A MESSAGE FROM THE CEO

I am delighted to share with you the 2015-2016 Annual Report for Public Health Foundation Enterprises (PHFE). More than ever, the work of PHFE is a critical component of the collective effort to improve the health of our communities. The past fiscal year was a period of intense civic engagement. Two pressing public health issues also assumed greater focus for PHFE, along with several key partner programs. The emergence of the Zika virus in the U.S. and the worsening opioid crisis are issues that have moved to the forefront of our work.

PHFE was proud to partner with the U.S. Office of the Surgeon General to develop increased awareness of the role that providers can play in helping to turn the tide on this devastating problem. We continued to support our public health partners to meaningfully address these and many other critical issues impacting population health.

Launched in August 2016 to raise awareness about the opioid crisis in America, PHFE is proud to have worked with the U.S. Office of the Surgeon General to support a web based campaign, www.TurnTheTideRx.org. PHFE supported the development of a website home for the campaign, helped create of core messaging and assisted with outreach strategies. PHFE also provided highlights of current client programs working to address this important population health issue and share stories on its own website: www.phfe.org/turnthetiderx.

As PHFE approaches its 50-year anniversary next year, we have begun to gather a treasure of stories and photos from long-term and former staff to highlight benchmarks in each of the past five decades. We hope you enjoy the stories of current client programs and a look back at PHFE’s history and organizational growth since 1968.

PHFE is poised to enter our next 50-years stronger than ever, with an outstanding, dedicated team and a highly engaged Board of Directors. I thank our funding partners, client programs and incredible staff for the many successes of the past year. We look forward, with renewed commitment, to the work ahead.

Blayne Cutler, MD, PhD

MISSION:

PHFE enables population health initiatives to improve the health and well-being of our communities.

WHO WE ARE:

PHFE is the national leader in providing program and support services for optimizing population health. We offer a full range of program development, personnel, financial and grant management support to researchers, consortia, government agencies and community nonprofits. PHFE leads the largest network of breastfeeding and nutrition services in the nation, reaching more than 230,000 low-income families each month.

PHFE Board of Directors 2015-16

OFFICERS
- Erik D. Ramanathan Chair
- Delvecchio Finley Vice Chair
- Robert R. Jenks Treasurer
- Tamra Joseph Secretary

MEMBERS
- Amy Kircher
- Edward Yip
- Jean C. O’Connor
- Jeffrey Benson
- Scott Filer
- Susan DeSanti

Go to www.PHFE.org or simply scan this code
Cell-Ed partnered with PHFE in March 2016 to manage the organization’s charitable activities. Cell-Ed is a social enterprise firm that teaches essential skills—language, literacy and job training—on any cell phone (basic or smartphone), tablet or computer.

Literacy and basic education are social determinants of health. The inability to read or write isolates and impoverishes adults and families. Every day, many adults who cannot read and write hustle from their jobs, to caring for their kids, to working a second job. Cell-Ed created their program around this reality, turning cell phones into a classroom and teacher. Now low-income adults can learn anywhere, anytime. Learning can happen while on break, on the bus or after the kids have been put to bed.

By partnering with the states of New York and Texas, Service Employees International Union, Los Angeles Public Library and others, Cell-Ed educates more people for less money and better results. This 24/7 accessibility, along with a learner-centered course design, increases learner engagement and proficiency.

Through Cell-Ed’s partnership with PHFE, Cell-Ed is able to apply for funding to provide its life-changing courses at no cost to low-income households.

In 2016, Cell-Ed was a recipient of:

- A grant from AT&T that extended mobile education services to underserved populations.
- A grant from the Roy & Patricia Disney Family Foundation to deliver Cell-Ed’s “English on the Go!” classes to 1,000 families in Los Angeles.
- The Library of Congress Literacy Award in Washington, D.C.
- A Top 10 Company designation by South by Southwest’s® education Conference and Festival (SXSWedu).
- A World’s Top 25 Company designation by SheEO (SheEO is a women-led, socially positive ventures investment group).

