



**HIS BRANCHES™**  
COMMUNITY HEALTH CENTER

# ANNUAL REPORT 2021

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# LETTER FROM LEADERSHIP

As a community health center focused on meeting the needs of the neighbors surrounding our clinics, the continuing impact of the pandemic and violence that plagued our city in 2021 demanded that we reexamine our services and programs in order to quickly and strategically adapt to the changing needs of our community

We began the year by providing dedicated clinics for COVID-19 testing and vaccinations. Rising levels of anxiety and depression in our patient population led to the addition of our collaborative care program, which integrates mental health counseling into our primary care on site. We reinstated prenatal care and delivery which allowed us to once again prioritize maternal and infant health, a staple of His Branches for more than 40 years. Before the close of the year, we also added a Spanish-speaking care team to increase access to medical and mental health care for the Latino population near our Beechwood Clinic.

The changes above have enhanced our ability to show God's love in practical ways, and continue to provide quality Christian care to our patients while remaining dedicated to our mission of creating hope, healing, and restoration in the 19th Ward and Beechwood communities.

We hope this annual report highlights the significant work your financial contributions have allowed our staff and volunteers to use for the good of the community and the glory of God.

Mike Weston  
Executive Director

Ali Reeves  
Medical Director

Josh Moody  
Financial Director



*“As a Case Manager at His Branches, I am able to connect with our patients and help them gain access to social and medical resources that some don’t even know are available. It’s important to know that I share a part in increasing their health outcomes.”*

*-Brittanie McCleary*



# OUR MISSION



We exist to show God's love to the world  
by partnering with others to bring  
**HOPE, HEALING & RESTORATION**  
to our communities in the  
City of Rochester through medical care  
and community development.

# OUR VALUES



## LOVE

Motivated by Christ's sacrificial love for us, we look for real life opportunities to share His love with our neighbors.



## SERVICE

Dedicated to use the skills God has given us, we work for the physical, mental, social, and spiritual healing of our patients.



*"A life in service to others is not heroic. Rather, it is ordinary people helping ordinary people."*

*— Scot McKnight & Laura Barringer*



## COMMUNITY

Located within the City of Rochester, we pursue health and economic equity for all people and the good of our neighborhoods.



## DIGNITY

Committed to recognize the value of every person, we create a safe space to meet each individual's needs as uniquely and specifically as possible.

# 2021 DEMOGRAPHICS

**60%**  
BLACK/AFRICAN-AMERICAN

**9%**  
HISPANIC OR LATINTO

**3%**  
HOMELESS

**1824**

TOTAL PATIENTS  
(3% increase)

**7384**

TOTAL VISITS  
(14% increase)

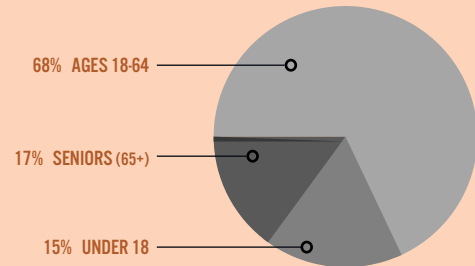
**640**

MENTAL HEALTH VISITS\*  
(\*starting March 2021)

