

# Our Impact on the Community





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# Making a Difference

## Taking Our Mission beyond Our Walls

Welcome to our Martin's Point 2022 Community Impact Report highlighting our varied efforts from the past year to reach beyond our walls and daily work to further support the health and wellness of our community.

This edition features a mainstay of these efforts—community partnerships. Our long-standing partnerships with nonprofits fighting heart disease, diabetes, and more reflect our commitment to the sustained support needed to address these chronic conditions. In addition to these constants, we also shine a light on our work to ensure our partnership strategy evolves with the changing needs of our community. With the intensity of the pandemic winding down, new collaborations targeting timely concerns like student mental health, suicide prevention, and diversity and equity issues helped us stay relevant and impactful.

As always, we encourage volunteerism and charitable giving as very direct and powerful means of harnessing our resources for the greater good. In these pages, you'll find stories of our employees eagerly stepping up to the plate to do their part to make a difference.

We hope you'll take a few moments to look through this report. In short, it is a reflection of the spirit of giving that is foundational to our Martin's Point culture—going above and beyond to deliver the care every person deserves.



**MARTIN'S POINT<sup>®</sup>**  

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**HEALTH CARE**

*Total Monetary  
Donations for Direct  
Community Support*

**\$550,000**

*Number of  
Community Partners  
Supported*

**120+**

# Highlighting Our Partners

## Working Together for the Greater Good

As part of our community support strategy, in 2022 we remained committed to providing ongoing (and much-valued) financial contributions to a core of long-standing nonprofit partners—including the Southern Maine Agency on Aging, American Heart Association, the Make-A-Wish Foundation, and more.

In addition, we sought ways (big and small) to go beyond direct financial support with a goal of solving problems and strengthening communities. In 2022, those efforts included linking SMAA and Camp Carefree to foster intergenerational connections; producing videos for Camp Susan Curtis and other nonprofits to elevate visibility of their work; sharing our physical resources to host activities of The Summit Project and Portland Wheelers; and much more. Together, these partnerships are making a positive difference in individual lives and in our greater community.



## AMERICAN DIABETES ASSOCIATION AND SOUTHERN MAINE AGENCY ON AGING PARTNERSHIP HIGHLIGHT

### Linking Like-Minded Partners Brings Joy across Generations

After individually partnering with the American Diabetes Association and the Southern Maine Agency on Aging for more than a decade, this year we linked the two with a summer project. Kids at the ADA New England's Camp Carefree in New Durham, NH, wrote letters and drew pictures that were delivered to individuals participating in the SMAA Meals on Wheels program. Through this effort, campers brought joy to more than 100 homebound older adults.

“This was a fun and simple way to both help older adults and give young ADA campers an opportunity to see what it feels like to be civic-minded,” said Russ Phillips, Director of Community Engagement at Martin’s Point. “We’ll continue to look for more opportunities like this to coordinate resources for the benefit of people in need.”

HAPPY CAMPERS READY FOR  
ADVENTURES WITH THEIR  
NEW BACKPACKS!



## CAMP SUSAN CURTIS *PARTNERSHIP HIGHLIGHT*

### **Lifting Up Maine Kids and Communities**

The joy and confidence that come with making friends, trying new things, and connecting with the natural environment are feelings every child should experience. We're helping this happen, with financial and volunteer support for Camp Susan Curtis (CSC), a special place devoted to providing a transformative camp experience that nurtures self-confidence and a sense of belonging in Maine children facing economic hardship.

In the summer of 2022, CSC welcomed more than 300 campers from all over the state. In support, our

Backpack Project donated 400 new packs filled with school supplies to help every CSC camper start the school year strong.

To help Camp Curtis continue its important work for years to come, Martin's Point also produced a video to spread the word about the Camp's mission and impact. Martin's Point volunteers also prepared nearly 400 letters for the Camp's year-end appeal, an effort that raised more than \$72,000 for 2023 camp programs.