Cell-Ed received the Library of Congress Literacy Award for the category of ‘Mobiles for Literacy Honor’. Learning on mobile devices is most effective when the content is relevant to the reader. Since 2013, the Library of Congress Literacy Awards Program has recognized 60 organizations worldwide for their effectiveness in promoting literacy.
SHOO THE FLU

‘Shoo the Flu’ is a public-private partnership committed to improving public health by decreasing flu and flu related disease burden in Oakland, California.

Over 28,000 vaccinations given since 2014
In 2014, Shoo the Flu launched a multi-year project to demonstrate school-located influenza vaccination (SLIV) effectiveness in limiting community-level flu transmission and achieving high flu vaccination coverage rates among children in Oakland, California.

Studies have shown that children are “super spreaders” of influenza: they spread virus in greater quantities and for longer periods than adults. Providing vaccines at school is the best way to reach the greatest number of children, especially the medically underserved. Increasing vaccine coverage in school children can help decrease community-wide transmission.

The Shoo the Flu partnership is conducting a rigorous evaluation of child, family and community level outcomes, as well as a process evaluation to assess the impact of its work.

‘Shoo the Flu’ is a public-private partnership committed to improving public health by decreasing flu and flu-related disease burden in Oakland, California.

**PARTICIPATING SCHOOLS (110)**

![Pie chart showing school participation percentages: OUSD Elementary 50%, OUSD Preschool 27%, Charter 14%, Catholic Diocese 7%, Private 2%]

**SHOO THE FLU: QUICK FACTS**

- Vaccinations administered were for uninsured/low income students: 57%
- Received the nasal mist, 18% received an injection: 82%

**OUR PARTNERS:**
- Alameda County Public Health Department
- Oakland Unified School District (OUSD)
- California Department of Public Health
- UC Berkeley School of Public Health
- Funding by the Page Family Foundation

"This was so helpful for families, as they did not need to pull the child out of school to get this done. Parents really liked it."  
- OUSD Elementary School

"The staff was very informative and helpful. Please come back next year!"  
- Catholic Diocese K-8 School

"It was quick and convenient."  
- OUSD Elementary school
Pursuing the Greater Good—Together

For nearly half a century, PHFE has provided program and support services to optimize population health, or the health of all communities. PHFE’s growing knowledge base and customized approach in working with communities has evolved with the dynamic changes in health and social science.

To maintain the highest level of performance for our clients, PHFE is building on the planned growth, which began in FY 2013-14. We continue to stretch our organizational and operational leadership in support of new and existing program partners.

The Public Health Foundation of Los Angeles County incorporated in 1968 as a 501(c)3 to support and augment the operations of the Los Angeles County Health Department.

In May 1993, the Public Health Foundation of Los Angeles County becomes Public Health Foundation Enterprises (PHFE).

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The story of Leticia Bean

Leticia Bean (PHFE WIC Client Services—1987 to present)

Q: In what ways have you seen innovation and leadership displayed throughout the years?

A: I have seen new tools for communication with our families and special projects.

Q: What means the most to you about your time with PHFE WIC?

A: Being part of the many new, special projects.

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YEARS:

1968

1978

1988
**Ed Bunning** (Contract Manager: 1996-2010 (14 years))

Q: In what ways have you seen innovation and leadership displayed throughout the years?

A: A previous CEO reorganized the PHFE headquarters staffing structure to form teams of a financial specialist, HR specialist and contract manager for each client to increase customer service interaction and efficiency of internal HQ processes.

Q: What are you most proud of at PHFE?

A: Providing good customer service, which encouraged client word-of-mouth referrals to PHFE for new clients.

Q: What means the most to you about your time with PHFE?

A: Working with people who had the same sense of purpose and enjoyed working as a team.

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**PHFE FACTS THROUGH THE YEARS**

**1990 TO 2001**

- Business sales and budgets tripled from $30 to $100 million
- The number of PHFE staff tripled
- The number of projects on which PHFE partnered quadrupled

**2001–2011**

- 2009—Headquarters moved to current location

Courtesy of Bernard Weintraub Past, PHFE Board Chair (1990-2001).
The mission of Angels Child Care Food Program (Angels CCFP) is to assist and train licensed day care home providers to provide healthy, nutritious meals that will promote beneficial life-long eating habits for the children in their care. Angels CCFP is funded through the California Department of Education Child Care Food Program. Thousands of children receive nutritious meals and snacks made possible through this program.

