

Our mission is the sacred work of fostering healing and wholeness for vulnerable populations through strategic investing, philanthropy, and advocacy.



2018

Annual Report

A MESSAGE FROM

KRISTEN KEELY-DINGER, PRESIDENT & CEO

The year's end is a wonderful time for us to reflect on all that we have accomplished. 2018 was an eventful year for us, and our small but mighty team crossed a million little things off our list: conducting an evaluation of our Advocacy Grant program, developing a game plan for a market correction, and legally changing our name to The Healing Trust. We also crossed off a few big things: choosing an investment advisor, reopening the grant cycle to new applicants, and announcing our decision to advocate alongside our grantees. We said goodbye to our CFO of 14 years, Matt Deeb, as he moved on to new and exciting challenges in financial planning and investment management. Matt stewarded our finances and investments with great care and was a devoted and beloved member of our team.

In our 16 years of service, we have given around \$90 million in support of hundreds of nonprofits who roll up their sleeves to do the life-changing work of helping our neighbors navigate insurance enrollment, begin healing from sexual abuse, and accessing affordable mental, dental, and primary care. We are fortunate to be able to offer programs that care for those who care for others like our Healing for the Healer retreats and our Sabbatical Grant program. We recognize that our greatest resources are the caring and compassionate people who dedicate their careers to serving others.

As we continue to reflect in the following pages, let's all take a moment to be grateful for the privilege to serve. To paraphrase Martin Luther King, Jr. "everybody can be great because anybody can serve...you only need a heart full of grace and a soul generated by love." Thank you to our committed and passionate Board of Trustees for their service to our mission and to you for your grace and love.

In service,



Kristen Keely-Dinger, LAPSW

LIVING FROM OUR VALUES

We are dedicated to **improved healthcare** for vulnerable populations in collaboration with partners.

We operate with a mind-body-spirit approach that encourages **holistic practices** among our nonprofit partners.

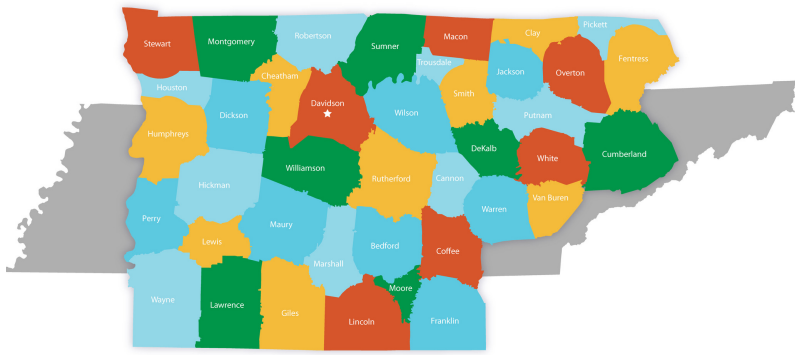
We practice **accountable innovation** and **thoughtful risk-taking**.

We are **faith-guided**, individually and organizationally.

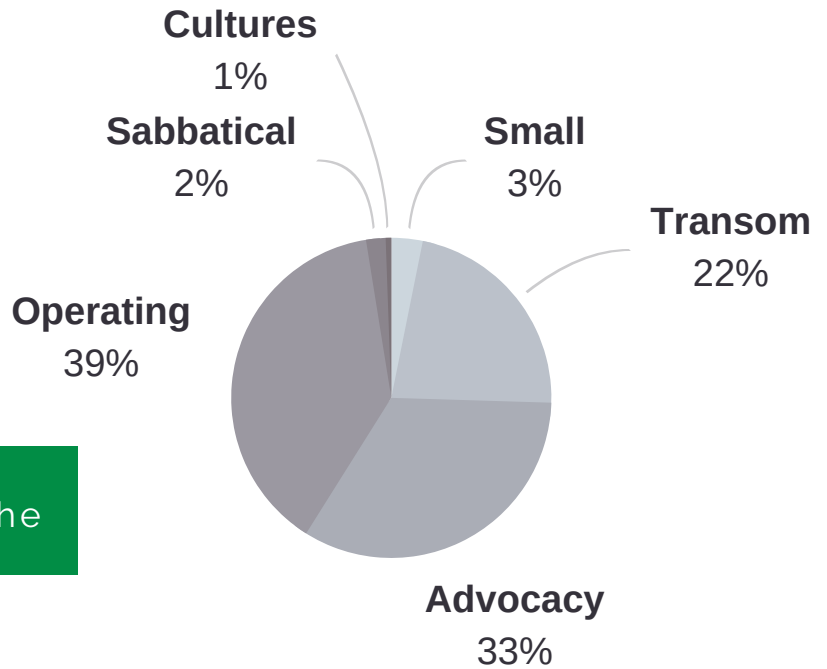
We practice **stewardship** and **strategic investing** for the benefit of generations to come.