# THE SUMMIT PROJECT

## PARTNERSHIP HIGHLIGHT

### Honoring Maine's Military Heroes in Brunswick

Our over-45-year history of providing care and coverage to military families across the Northeast was highlighted this year through a new partnership with The Summit Project (TSP)—an organization honoring Maine heroes who have died while in military service for our country.

On October 15, our Brunswick Health Care Center celebrated the installation of the TSP Honor Case. The Honor Case is a living tribute recognizing the sacrifices made by fallen Maine military heroes and their Gold

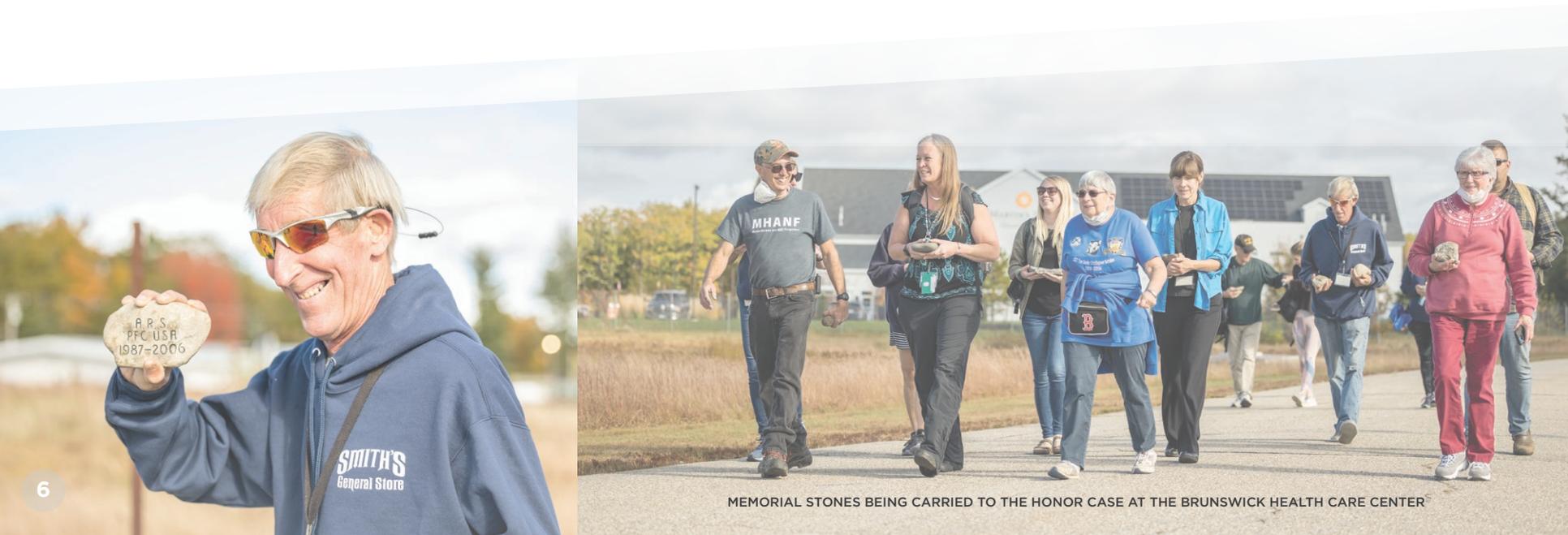
Star families—holding a memorial stone provided by each service member's family to commemorate and honor a treasured life lost.

Along with hosting the Honor Case, Martin's Point employees joined one of TSP's major hiking events—carrying memorial stones of fallen service members and placing them at a mountain summit in Baxter State Park.

The Honor Case and the hikes offer ways to publicly recognize the sacrifices made by Maine soldiers and their families. "Our vision is to ensure the names

of our fallen service members are spoken every day and that every person in the community knows their stories," says Greg Johnson, Executive Director of The Summit Project and a veteran himself. "We are grateful to Martin's Point for helping us continue with this amazing work and for providing assurance to our Gold Star families that our fallen Maine heroes will not be forgotten."

