FOR IMMEDIATE RELEASE

THE GREATER ROCHESTER HEALTH FOUNDATION
ANNOUNCES ITS FUNDING PRIORITIES

Rochester, NY -- The Greater Rochester Health Foundation will present its funding priorities and grantmaking process at the first community forum September 13, 2006 from 8:30 to noon at the RIT Inn and Conference Center. The “invitation only” forum will:

· Explain the mission of the Foundation
· Clarify its areas of focus related to prevention, health system improvement and health status improvement
· Describe the funding process

Lauren LeRoy, President of Grantmakers in Health, is the keynote speaker and will present “Creating Enduring Change in Health.” Grantmakers In Health (GIH) is a nonprofit, educational organization dedicated to helping foundations and corporate giving programs improve the nation's health. Its mission is to foster communication and collaboration among grantmakers and others, and to help strengthen the grantmaking community's knowledge, skills, and effectiveness.

ABOUT THE FOUNDATION

The Greater Rochester Health Foundation was created as a result of the merger of the two not-for-profit health plans, Preferred Care and MVP Health Plan, and has $200 million endowment to be used to improve the health of the Greater Rochester community. The Foundation is completely independent of the two health plans and is governed by a community board of directors. The ten-person Foundation organization is led by John Urban, President.

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Investing in the Health of Our Community

Mission
The mission of the Greater Rochester Health Foundation is to improve the health status of all residents of the Greater Rochester community including people whose unique healthcare needs have not been met because of race, ethnicity or income. GRHF will be good stewards of this valued community asset and will engage diverse populations and organizations in the fulfillment of our mission.

Endowment $200 million
Expected Annual Allocation 5%
Primary Areas of Funding
- Prevention (initial emphasis on childhood and adult obesity)
- Health Status Improvement
- Health System Improvement

Leadership
- John Urban, President
- Bonnie C. DeVinney, Vice President and Chief Program Officer
- Mark Puccia, Vice President and Chief Financial Officer

Board Chair
- Bryan Hetherington, Empire Justice Center

Created January 2006 as a result of the merger of the two not-for-profit health plans, Preferred Care and MVP Health Plan. The Foundation is completely independent of the two health plans.

Funding Process Letters of Intent followed by written proposal

Funding Limitations
- Endowment campaigns
- Political activity
- Continuation of an existing program
- Clinical research
- Purchasing health care services
- Capital