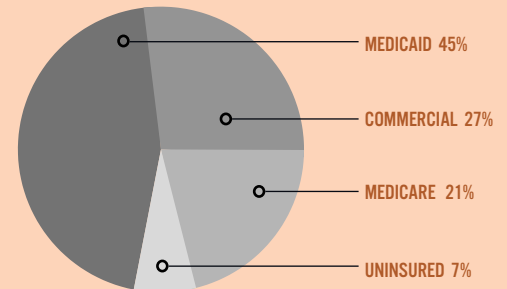
**1464**

COVID VACCINATIONS

## PATIENT AGE GROUPS

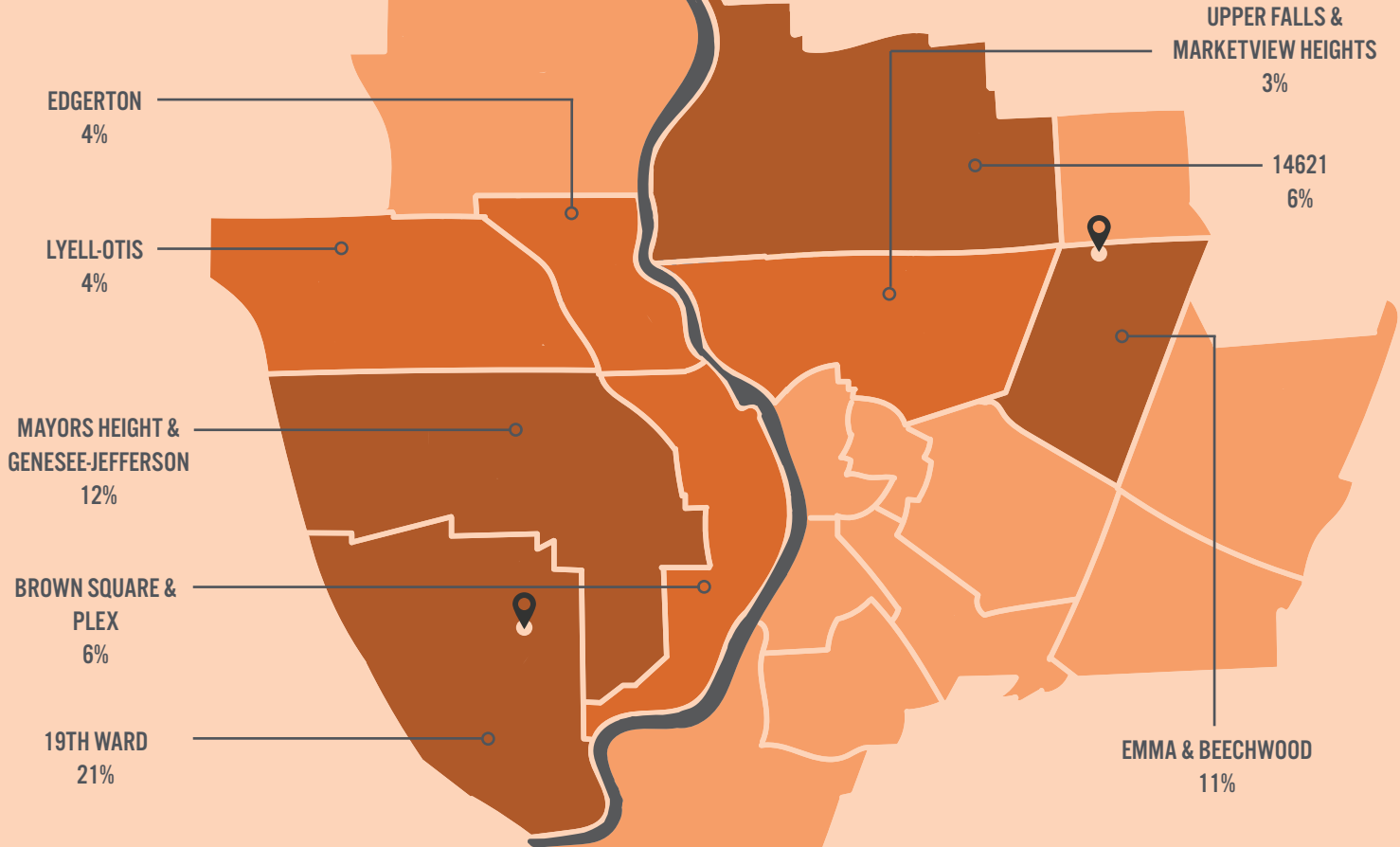


## SOURCE OF PAYMENT





# PATIENTS BY NEIGHBORHOOD



# 2021 HIGHLIGHTS



## PATIENT ASSISTANCE FUND

We've shown God's love through donor funds allowing us to meet practical needs. More than 25 hot meals and short-term food supplies were provided for patients experiencing food insecurity. We housed 40 patients in temporary and/or long-term housing. 110 round-trips were taken care of for patients needing medical transportation to appointments. And we helped 60 individuals qualify for health insurance.



## MENTAL HEALTH COUNSELING

In March 2021, we launched mental health care at our 19th Ward Clinic. Our counselors had 640 visits during the year. Patients meet with our Behavioral Health Specialists for targeted intervention as part of the primary care visits when clinically necessary. In October we expanded this service to the Beechwood Clinic where it's also available for patients in Spanish.



## HEALTHY-ME HYPERTENSION

One of our care teams piloted a new program to address high blood pressure in patients. 90% of nearly three dozen participants graduated with a blood pressure reading consistently under 130/80. We look forward to rolling out this program to every care team in 2022 in order to combat the devastating and life threatening effects of high blood pressure.





