



Making a difference.

COMMUNITY IMPACT REPORT 2024



Together, we're creating a healthy community.

2024 impact by
the numbers.

\$880,000+
in Direct Support

120+
Community Partners





Welcome to our 2024 report.

This year we continued to focus our efforts on nonprofit partnerships, community events and programs, and employee volunteerism. To ensure mission alignment, we aimed support at partners/events whose work improves the health and wellness of our target populations—seniors, military families, and the local community members our health care centers serve.

I’m happy to report that, in 2024, through sponsorships and organizational/employee donations, we achieved our highest contribution total to date—over \$880,000—helping over 120 community-based nonprofits sustain their critical operations.

Building on the momentum of our 2023 focus on volunteerism, Martin’s Point employees turned out in even greater numbers in 2024 to lend their time and energy to appreciative local nonprofits. I invite you to read through this report and join me in celebrating the many ways our organization and our employees increase our impact, together.

Steve Amendo
Chief Marketing Officer

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Above, a Girl Scout mentor in action.

Shining light on a few of our many partners.

Working Together for the Greater Good

In 2024, our community partnership strategy spanned a range of focus areas, collaborating with area nonprofits focused on reducing food insecurity, improving access to critical social and health/well-being services, promoting healthy indoor and outdoor activities, supporting the arts and education, and more.

We remained committed to providing ongoing financial contributions to a core of our long-term, larger nonprofit partners—including American Heart Association, American Diabetes Association, Make-A-Wish Maine, the Southern Maine Agency on Aging, and more—while sustaining or increasing critical funding for many smaller organizations who rely on contributions like ours to continue offering services. As we see an ever-increasing need for these services in our communities, Martin’s Point is, and will continue to be, a trusted partner and source of support.

Girl Scouts of Maine

Inspiring women entrepreneurs of the future.

Martin’s Point and Girl Scouts of Maine embarked on a new partnership in 2024 with our sponsorship of their Cookie Entrepreneur Family Pin Program enabling families across Maine to participate at no cost. The Girl Scout Cookie Program is the largest girl-led entrepreneurial program in the world and the Family Pin program not only helps Girl Scouts of all ages learn financial literacy skills, but it encourages families to be active and involved with their girls’ activities and interests.

In addition to the Martin’s Point sponsorship, First National Bank assisted participants in leveraging technology and social media in their selling efforts. With the first pin being earned in February by a Girl Scout Brownie from the town of Surry, followed by 776 total pins earned by Scouts’ families across all 16 Maine counties, the first year of our sponsorship was a great success and we look forward to our continued partnership in the future.



“Quinn learned about cookie-selling safety and how to describe the cookies she was selling. She sold to family, friends, and neighbors giving her a better insight into her community.”

—First Year Daisy Parent,
Fairfield, ME



Summer programs for healthy young minds and bodies.

Martin's Point has supported the mission of APEX Youth Connection for over five years as they deliver school-year and summer programs that empower and inspire youth through hands-on activities and outdoor adventure.

APEX programs and events serve Biddeford-area kids and include group bike rides, bike repair training, Lego® robotics, a teen science café to explore STEM careers, and a summer camp experience that promotes challenging and fun activities—indoor and out—that build skills and confidence.

In 2024, APEX was one of two recipients of \$5,000 checks from Martin's Point presented at our annual Grandparents Day event at the Sea Dogs. These public donations are a fun and

effective way of raising general awareness of the important benefits that local nonprofits like APEX bring to the lives of children and families in our communities.

We were thrilled to hear that, thanks to this support from Martin's Point, all 20 of APEX 2024 Summer Camp participants were able to attend for free and receive key supplies they might have otherwise had challenges affording, including bug spray, water bottles, snacks, sunscreen, etc. We look forward to continuing this impactful partnership in the years ahead.

 apexyouthconnection.org



Partners for World Health

Sending supplies around the globe.