OUR GIVING IN 2018

In 2018, we awarded 82 grants and donations to 79 nonprofits. We also distributed \$1,075,000 in previously awarded multi-year grants, bringing our total grantmaking to more than \$4,275,000. That brings our total giving since 2003 to \$90 million dollars.

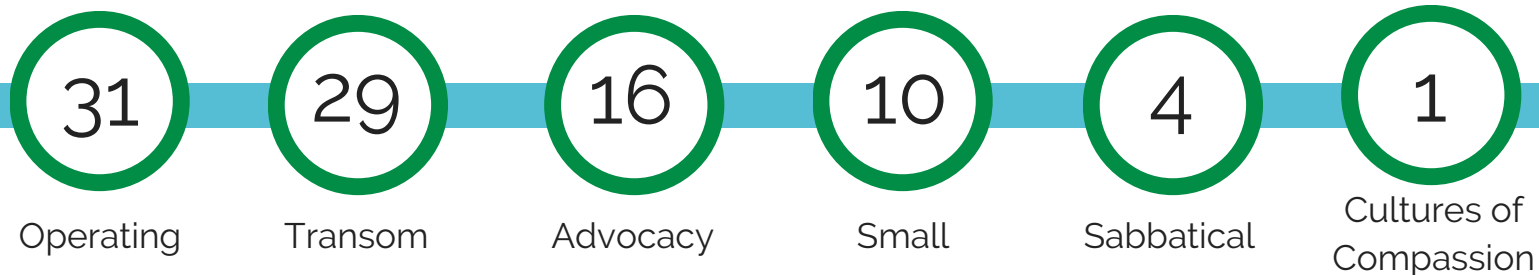


Our giving stretches to all 40 counties in Middle Tennessee through our grantees' services.



In 2018, the majority of our total grant awards were in the form of an Operating grant.

GRANTS AWARDED BY TYPE



WHERE WE'VE BEEN AND WHERE WE ARE HEADED

Birth of the Baptist Healing Hospital Trust
through the sale of Baptist Hospital to
Ascension Health

2002

First grant cycle

2003

First program staff member hired

2003

Programs beyond grantmaking begin, such
as Healing for the Healer, Caring for the
Caregiver, and Courage to Heal

2008

Launch of Critical Needs Grant program to
help grantees downsize based upon
the economic downturn

2009

Launch of the Operating Grant program
awarding unrestricted, flexible dollars
for the first time

2010

Purchase of offices on Sidco Drive

2013

Launch of the Advocacy Grant program

2015

Launch of the Sycamore Institute

2015

The Trust begins participating in
systems change advocacy

2019

Baptist Healing Trust rebrands and
becomes The Healing Trust

2016



BEYOND GRANTMAKING

Providing true compassionate care is both rewarding and challenging, and caregivers need continual support. In response to this, we provide retreats, awards, leadership programs, and internships to support and celebrate our grantees and future nonprofit professionals.

In 2018...



- We had 1 volunteer and 4 paid graduate interns in our office.
- Collectively, our interns completed more than 1,400 hours on projects at The Trust.



- We gave \$40,000 to 6 nonprofits as part of the Salute to Excellence nonprofit awards.
- We awarded Prevent Child Abuse TN with our Catalyst for Change Award.
- We awarded The Nashville Food Project with our Compassionate Care Award.



- We hosted 10 Healing for the Healer retreats.
- 144 service providers attended a Healing for the Healer retreat.



- We hosted 4 technical assistance workshops for 87 attendees on topics such as the Enneagram, board development, field organizing, and succession planning.
- We taught 5 grant-related workshops to equip more than 100 potential grantees to apply for our grants.



- 70 nonprofit organizations used our space free of charge.
- Three Peer Circle leadership groups met monthly in our space cost free.
- Courage to Heal alumni met quarterly in our space free of charge.

GETTING RECOGNIZED

We are honored to be celebrated for our work in philanthropy.

- International Pioneer Award, Grant Professionals Association
- Tennessee Commission on Children and Youth ACE Champion Award
- 2018 Public Relations Society of America Nashville Award of Merit: Newsletter, The Ripple Effect
- 2018 Public Relations Society of America Nashville Award of Merit: Writing, News Release
- 2018 Parthenon Award, Writing: Feature Article: Myths Nonprofit Leaders Believe that Lead to Burnout

COMMUNITY INVOLVEMENT

Our staff prioritizes involvement in the community through collaboration, partnership, and collective impact.