### COVID TESTING/VACCINATION

Throughout 2021 we flexed to meet the ongoing needs created by the COVID-19 pandemic. Our staff administered 415 COVID tests and 1464 vaccinations both in our clinic and throughout the community.\*



### ENVIRONMENT UPGRADES

This past summer, donors helped pay for the installation of a new roof while minor upgrades were made both internally (counseling rooms) and externally (paint and wheelchair ramp).



### PRENATAL CARE & DELIVERIES

More than a dozen women received prenatal care in our office throughout the year as a part of re-launching our maternal health program in partnership with Rochester Regional Health.

*\*His Branches, Inc.'s COVID-19 Testing Site is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$144,587.*

TOTAL REVENUE: \$2,006,572

# 2021 REVENUE

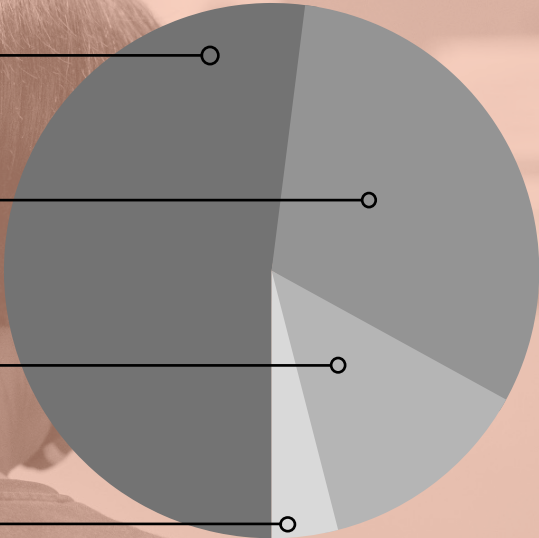
# FINA

PATIENT REVENUE 52%

GRANTS 31%

QUALITY INCENTIVES 13%

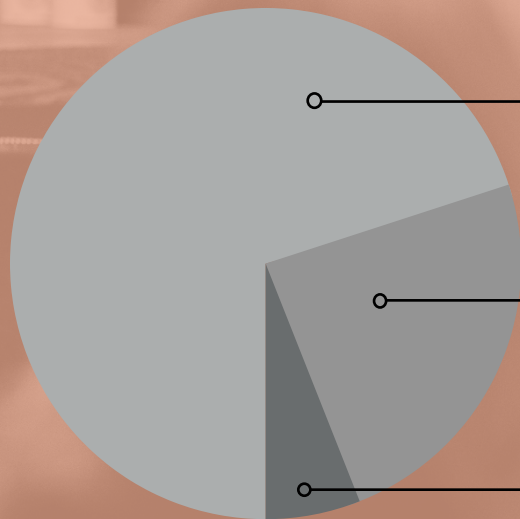
DONATIONS & OTHER 4%



Each year, an audit of His Branches, Inc. is performed by Heveron & Company. Accreditation by the Evangelical Council for Financial Accountability (ECFA), which requires high standards of biblical accountability, financial transparency and accountability, board governance, and proper use of resources.



# FINANCIAL REPORT



**SALARIES & BENEFITS 70%**

**PROGRAM COSTS 24%**

**FACILITIES & ADMINISTRATION 6%**

**2021 EXPENSES**

**TOTAL EXPENSES: \$1,804,145**

# PARTNERSHIPS

## FLPPS

In the fall, Finger Lakes Performing Provider System provided resources to translate our website and documents into Spanish as well as hire a bilingual care team to help meet the medical and mental health needs of our Hispanic and Latino community. Our friends at Ibero-American Action League have begun to leverage their position of trust to point clients to medical and mental health services available at our clinic.

## PIRATE TOY FUND

We received over 350 toys and books from Pirate Toy Fund in August to distribute to our pediatric patients when they visit our office. PTF also distributed toys as a part of our Kids Vaccine Clinic in November. These gifts help our staff build a greater amount of trust with children, while adding a dose of fun, as we encourage our patients to begin making health a habit as early as possible.

## FLOWER CITY WORKCAMP

More than two dozen volunteers from multiple Rochester area churches participated in the Weekend Edition of Flower City Work Camp by sprucing our landscaping and painting the exterior of the COVID Testing Site at our 19th Ward Clinic.

## BOMBAS SOCKS

This marked the 4th year for our partnership with Bombas in which they've annually donated 5,000 pairs of socks. In turn, we have shared those socks with the homeless in our region, patients experiencing trauma, and families in need from the Rochester Central School District.