Learn more about The Summit Project and how you can get involved in honoring our fallen Maine heroes at [www.TheSummitProject.org](http://www.TheSummitProject.org).



MEMORIAL STONES BEING CARRIED TO THE HONOR CASE AT THE BRUNSWICK HEALTH CARE CENTER



## MAKE-A-WISH PARTNERSHIP HIGHLIGHT

### Inspiring Hope, Bringing Joy

Every child deserves to experience joy. That's why Martin's Point has partnered with Make-A-Wish® Maine since 2006, annually sponsoring a critically ill child and supporting their family during an intensely challenging time.

This year's wish recipient, five-year-old Ticvah, was born in Congo with a life-threatening condition and expected to live just five months. She was referred to Make-a-Wish when her family moved to Maine for a life-saving treatment. A big fan of Disney princesses, we granted her wish to visit Disney World, with a crowd of our employees cheering her departure from Portland. Ticvah's infectious smile said it all.

"For us to see this thriving, joyous little girl was priceless," said her father about their time in Florida. "Ticvah means hope and her story reminds us not only of faith, hope, and resilience, but is a testament to what humanity can achieve, even with very little."

Our partnership has also inspired employees like communications specialist Michele Mullen. Michele completed her fourth Trail Blaze Challenge, a one-day, 23-mile hike and Make-A-Wish's signature fundraiser. "Participating is bigger than fundraising," said Michele. "Training for and completing this hike highlights the strength these children need to battle their illnesses, day in and day out."



DISNEY-BOUND TICVAH AND FAMILY



## PORTLAND WHEELERS *PARTNERSHIP HIGHLIGHT*

### **Come to Us Program at Martin's Point**

There's nothing like enjoying a relaxing bike ride on a beautiful Maine day, and Portland Wheelers offers just that experience for many who would otherwise not have the opportunity. This local nonprofit provides adapted-bike rides for people of all ages with physical and intellectual disabilities who are not able to ride a bike on their own (called wheelers)—getting them outdoors for therapeutic socialization, adventure, and fun.

Most wheelers live in residential facilities or attend day programs that partner with Portland Wheelers to offer rides to their clients. The Come to Us program—where volunteer Wheelers bring the adapted trikes to convenient locations where wheelers and their families or caregivers can meet—opens the opportunity for scenic rides to those living at home or not at a partner facility.

Martin's Point has supported the operations and growth of Portland Wheelers for several years through employee volunteerism and monetary donations. This

past year we expanded our partnership with them as a Come to Us program site. On five Saturdays through the summer, participants gathered on our Portland Health Care Center campus and embarked on invigorating seaside rides—with families and friends invited to bring their bikes and join in the fun. With the success of our first season hosting the program, we look forward to inviting more Wheelers and wheelers to our trails in 2023!

Learn more about Portland Wheelers at [www.PortlandWheelers.org](http://www.PortlandWheelers.org).

At Martin's Point, we understand that investing in education is investing in the health and well-being of our collective future. In 2022, we expanded the reach of our education-related partnerships—now impacting students from kindergarten through college in Southern Maine and statewide.

## UNIVERSITY OF SOUTHERN MAINE *PARTNERSHIP HIGHLIGHT*

### **Bolstering Student Mental Health Support**

In 2022, the number of USM students who made mental health crisis appointments on campus increased by 94%—and Martin's Point was there to help answer the call. This year we extended our now 20-year partnership with USM with a \$10,000 gift to support mental health initiatives.

With these funds, USM is reaching out to more students, particularly BIPOC students, many of whom are immigrants. The University introduced Art with Impact, a series of engaging mental health films, each followed by facilitated discussions. They also trained two staff members in Mental Health First Aid to better help young people in distress and will offer this valuable training to more. As Liza Little, USM Counselling Services Director said, "Mental Health First Aid training is prevention at its best."