COMMUNITY PARTICIPATION

- Nashville Emerging Leaders, Board of Directors
- Rotary Club of Nashville, Board of Directors
- All Children Excel (ACE) Nashville, Public Policy Committee Member
- Center for Nonprofit Management (CNM) Consultant
- Clarence B. Jones Impact Award Judge (The Communications Network)
- Collective Impact Learning Community
- Nashville Public Education Foundation/Office of the Mayor's Parent Cabinet
- The Sycamore Institute, Board Member
- Metro Nashville Public School Blueprint for Early Childhood Success Working Group
- PRSA Georgia 2018 Phoenix Award Judge

PHILANTHROPIC PARTICIPATION

- Donors Forum participation and co-chair of the Board of Directors
- Southeastern Council of Foundations (SECF) Public Policy Committee
- Rotary Club of Nashville Grantmaking Committee, Chair
- Philanthropic Program Professionals (PPP)
- Grantmakers Concerned with Immigrants and Refugee Rights (GCIR)
- Delivering on the Dream Collaborative (DOTD)
- Grantmakers in Health
- FSG Community of Practice

USING OUR VOICE

340

The number of new email and newsletter **subscribers**

133

The number of new **Twitter** followers we gained

77

The number of new **Facebook** page followers we acquired

51

The number of **targeted emails** we sent to our subscribers

12

The number of published **blog posts** written by staff

9

The number of times The Trust was mentioned **in the news**

8

The number of **speaking engagements** staff held

TOP PERFORMERS IN 2018

We increased our blogging in 2018 with the goal of humanizing our staff through storytelling and emphasizing that advocacy is complimentary to direct service. These are our top posts of the year.



In Policy and Practice: Supporting Employees Through Life-changing Events

By: Meredith Sullivan Benton

"Losing Jim made me aware that many parents – single or not – do not have the support that they need to manage life-changing events. It also showed me how much an employer's compassion matters."



Living From Our Values

By: Kristen Keely-Dinger

"I realized that my commitment to The Trust's organizational values are deeply instilled in who I am both personally and professionally."



You Think You Know, But You Have No Idea: The Diary of a NICU Mom

By: Catherine Smith

"Having to advocate for my daughter made me realize how difficult it is and how much more challenging it is for people who do not have the same resources that were available to us."



Small Foundations Can Have a Big Impact with Effective Communications

By: Kristen Keely-Dinger & Jennifer Oldham

"Having a small team doesn't have to be a barrier to focusing on communications."

THE PEOPLE BEHIND THE GIVING

OUR BOARD OF DIRECTORS

In 2018-2019, 35% of our Board members are under the age of 50, 35% identify as non-white, and 24% live outside of Davidson County. Additionally, 41% identify as male and 59% identify as female.

Mark Bacurin, Partner, MileMark Partners

Dr. Stephanie Bailey, Sr. Associate Dean for Public Health Practice, Meharry Medical College

Rev. Kristina Brown, Community Minister; Communications/PR for Doors of Hope

Gail Carr-Williams (chair), Assistant Director of Community Engagement,
Vanderbilt Office of Neighborhood & Government Relations

Tom Curtis, Community Volunteer

Mark Fioravanti, President & CFO, Ryman Hospitality Properties

José Gonzalez, Professor, Belmont University

Aileen Katcher, Principal, Katcher Strategic Communications

Sumita Keller, Director of Statewide Partnerships

Lani Rossmann, Retired

Kim Thomason, CEO, Kim Thomason Financial

John Wilson, CEO, AbilisHealth, LLC

Luther Wright Jr., Attorney, Ogletree Deacon

COMMUNITY MEMBERS

Megan Bader, Community Volunteer

Matia Powell, Vice-President of Community Engagement, Alignment Nashville

Baylor Bone Swindell, Owner, The Baylor Company

Steve Taylor, Vice-President of Human Resources, Operations and Service Line Support, HCA

OUR TEAM

Kristen Keely-Dinger, President and CEO

Casey McCormick, Operations Manager

Jennifer Oldham, Program and Communications Officer

Catherine Smith, Program Associate

Meredith Sullivan Benton, Senior Program Officer

Amy Maden, Outsourced CPA

INTERNS

Atarah Abdullah-Muhammad, Fall 2018 - Spring 2019

Drew Bongiovanni, Fall 2017 - Spring 2018

Judith Clerjeune, Fall 2017 - Spring 2018

Abby Hyman, Fall 2018 - Spring 2019

Delaney Lackey, Summer 2018



We thank
our grantees
for making our work
meaningful.

We thank **our Board**
for making our work
possible.