Day care home providers enrolled in Angels CCFP receive nutrition training and monitoring visits every four months to assure that they are providing the required healthy meals to children in their care. A licensed day care home provider may be approved to request up to two meals (breakfast, lunch or supper) and one snack, or two snacks and one meal for each enrolled child every day.

The participants we serve are day care home providers with a household income at or below 185 percent of the federal poverty and/or day care enrolled children with a household income at or below 185 percent of the federal poverty.
The lack of affordable child care and the negative effects of poor nutrition on child development are growing concerns in the United States. Angels CCFP supports providers that want to provide healthy meals to the children in their care but need to keep costs low. This program promotes high standards of nutrition for infants and children in day care homes, trains providers on nutrition and food preparation, and provides nutrition education activities. Angels CCFP serves low income communities in Los Angeles, Orange, San Bernardino, Riverside, and Ventura counties in the state of California. In 2015, Angels CCFP was able to provide nutritious meals and snacks to 5,338 children and train 653 day care home providers.

“Angels CCFP supports providers that want to serve healthy meals to the children in their care but need to keep costs low.”

| Providers | 653 |
| Children enrolled | 5,338 |
| Breakfasts served per month | 45,123 |
| Lunches served | 63,718 |
| Dinners served | 41,687 |
| Snacks served per month | 85,545 |
GPER was selected for a ‘Pipeline to Proposal’ award by the Patient Centered Outcomes Research Institute in 2015 and 2016.

Global Parents for Eczema Research (GPER) was created for and by parents of children with moderate to severe eczema. An international virtual group with members representing five different continents and six countries, GPER’s goal is to advance research on childhood eczema to improve the lives of families affected by this condition. The organization uses technology to rapidly spread high-impact, practical and high-quality research initiatives that have a patient-centered focus.

GPER was selected for a ‘Pipeline to Proposal’ award by the Patient Centered Outcomes Research Institute in 2015 and 2016. It was one of 47 groups chosen for this award, which is designed to build the community of patients, stakeholders and researchers who can participate in the patient-centered outcomes research. GPER was also recently awarded an Allergan Foundation community grant for research dissemination and partnership. GPER has successfully published articles in the International Journal of Dermatology and in Modern Medicine.
### Statements of Financial Position
June 30, 2016 and 2015

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>$6,361,625</td>
<td>$4,501,430</td>
</tr>
<tr>
<td>Contracts receivable, net of allowance for doubtful accounts of $122,291 and $141,972, respectively</td>
<td>13,389,439</td>
<td>13,625,121</td>
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<tr>
<td>Deposits and prepaid expenses</td>
<td>1,789,511</td>
<td>1,035,860</td>
</tr>
<tr>
<td>Property and equipment, net</td>
<td>2,088,406</td>
<td>2,527,325</td>
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<tr>
<td><strong>Total assets</strong></td>
<td><strong>$23,628,981</strong></td>
<td><strong>$22,589,736</strong></td>
</tr>
<tr>
<td><strong>Liabilities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounts payable and accrued expenses</td>
<td>$3,866,802</td>
<td>$4,769,881</td>
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<tr>
<td>Accrued payroll and related liabilities</td>
<td>5,341,861</td>
<td>5,157,957</td>
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<tr>
<td>Agency and other funds payable</td>
<td>2,052,011</td>
<td>2,121,543</td>
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<tr>
<td>Advance on grantor payments</td>
<td>3,001,607</td>
<td>2,047,032</td>
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<tr>
<td>Accountability for program assets</td>
<td>1,716,067</td>
<td>1,508,746</td>
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<tr>
<td>Deferred rent</td>
<td>366,446</td>
<td>323,056</td>
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<tr>
<td>Capital leases obligations</td>
<td>92,240</td>
<td>174,932</td>
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<tr>
<td>Deferred revenue</td>
<td>179,199</td>
<td>83,940</td>
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<tr>
<td><strong>Total liabilities</strong></td>
<td><strong>16,616,233</strong></td>
<td><strong>16,187,090</strong></td>
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<tr>
<td><strong>Commitments and contingencies</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Net assets - Unrestricted</strong></td>
<td>7,012,748</td>
<td>6,402,646</td>
</tr>
<tr>
<td><strong>Total liabilities and net assets</strong></td>
<td><strong>$23,628,981</strong></td>
<td><strong>$22,589,736</strong></td>
</tr>
</tbody>
</table>