## PORTLAND PUBLIC SCHOOLS *PARTNERSHIP HIGHLIGHT*

### **Wabanaki Studies—Advancing Inclusivity and Environmental Education**

Martin's Point was excited to support the equity goal of Portland Public Schools (PPS) to strengthen their Wabanaki Studies curriculum. Funds helped complete their Wabanaki Studies Film Project, a joint creative effort among public schools, community organizations, parents, and tribal communities. The videos feature interviews with tribal members

highlighting Indigenous ecological knowledge, cultural traditions, and more. With the goal of amplifying Indigenous voices in Maine classrooms and giving students exciting opportunities for nature-based learning, the film and new curriculum will be used with PPS K-12 students and at Maine's three tribal schools this fall, with plans to distribute them statewide in the future.



FILMING INTERVIEW FOR WABANAKI STUDIES FILM PROJECT, *FIONA HOPPER PHOTO*



## SOUTHERN MAINE COMMUNITY COLLEGE *PARTNERSHIP HIGHLIGHT*

### **Teaming Up for a Stronger Health Care Workforce**

The need to build a stronger, local health care workforce is real—and we're proud to be part of the solution. Last fall, we welcomed our first cohort of 10 students from SMCC to participate in the Medical Assistant Apprenticeship program.

This nine-month accelerated program—a collaboration between Martin's Point and SMCC with grants from the Harold Alfond Center for the Advancement of Maine's Workforce and Maine Jobs & Recovery Plan—pays students as they train in the classroom and on the job. Apprentices work in physician practices, complete an externship, and prepare for the certification exam—all while continuing their college education.

It's a win for everyone. Students make valuable strides toward meaningful careers and our community gets a stronger professional workforce, ready to provide much-needed medical support.

## DANIEL HANLEY CENTER FOR HEALTH LEADERSHIP *PARTNERSHIP HIGHLIGHT*

### **Building a Promising Future for Health Care in Maine**

Martin's Point partnered with The Daniel Hanley Center's Undergraduate Healthcare Leadership Internship Program to help us place eight summer interns from across the state in our delivery system and health plan operations areas. Collaborations like this help create a supportive network of young people committed to building a stronger future for health care in Maine.

## PARTNER VIDEOS

One creative way we offer support to our community partners is to produce and post videos to boost public awareness of these organizations and the important and unique work they do in promoting health and wellness. Our Martin's Point in the Community series helps bring their work to life, shining a light on those who do the work and those who benefit from it. These videos showcase a selection of some of the many partnerships Martin's Point has fostered with like-missioned nonprofits in our community. Click the thumbnails or the button below to watch the videos.



**Camp Susan Curtis**



**Make-A-Wish**



**Through These Doors**



**Cultivating Community**



**Giving Life—An Employee Story**

WATCH THE SERIES



# Community Events and Programs

## Being there for Our Community

Engaging in community events and programs is one powerful way we have traditionally supported local nonprofits. As an event sponsor, we often provide in-person support along with financial backing for events with our community partners.

Ranging from our long-standing sponsorship of the American Heart Association's Go Red Luncheon and Heart Walk to first-time participation in the American Foundation for Suicide Prevention's Out of the Darkness Walk, in 2022, Martin's Point employees showed up in force to walk, run, bike, ski, swim, bowl, and more to support over 50 fund-raising events for area nonprofits who share our focus on health and well-being.