Every year, Partners for World Health is a favorite destination for Martin’s Point volunteers—helping sort and pack donated medical supplies destined for countries in need across the globe. In 2024, in addition to donating supplies and sending seven volunteer groups their way, we boosted public awareness of their mission and signature fundraiser, “Blue Wrap Project Runway,” displaying one of their creative fashions at our Portland Health Care Center.

 partnersforworldhealth.org



My Breast Cancer Support

Committed to supporting cancer patients.

Martin’s Point was proud to be My Breast Cancer Support’s first Corporate Sponsor back in 2007 and, according to their Executive Director, Jennie Halstead, has been their most consistent sponsor since then. Our 17-year commitment of support—including sponsorship of their “Celebrate Pink 5K” fundraiser—has helped this local organization fulfill their mission of providing financial and emotional support to breast cancer patients and their families in coastal New Hampshire and southern Maine.

 mybreastcancersupport.org



Bringing joy to families during trying times.



“It was wonderful to be part of this beautiful little girl’s journey to a magical place in the midst of her health struggles.”

—Bernadette Fox, Health Plan Care Manager

Through our longstanding partnership with Make-A-Wish Maine, Martin’s Point employees have been privileged to help grant many wishes of local children experiencing critical illnesses. This year was particularly magical.

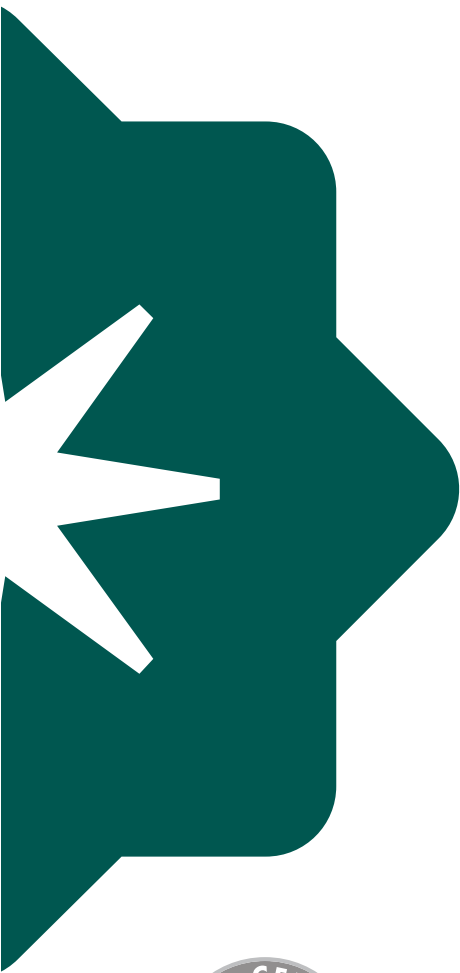
Our 2024 Wisher, Acadia, was a 7-year-old with a respiratory disorder and a heart set on visiting the land of Hogwarts, magic wands, and broomsticks at the Wizarding World of Harry Potter in Orlando. Like many of our past sponsored wishes, this one involved flying—unfortunately, just on an ordinary plane—and a proper Martin’s Point send off for Acadia and her family. Bernadette Fox, Health Plan Care Manager described the scene:

“In late November, cold but enthusiastic Martin’s Point employees gathered at the Jetport to welcome Acadia before flying off on her Harry Potter-inspired Make-A-Wish journey. As her limousine arrived, we all shouted, “Surprise!” Stunned at first, she soon warmed up and shared things she was looking forward to. Passing the signs of encouragement held by our employees decked out in Harry Potter attire, she said ‘I need to read them all, I want to remember everything!’ It was wonderful to be part of this beautiful little girl’s journey to a magical place in the midst of her health struggles.”

 wish.org/maine







Maine Celtics Living Healthy Program

Inspiring kids to start healthy habits early.

In addition to our sponsorship of a Maine Celtics game and the presence of team mascot, Crusher, at our table at this year’s American Heart Association’s Heart Walk, the centerpiece of our partnership with the Celtics is our funding of their Living Healthy Program.

