12 vaping presentations

Now, more than ever, it is important that parents, students, and our community know about the dangers that are constantly evolving yet are always prevalent in the lives of our youth in Kennebec County. The Boys & Girls Clubs of Kennebec Valley is thankful for our partnership with Healthy Communities of the Capital Area and the great work they do keeping our community safe, informed, and educated.

Holly Jordan, Boys & Girls Clubs of Kennebec Valley
HCCA partners with the Maine Youth Action Network (MYAN) to help generate youth-led projects in Kennebec and Somerset counties. Youth groups use education, advocacy, and social media to help drive policy change in their communities.

Collaborated with 75 local organizations and stakeholders

Worked with 5 youth groups

Worked with 92 participants on youth-led projects in both Kennebec & Somerset Counties

Kevin Carter and the Sources of Strength community have been a huge help to Lawrence High School over the last year. We began the process of forming a team last school year under Kevin’s guidance. He had great insight and a willingness to help that was so needed. We formed a great group of adult and student advisors. We decided on a "What helps us" campaign. Again, with the assistance of Kevin we have been able to plan and implement the campaign. We will be finishing a "What helps us tree" in our cafeteria for all to see. Our plan is to do some more recruiting this spring. We are so thankful for Sources of Strength and Kevin Carter. Lawrence High School will benefit greatly from this program for many years!

Karen Foster, Lawrence High School SOS leader
LET'S GO! 5-2-1-0

NAN BELL

HCCA partners with Let’s Go! to connect with schools, after-school programs, Head Starts, and other early child care sites. Let’s Go! aims to create and support an environment where children can live the 5-2-1-0 messages every day. These include eating fruits and vegetables, doing physical activity in place of recreational screen time, and reducing sugary drink consumption. Let’s Go! at HCCA collaborates with 81 sites in southern Kennebec County to promote healthy habits around eating and physical activity.

- 22 early childcare and education programs
- 19 schools
  - 5 out of school programs
  - 30 school cafeterias
- 5 health care practices
- 6 school district wellness committees

“This was my first year in a public school. Everything was new, but having the Let’s Go! program gave me something to lean on and gather support from in order to have healthy conversations with students and staff. I plan to continue promoting and supporting healthy choices being taught and practiced here at school. Thank you!”

Laura E. Richards School Nurse
HCCA’s SNAP-Ed Nutrition Educators support SNAP-eligible individuals and families in gaining the knowledge and skills to shop, cook, and eat healthfully on a limited budget. This year, Rachael and Courtney continued to offer virtual live, recorded, and in-person classes throughout southern Kennebec County. They also work in collaboration with community partners on policy, systems, and environmental change (PSE) strategies to address food insecurity and increase access to healthy food environments. HCCA’s educators collaborated with community partners on four different PSE strategies, including community gardens, gleaning, and healthcare/community linkages.

Nutrition Educator, Alexis Guy, has moved to a new position, closer to home, with The Opportunity Alliance’s SNAP-Ed program. HCCA has welcomed Courtney Whitney as our new Nutrition Educator.

HCCA’s SNAP-Educators conducted **57 class series**, with a total of **237 sessions** that reached **114 adults** of all ages and **693 youth** pre-K through 6th grade.

Educators reached hundreds of community members through indirect education methods, which included **25 cooking videos**, **6 nutrition fact sheets**, **5 blog posts**, **2 community events**, and a **television interview**.
HCCA is home to the Maine Farm and Sea to School Network, a social impact network connecting the leadership of state agencies, school nutrition, cooperative extension, non-profit partners, and other stakeholders to support farm and sea to school programs across the state. These can include school gardens, local food in school cafeterias, youth food systems education, experiential learning, and school food security.

With the launch of the statewide Institute, MFSN created its first original logo and branding—including a refreshed website and digital presence.
HCCA is home to Maine Farm to Institution, a network focused on connecting local food to food-serving institutions including schools, colleges and universities, healthcare facilities, and correctional facilities. MEFTI continues to grow the Maine Food Policy Work Group that works to educate and advocate, and convene the Food Processing Work Group, and the Maine Food Convergence event series.

Convened 30+ ME food processing infrastructure stakeholders for monthly networking and strategy building

Collaborated with 20+ policy organizations to build inclusive, statewide food policy platform with 295 subscribed members

Helped secure Universal School Meals, ensuring all ME students have access to school lunch

Helped expand the Local Produce Fund, providing more funding for schools to buy local products

Convened the Maine Food Convergence event series reaching 1000+ ME food system organizers
FIND OUT MORE

visit hccame.org
HCCA Strengthens Community Health

Over the past year, HCCA’s programs continued to adapt to remote work. HCCA showcased their flexibility and versatility across a host of new projects, partnerships, and collaborations.

Partnerships

HCCA established a new relationship with Viles Arboretum and is excited about future fundraising opportunities.

Cooperation

HCCA staff continue monthly equity meetings to advance racial equity in our community health work.

Support

In collaboration with Gardiner Area High Schools’ Gardiner Creates, Gardiner Area Thrives focused on HOPE with the Yellow Tulip Project and supported students in planting 500 tulip bulbs.

The HCCA blog continues to offer fun seasonal recipes, activities, and healthy living tips for individuals and families.

MEFTI in support with HCCA, continues to support an inclusive, statewide food policy platform designed by leaders with lived expertise of food system inequities.
THANK YOU!

State and Federal Grants

Maine Center for Disease Control and Prevention - Maine Prevention Services
  Maine Youth Action Network at Opportunity Alliance
  Barbara Bush Children's Hospital at MaineHealth
  Center for Tobacco Independence at MaineHealth
  University of New England

Substance Abuse and Mental Health Services Administration

Department of Health and Human Services - Centers for Disease Control and Prevention

United States Department of Agriculture - Food and Nutrition Services

Foundations and Other Funders

Henry P. Kendall Foundation

Elmina B. Sewall Foundation

TSNE MissionWorks

Whole Foods Market

Maine General Health

National Network of Public Health Institutes

SHELBURNE FARMS