# 50+ EVENTS SUPPORTED IN 2022

- » Alzheimer's Association Walk to End ALZ
- » American Cancer Society Tri for a Cure
- » American Diabetes Association Tour de Cure
- » American Heart Association Go Red Luncheon and Heart Walk
- » American Lung Association Trek Across Maine
- » Barbara Bush Children's Center Radiothon
- » Big Brothers Big Sisters Bowl for Kids' Sake and Bids for Kids
- » Brunswick Community Education Foundation Community Fundraiser
- » Brunswick Downtown Association Outdoor Arts Festival
- » Camp Ketcha Golf Tournament
- » Camp Sunshine Watermelon Festival
- » Camp Susan Curtis Golf Tournament
- » Caring and Sharing NH
- » Catholic Charities Maine Golf Classic
- » Center for Grieving Children LOVE Gala
- » The Children's Center Touch a Truck
- » Connor's Climb Foundation 5k & Family Walk
- » The Cromwell Center Celebrating INCLUSION
- » Dempsey Center Dempsey Challenge
- » Eastern Trail Alliance
- » The Eastern Trail Alliance Maine Lighthouse Ride
- » Edmund Muskie Access-to-Justice Award Celebration
- » Equality Maine Pride
- » Free ME From Lung Cancer 5k
- » Girls on the Run 5k and Sneaker Soiree
- » Granite State Independent Living's Annual Hoops on Wheels Wheelchair Basketball Tournament
- » Greenlight Maine Elevating Voices Series
- » hear ME now Break the Sound Barrier Ski Race
- » Indigo Arts Alliance Beautiful Blackbird Children's Book Festival
- » JMG Career Symposium
- » Junior Achievement Business Hall of Fame
- » Maine Adaptive Ski-A-Thon
- » Maine Audubon Autumn Equinox
- » Maine Cancer Foundation Mary's Walk
- » Maine Career Catalyst
- » Maine Children's Cancer Program Swish-Out Cancer Challenge
- » Maine Council on Aging Wisdom Summit
- » Maine Foodscapes' Garden-to-Table Gala
- » Maine Marathon
- » Maine Senior Games
- » The Maine Women's Conference
- » Marine Mammals of Maine Ocean Commotion 5k
- » Milestone Recovery Miles for Milestone Celebration
- » Mitchell Institute Fall Gala
- » New Castle 10k
- » New Hampshire Senior Games
- » Oasis Free Clinic's Brunswick in Bloom
- » The Opportunity Alliance RAISE
- » Portland Kids Duathlon
- » Portland Trails Holiday Dash
- » ProsperityME Block Party
- » Scarborough Primary PTA's Race to the Point
- » Spurwink Humanitarian Awards Gala
- » STRIVE Rocks
- » The Summit Project Honor Case
- » The Telling Room Show and Tell
- » Town of Scarborough Zumba in the Park & Kids Pound Fitness in the Park
- » Travis Mills Foundation Miles for Mills 5k
- » Tri-State Learning Collaborative on Aging Spring Summit
- » Winterkids Annual Downhill 24

# AMERICAN FOUNDATION FOR SUICIDE PREVENTION/OUT OF THE DARKNESS WALK

## EVENT HIGHLIGHT

### Raising Awareness and Funds to Combat Suicide

Though now lower than at the pandemic peak, suicide rates are steadily rising in Maine, increasing from 9,428 suicide-related emergency department visits in 2017 to 11,436 visits in 2022. As part of their efforts to raise funds, boost awareness, and send hope and support to people in crisis, The American Foundation for Suicide Prevention sponsors Out of the Darkness Walks across the country. The message of these walks: Suicide can be preventable, and no one is alone.

Last September, Martin's Point employees stepped up to help shine a light on this message, participating in the Foundation's community walk in Portland. Each member of our team of walkers was inspired to support this effort through their unique and personal connections to suicide—welcoming the opportunity to share their stories and help advance this organization's life-saving mission.