## COMMON GROUND HEALTH

The staff at Common Ground Health utilized available data and their experience in our community to provide educational support to our staff, patients and community related to COVID-19 at our vaccinations events.



## DIRECT RELIEF

Focused on providing resources for health centers located within medically underserved communities, Direct Relief provided His Branches with medicines and medical supplies valued at \$41,855 (wholesale) to assess and respond appropriately to patient and community needs.





# ROCHESTER AREA COMMUNITY FOUNDATION

United Way of Greater Rochester & Rochester Area Community Foundation used their Community Crisis Fund to support organizations working with communities disproportionately impacted by COVID-19 and the economic consequences of the pandemic. We utilized this funding to launch our Behavioral Health Care program to begin meeting the increasing concerns of patients experiencing anxiety and depression within our current office settings.

## LITERATI FOR LITTLE FREE LIBRARY

We've received numerous book donations from individuals and organizations, including the Arnett Branch Library and Literati whose grant for underserved neighborhoods provided us with approximately 40 brand new children's books. We've seen a constant turnover of books for all ages in our Little Free Library box and distributed many more to our pediatric patients at visits. We hope it continues to inspire and promote a love for reading in our community.





*I am excited for the future of our team at His Branches. New staff, fresh ideas, informative training and events are helping us reach our community. I'm honored to create hope by showing God's love to my team and our patients through kindness and respect.*

*-Regina Gonzalez, Office Manager*



# WHAT'S HAPPENING IN 2022?



## BILINGUAL CARE

Continued partnership with Ibero-American Action League on a referral pathway to increase access for medical and mental health care for Spanish speaking patients.



## HIS BRANCHES UNIVERSITY

Group conversations on topics such as mental health, nutrition, and finances designed to help patients and neighbors to take their next steps to manage their personal and professional lives.



## EXPLORING EXPANSION

Additional upgrades to our building's interior related to access for those differently-abled as well as exploration for expansion of locations and services into a new neighborhood to increase access for the medically underserved.



## CHILD & MATERNAL HEALTH

Increase awareness of financial and nutritional resources for pregnant mothers, while ensuring adequate prenatal care, delivery, and postnatal care to see healthy moms and babies begin their family's journey on the right foot.



## COMMUNITY EVENTS

We'll once again work to build community engagement by hosting events such as the Arnett Block Association's Bike Clinic and annual block party, as well as create greater awareness through participation at the Westside Farmers' Market, Square Fair and other community outreaches.

# OUR BOARD OF DIRECTORS

**Lucia Acosta-Castillejo**  
Executive Director at Monroe County Medical Society

**John Gramlich**  
Vice President of the Board, Retired Project Manager at Xerox

**Renita Graves**  
Author

**Nancy Green, M.D.**  
President of the Board

**Jennifer Muniga**  
Development Manager at Friendly Senior Living

**Candice Osborne**  
Regional Account Manager at Rochester RHIO

**Agustin Rodriguez**  
Treasurer of the Board, Senior Director at Ibero Investment Corp, Ibero-American Action League

**David Spencer**  
Retired Educator at Elim Bible Institute

**Jonathan Walters**  
Founder and Partner of Mission Health + Home





# CONTINUED SUPPORT

Thanks for celebrating what our team was able to accomplish through your prayer and generosity, as well as by the grace of God, in 2021. We are grateful for your continued support and encouragement to serve the 19th Ward and Beechwood communities toward hope, healing, and reconciliation.

Though we saw a rise in our revenues through growth in our patient panel and visits this past year, we also continued to feel the effects of the pandemic and inflation. These, coupled with the ever present challenges of serving the underserved in a complex field, affect how far our finances can go as we enter into 2022. We look forward to the challenge of continuing to innovate in order to best leverage the resources available to us, while ensuring sustainability as we grow in our ability to come alongside our neighbors and serve them with quality, affordable, and accessible care.

We, of course, can't meet these challenges without your investment of prayer and financial support. As you are able, please visit our website ([www.hisbranches.org/donate](http://www.hisbranches.org/donate)) and consider making a donation that will help us continue to change the future of health for our neighbors in the days ahead.

Thank you for your generous partnership!



**FOR ROCHESTER**

585.235.2250  
HISBRANCHES.ORG

@HISBRANCHESINC



340 ARNETT BLVD.  
ROCHESTER, NY 14619