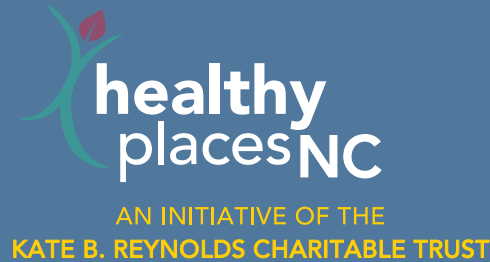


IMPROVING HEALTH IN RURAL NORTH CAROLINA



Launched in 2012, *Healthy Places NC* is the Kate B. Reynolds Charitable Trust's signature program to improve the health and overall quality of life for people in rural North Carolina.

THE CHALLENGE

One in five North Carolinians, almost 2.2 million people, live in 60 rural counties. People from rural communities are less likely to have access to health services, are more likely to engage in risky health behaviors and have a higher mortality rate on average than North Carolinians living in non-rural areas. Improving health involves work that goes well beyond improving health care. Health challenges are often driven by factors beyond behavior and access to health care — also known as social determinants of health. For example, rural communities consistently have higher unemployment rates when compared to urban communities and more rural residents live below the federal poverty level. Healthy Places NC seeks to address all of these issues holistically.

OUR APPROACH

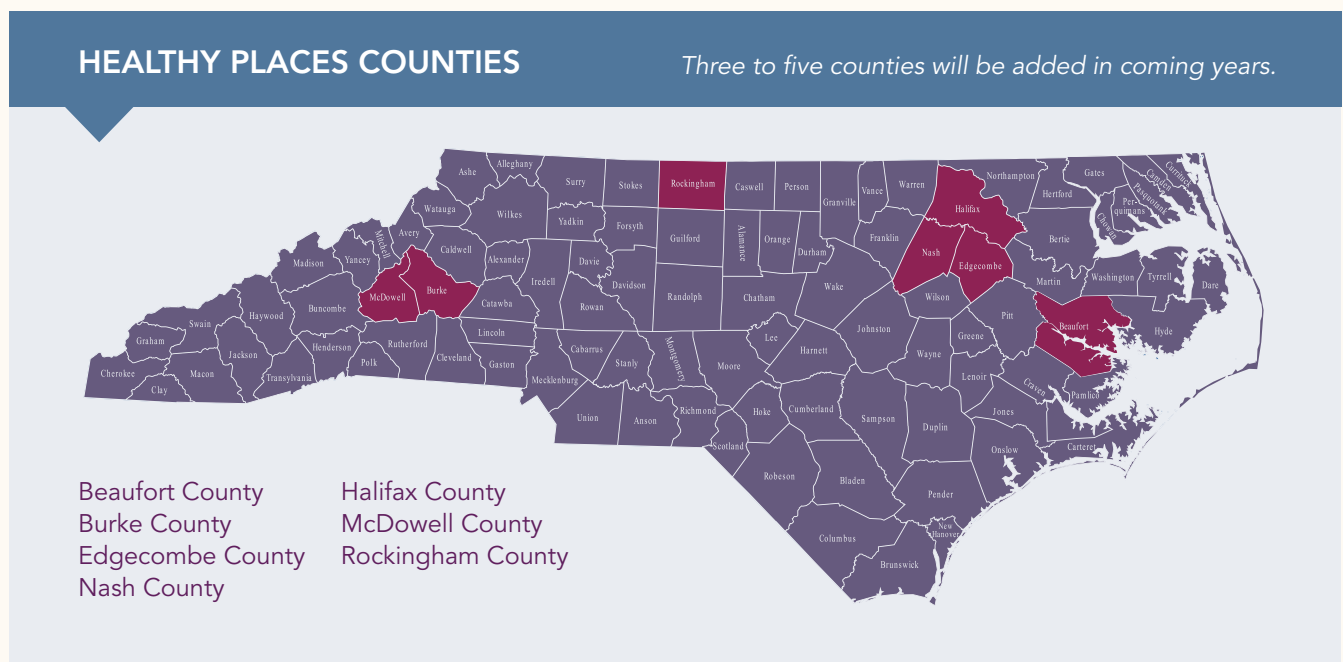
The Trust plans to invest up to \$100 million to improve the health of residents in 10 to 12 of the state's rural, financially disadvantaged counties. To date, the Trust has invested \$30 million in the seven counties where Healthy Places NC is up and running.

Healthy Places NC responds to the needs of a community by listening to the people, cooperating with local change-makers, and working with them to find ways to improve the health and overall quality of life. This approach is different from the way other funders have invested in community change in the past and is also different from the way communities traditionally address entrenched health issues. The Trust believes that to have a lasting impact on major health challenges, communities must change the way they think about improving health, realize that health is everyone's business, and develop a diverse infrastructure to tackle health-related issues.

OUR APPROACH // *continued*

This is not a short term project; the Trust plans to stay involved in each of these counties for up to **10 years**. In addition to monitoring key health indicators, the Trust will be looking for key signs of success in each community, including:

- > Identification of shared health issues residents want to address.
- > The development of a diverse infrastructure to tackle health challenges, including expanding community partners outside of the health arena.
- > Early wins and anecdotal successes resulting from community collaboration and new ways of doing business.
- > Community-driven, innovative grant applications with measurable outcomes and long-term possibilities.



Kate B. Reynolds' vision for the Trust was to protect and improve the lives of those who needed help most — vulnerable populations, the underserved, and the economically disadvantaged. We invest where we believe we can make the greatest difference today and in the future. Healthy Places NC works to achieve Mrs. Reynolds' vision.

ABOUT THE KATE B. REYNOLDS CHARITABLE TRUST

The Kate B. Reynolds Charitable Trust was established in 1947 and is now one of the largest private trusts in North Carolina. Its mission is to improve the quality of life and quality of health of the financially needy of North Carolina. Great Expectations is a cornerstone effort of the Trust's Poor and Needy Division, which responds to basic life needs and invests in solutions that improve the quality of life and health of financially needy residents of Forsyth County. The Health Care Division promotes wellness statewide by investing in prevention and treatment. Wells Fargo Bank, N.A. serves as sole trustee.