American  
Foundation  
for Suicide  
Prevention



OUT OF THE  
DARKNESS  
Community Walks



*“It was incredibly inspiring to meet so many survivors and loved ones of people who have lost lives because of heart disease.”*

—Tracy Rayner, Martin's Point Employee

## AMERICAN HEART ASSOCIATION HEART WALK EVENT HIGHLIGHT

### Healthy Hearts Matter

In 2022, we celebrated 13 years of support for the American Heart Association to foster community health. This year's highlight was the return to in-person participation for the annual Heart Walk, an event that draws thousands of community members every year—including a faithful cohort from Martin's Point. The 2022 walk was especially meaningful for Martin's Point Patient Services Representative Tracy Rayner. With four family members and a close Martin's Point colleague all impacted by heart disease, she stepped up as an event volunteer. “It was incredibly inspiring to meet so many survivors and loved ones of people who have lost lives because of heart disease,” said Tracy. “I can't wait until next year to join the effort again.”

# THE EASTERN TRAIL ALLIANCE/MAINE LIGHTHOUSE RIDE

## EVENT HIGHLIGHT

### Keeping Mainers on the Move

Established for biking, walking, cross-country skiing, and more, the Eastern Trail currently runs from Kittery to South Portland in Southern Maine. Well-established and maintained resources like this make it easy and safe for locals of all ages to enjoy the physical and mental benefits of activity and time spent in the beautiful outdoors. To promote these health benefits, Martin's Point supports The Eastern Trail Alliance and all they do to establish and maintain this 65+ mile corridor.

Martin's Point employees regularly participate in the Trail's largest fundraiser, the Maine Lighthouse Ride. In 2022, Martin's Point employees Brent Graham, Erin O'Donnell, and Diane Frizzle took part as the Martin's Point Peddlers. "I loved the ocean views and the volunteers cheering us on," reflected Diane. "I absolutely love our Maine coast and there is no better way to enjoy it," said Erin. "I'm adding this event to my yearly calendar. Thank you, Martin's Point, for sponsoring us."



*"I absolutely love our Maine coast and there is no better way to enjoy it."*

—Erin O'Donnell, Martin's Point Employee



### Martin's Point Interns Clean Up

Each year, we make it a point to ensure our summer interns get a taste of how integral caring for our community is to who we are as an organization. This year a group worked with Portland Trails to clean up Virginia Woods in North Deering.

# Engaging Our Employees

Martin's Point employees take our mission of caring to the next level—reaching beyond their at-work roles to generously offer their time, expertise, and financial resources to promote the health and wellness of our greater community.

The Martin's Point Volunteer Time Off program and our Annual Giving Campaign support and boost the impact of our employees' spirit of caring while reinforcing our standing as a committed and conscientious community partner.

## VOLUNTEER TIME OFF

At Martin's Point, supporting employee engagement in community service is a direct expression of our organizational values. Through our generous Volunteer Time Off (VTO) program, employees can spend up to 24 hours of paid time each year volunteering at local nonprofits of their choice. In 2022, our employees clocked in an impressive total of more than 1625 volunteer hours—an almost 40% increase in hours over the previous year!

# 1,625

## HOURS OF VOLUNTEER TIME OFF UTILIZED

MARTIN'S POINT EMPLOYEES VOLUNTEERED THEIR TIME WITH MANY ORGANIZATIONS, INCLUDING:

**The YMCA, Maine Senior Games, Camp Sunshine, United Way of Greater Portland, Town of Scarborough Community Services, Portland Trails, Big Brothers Big Sisters of Southern Maine, the American Red Cross, and more!**



BRAXXON LOVES TO FISH AND SPEND TIME OUTSIDE WITH HIS MARTIN'S POINT MENTOR, CHRIS PLACE.

## Maine Kids with Mentors

**46%**  
*Less Likely to Try Drugs*

**52%**  
*Less Likely to Cut Class*

**50%**  
*More Likely to Earn Better Grades*

## BIG BROTHERS BIG SISTERS OF SOUTHERN MAINE EMPLOYEE ENGAGEMENT HIGHLIGHT

### Mentoring Maine's Kids

What do you do when your kids are leaving the nest? If you're Chris Place, you look for more kids to nurture.