### Statements of Activities
For the Years Ended June 30, 2016 and 2015

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Unrestricted revenues and support</strong></td>
<td></td>
</tr>
<tr>
<td>Governmental service contacts</td>
<td>$93,692,293</td>
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<td>Private contracts</td>
<td>2,320,833</td>
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<td>Management fees</td>
<td>9,662,857</td>
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<tr>
<td>Other income</td>
<td>28,748</td>
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<tr>
<td><strong>Total unrestricted revenues and support</strong></td>
<td><strong>105,704,531</strong></td>
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<tr>
<td><strong>Expenses</strong></td>
<td></td>
</tr>
<tr>
<td>Program services</td>
<td>95,896,555</td>
</tr>
<tr>
<td>Support services</td>
<td>9,997,874</td>
</tr>
<tr>
<td><strong>Total expenses</strong></td>
<td><strong>105,894,429</strong></td>
</tr>
<tr>
<td><strong>Change in net assets - unrestricted</strong></td>
<td><strong>610,102</strong></td>
</tr>
<tr>
<td><strong>Net assets - unrestricted, beginning of the year</strong></td>
<td><strong>6,482,646</strong></td>
</tr>
<tr>
<td><strong>Net assets - unrestricted, end of year</strong></td>
<td><strong>$7,092,748</strong></td>
</tr>
</tbody>
</table>

For full details please see auditors' report and notes to financial statements at www.phfe.org.
THANK YOU TO OUR MAJOR FUNDERS

Abbott Laboratories
Adamma Foundation
Alameda County
  Mosquito Abatement
  Public Health Department
Allergan Foundation
Altarum Institute
Association of Public Health Laboratories
AT&T Foundation
Bio-Rad Laboratories, Inc.
Blue Shield of California Foundation
California Community Foundation
California Healthcare Foundation
City of Los Angeles
  AIDS Coordinator’s Office
  GRYD
Community Partners
Community Translational Research Institute
Congenital CMV Foundation
County of Contra Costa
  Health Services
  Mosquito Vector Control District
County of Los Angeles
  Department of Public Health Services
County of Orange
  Dr. Bronner’s Magic Soaps
  Elton John AIDS Foundation
Family Resource Library
First 5 Los Angeles
Fred Hutchinson Cancer Research Center
George Kaiser Family Foundation
GRYD Foundation
Health Officers Association of California
Kaiser Foundation Hospitals
LA Biomed
LA Care Health Plan
Los Angeles County
  Mac AIDS Fund
  Magee Women’s Research Institute and Foundation
  Montana Department of Public Health and Human Services
  Mountains Recreation and Conservation Authority
Northrop Grumman
Open Society Foundations
Ortho-Clinical Diagnostics, Inc.
Pomona Community Health Center
Pomona Valley Hospital Medical Center
Public Health Institute
Quest Diagnostics
Rancho Santiago Community College
Regents of the University of California
  Office of the President
  Berkeley
  Davis
  Los Angeles
San Diego
San Francisco
Riverside County
Robert Wood Johnson Foundation
Roy & Patricia Disney Family Foundation
RTI International
San Bernardino County
San Francisco Department of Public Health
Shoo the Flu LLC
State of California
  Department of Developmental Services
  Department of Education
The California Endowment
The Comer Foundation
The David and Lucile Packard Foundation
The San Francisco Foundation
US Department of Health and Human Services
  Centers for Disease Control
  Health Resources and Services Administration
  National Institutes of Health
  Population Affairs
  Food and Drug Administration
US Food and Drug Administration
Westat
WK Kellogg Foundation