



KATE B. REYNOLDS CHARITABLE TRUST

Improving the health and quality of life in Forsyth County and around the state.

IN THE BEGINNING

The Kate B. Reynolds Charitable Trust was established in 1947 by Kate Bitting Reynolds to improve the life of all residents throughout North Carolina.

She believed that everyone—regardless of race or gender or income—deserves equitable access to quality health care, living-wage jobs, and educational opportunities. Few women of her day were as outspoken or as involved in helping financially disadvantaged residents as Kate B. Reynolds.

When she established the Trust in her will, Mrs. Reynolds requested her assets be used for two specific purposes:

- to improve health care for financially disadvantaged people around the state, and
- to improve the quality of life for financially disadvantaged residents of Forsyth County.

This is why the Trust focuses 75 percent of its assets statewide on health improvement and 25 percent locally on quality of life issues in Forsyth County.

The world has changed since Kate B. Reynolds wrote her will in the 1930s. We must continue to interpret her vision to have the greatest impact where we work. What we do know is that the issues she cared about—health, education, and economic opportunity—are all interconnected as we work to improve the quality of life of all residents and create thriving communities.





WHAT WE BELIEVE

Where you're born should not result in a lower life expectancy, decreased earning potential, or ability to succeed in school, but it does in many parts of North Carolina.

Urban Wake County:

81 years



Rural Swain County:

73 years

Life expectancy

We believe that to improve the health and quality of life of the entire state of North Carolina, we must begin by investing in those communities where the lack of equity prompts the greatest need.

We're working to support equitable, healthy communities where residents come together to create the change they want to see.

We know this work requires long-term engagement with communities and that the people who live there are the best experts on their own experience.

We invest in under-resourced rural and urban communities because we know poverty, health, and well-being are deeply intertwined.

We believe that every North Carolinian, and every community throughout our state, deserves the chance to thrive. We are working toward sustainable outcomes that can be felt by community members and the region for years to come.



We start by listening.

We know that community members are the experts on what they need to live happy, healthy lives.



We believe in communities.

The power of a community to work together to make and sustain change is at the root of all we do. We build the capacity of community members to identify challenges and opportunities and move to action.



We engage unlikely partners.

Everyone needs a seat at the table—and should see themselves as part of the solution—if we are going to truly improve health, education, and economic opportunities for all.



We employ a place-based approach to foster systemic change. We believe that a change in the system is essential to affect outcomes in an equitable and sustainable way. That's why we work in partnership with residents, local organizations, and agencies to influence the systems that impact day-to-day lives—and ultimately change policy and actions.



We apply an equity lens to everything we do. We work to foster equity in health, early childhood education, and social services to help every child and family—and ultimately our entire state—succeed.



THE TOOLS WE USE

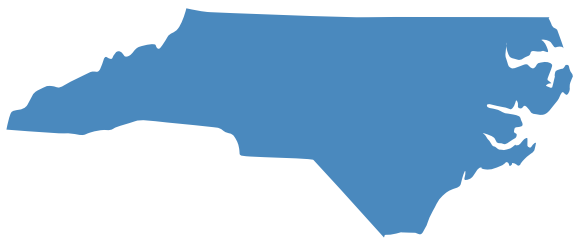
- **Grantmaking:** We invest in long-term, targeted grantmaking that considers community concerns. To do more strategic, proactive grantmaking, we've reinvented the role of the program officer to ensure our staff is spending more time in communities, listening and learning.
- **Convening and Facilitating:** We bring together community groups, partners across the state, and other funders and collaborators to share what we're learning and to learn from others—to create impact.
- **Capacity Building:** We enhance community capacity, so local organizations have the ability to implement the changes they identify themselves—and to be the change. We support them through leadership development, network building, communications, and outreach, as these efforts are woven into larger strategies for success.
- **Communications:** We employ strategic communications to amplify the programmatic work on the ground and grow awareness, to ensure we reach the right audiences with the right messages to help move communities to action.
- **Evaluation and Learning:** We continuously measure Trust investments and wrap around work to identify successes and challenges and make changes based on what we're learning.
- **Working at a Systems Level:** Poverty, ineffective education, and health issues do not happen in a vacuum. That's why we work to ensure that governmental and institutional systems and policies support quality health care, economic opportunities, and educational attainment for all residents, rather than a few. We need to understand how existing systems impact the communities where we work. And we need to change those systems to ensure our investments have the most equitable and sustainable impact on all North Carolinians.

WE WORK LOCALLY AND STATEWIDE

OUR PROGRAM AREAS

We invest in two priority program areas:

- **Health Improvement in North Carolina**, where we work to support community-wide health solutions in areas with great need across the state, and
- **Local Impact in Forsyth County**, where we work to foster equitable and sustainable solutions in our own hometown.



Health Improvement in North Carolina

Access to Primary Care

- Increasing Health Care Coverage
- Providing a Medical Home

Behavioral Health

- Building a Continuum of Care
- Integration of Care
- Prevention
- Substance Abuse

Community-Centered Prevention

- Comprehensive Prevention in a Community Setting
- Opportunities for Physical Activity
- Access to Healthy Foods

Diabetes

- Clinical Care and Self-Management
- Prevention
- Behavioral Health
- Public Awareness and Advocacy



Local Impact in Forsyth County

Education

- Middle School Success
- Post-Secondary Completion

Health Care

- Behavioral Health
- Oral Health

Safety Net

- Emergency Assistance
- Supportive Housing

Community Assets

OUR SPECIAL INITIATIVES

Our greatest examples of working differently in communities are **Healthy Places NC** and **Great Expectations**, our two long-term, place-based special initiatives. We are committing half of our resources in each program area to these key initiatives over 10 to 15 years. While these efforts are focused on specific counties around the state, they have implications beyond those hubs. By working with some of North Carolina's most under-resourced communities, we hope to improve the health, education, and well-being of the entire state. Over time, we hope to spread innovative programs and ideas that were incubated in Healthy Places NC and Great Expectations communities to other areas of North Carolina.



Improving health and the overall quality of life in rural North Carolina through a 10-year investment of \$100 million. Healthy Places NC is part of our Health Improvement in North Carolina program area.



Working in Forsyth County to ensure that young children meet developmentally appropriate milestones in their first five years, enter kindergarten ready to learn, and leave set for success, through a 10-year investment of \$30 to \$40 million. Great Expectations is part of our Local Impact in Forsyth County program area.

As we grow our special initiatives and learn from the Trust's deeper, place-based work, we're examining all of our issue areas and funding interests to continue our commitment to community engagement, systems-level change, and long-term impact.





WHAT'S NEXT

We are continually learning from the communities where we work and thinking through how we can use our resources for the greatest impact. We encourage creativity internally and externally; and work to identify innovation locally, as well as around the country, that can help North Carolinians thrive. We will share what we're learning—the successes and the challenges—and learn from others in the field who are also deeply committed to making sustainable, long-term changes that are community driven.

Seventy years after Mrs. Reynolds established the Trust to continue her life's work, we are more committed than ever to ensuring we improve the health and quality of life for North Carolinians in a way that can be measured and felt for years to come.