Chris, Martin's Point Manager of Provider Inquiry, began mentoring 9-year-old Braxxon through Big Brothers Big Sisters (BBBS) of Southern Maine in early 2020. The pair meets up for a few hours of quality time every two weeks—playing chess, riding bikes, playing on the beach, chatting, and more.

Learning about the BBBS program at a lunch-and-learn, Chris jumped at the chance to use his 18 years of parenting experience to fill a need in our community. "I love the BBBS slogan—'We are guardians of potential,'"

says Chris. "We're not trying to mold kids. This is about finding out what your Little enjoys, is good at, or interested in, and then helping them find their own way to their passion and livelihood."

The impact of Big-Little relationships is real—for both parties. Supportive mentorships build a child's confidence and help them avoid common pitfalls. In fact, Maine kids with mentors are 46% less likely to try drugs, 52% less likely to cut class, and 50% more likely to earn better grades. And, mentors, like Chris, find joy and fulfillment knowing their investments of time, energy, and guidance can reap positive and long-lasting benefits long after their Little isn't little anymore.



*"I loved thinking of every kid, regardless of their age, feeling like this bag was a gift just for them!"*

—Laura Viani, Martin's Point Employee

MARTIN'S POINT EMPLOYEES PREP BOOKS FOR THE FESTIVAL



## BEAUTIFUL BLACKBIRD CHILDREN'S BOOK FESTIVAL EMPLOYEE ENGAGEMENT HIGHLIGHT

### Celebrating Culture and Diversity

Showing the community spirit that's become a Martin's Point hallmark, Laura Viani, Stefani Eason, Angela Snowman, Karen Perry, Brianna Huot, and Marissa Jeffords gathered in August to help assemble book bags for the third annual Beautiful Blackbird Children's Book Festival.

Held in September at three Maine locations, including the Children's Museum in Portland, the Festival introduces new children's literature written and illustrated by Black authors and artists and celebrates these important contributions. More than 4,500 new books were given away during this year's event.

The Festival is presented by Indigo Arts Alliance, a Portland-based organization that cultivates the artistic development of people of African descent. The work of the Indigo Arts Alliance has been supported by Martin's Point since 2020.





# \$147,853

*Employee Donations with  
Martin's Point Match*

## ANNUAL GIVING CAMPAIGN

### **Employees Step Up for Neighbors in Need**

Our Annual Giving Campaign provides Martin's Point employees a convenient and meaningful way to join together and lend financial support to the United Way of Southern Maine, Creating Healthier Communities, and MaineShare. These umbrella organizations disburse funds to critical local and national nonprofits dedicated to community health and well-being.

Since 2015, the Martin's Point Annual Giving Campaign has raised a total of nearly \$1M to support these community organizations. In 2022, Martin's Point stretched our organizational contribution even further, donating two dollars for every one pledged by an employee.

### **Putting Food on the Table**

In 2022, The United Way of Southern Maine collected enough food for 21,000 meals as part of their annual United We CAN Food Drive. Martin's Point employees Aaron Skilling and Miranda Dolph took advantage of the Martin's Point Volunteer Time Off program to deliver food for the drive.



# Become a Partner

All of us at Martin's Point look forward to the opportunities 2023 will bring to deepen our engagement with our greater community to promote health, wellness, and equity. Please visit [MartinsPoint.org/Community](https://MartinsPoint.org/Community) to learn more about the many organizations we support. If your organization would like to partner with us to make an impact in your community, please let us know by filling out our **"Become a Partner"** application. We look forward to hearing from you!

## ABOUT THIS REPORT

Our Community Impact Report provides an annual overview of our organization's community engagement efforts, highlighting the many ways Martin's Point goes beyond providing health care and coverage to support the well-being of the people who live in the areas we serve.

This report is produced by the Community Engagement team, part of the Marketing department at Martin's Point Health Care. **To learn more about this important work, please contact:**



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**MARTIN'S POINT**  

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**HEALTH CARE**