Through this program, Maine Celtics players, staff, and, of course, Crusher conduct Living Healthy lessons with students from local elementary schools with a focus on the impact healthy foods and activities have on our bodies—including topics around diet, daily exercise, sleep, and making healthy decisions.

Our sponsorship helped the Celtics deliver these lessons to over 1,000 students—packing assembly halls and gyms in Portland, South Portland, Scarborough, and Biddeford schools and after-school programs and injecting fun into developing healthy lifestyle habits from an early age.

 maine.gleague.nba.com



1,000+ Students Engaged





Investing in community events and programs.



60+ Events Supported in 2024

Here are just a few.

- » American Heart Association Go Red Luncheon and Heart Walk
- » Maine Senior Games
- » Big Brothers Big Sisters Bowl for Kids' Sake and Bids for Kids
- » Girls on the Run 5k
- » American Cancer Society Tri for a Cure
- » Portland Kids Duathlon
- » American Diabetes Association Tour de Cure
- » Mitchell Institute Fall Gala
- » Alzheimer's Association Walk to End ALZ
- » Portland Trails Holiday Dash
- » The Maine Women's Conference
- » New Hampshire Senior Games
- » Free ME From Lung Cancer 5k
- » Travis Mills Foundation Miles for Mills 5k
- » American Lung Association Trek Across Maine
- » Camp Ketcha Golf Tournament
- » Camp Susan Curtis Golf Tournament
- » The Telling Room Show and Tell
- » Camp Sunshine Watermelon Festival
- » Dempsey Center Dempsey Challenge
- » Equality Maine Pride
- » Girls on the Run Sneaker Soiree
- » Edmund Muskie Access-to-Justice Award Celebration
- » Greenlight Maine Elevating Voices Series
- » hear ME now Break the Sound Barrier Ski Race
- » Maine Adaptive Ski-A-Thon
- » JMG Career Symposium
- » Maine Children's Cancer Program Swish-Out Cancer Challenge
- » STRIVE Rocks
- » Winterkids Annual Downhill 24
- » The Children's Center Touch a Truck
- » Barbara Bush Children's Center Radiothon

Sponsoring and engaging in community events and programs are powerful ways we can support local nonprofits who share our focus on health and well-being. In addition to the financial support our sponsorships provide, in 2024 Martin’s Point employees again stepped up to walk, run, bike, ski, swim, bowl, and more to support over 60 fund-raising events for area nonprofits.

Most of our event sponsorships support organizations that serve our target populations—seniors, military families, and our patients—as well as the overall health of our community. These range from the Maine and New Hampshire Senior Games to 5Ks for nonprofits like the Travis Mills Foundation, Girls on the Run, and Portland Trails, to the signature fundraisers for local branches of national organizations battling heart and lung diseases, cancer, diabetes, Alzheimer’s, and more.

- » Connor’s Climb Foundation 5k & Family Walk
- » Maine Marathon
- » Maine Cancer Foundation Mary’s Walk
- » Indigo Arts Alliance Beautiful Blackbird Children’s Book Festival
- » Milestone Recovery Miles for Milestone
- » Scarborough Primary PTA’s Race to the Point
- » Oasis Free Clinic’s Brunswick in Bloom
- » Town of Scarborough, Zumba in the Park & Kids Pound Fitness in the Park
- » Granite State Independent Living’s Annual Hoops on Wheels Wheelchair Basketball Tournament
- » The Eastern Trail Alliance Maine Lighthouse Ride
- » Maine Foodscapes’ Garden-to-Table Gala
- » Tri-State Learning Collaborative on Aging Spring Summit
- » Maine Council on Aging Wisdom Summit
- » The Opportunity Alliance RAISE
- » ProsperityME Block Party
- » Maine Career Catalyst
- » Center for Grieving Children LOVE Gala
- » Catholic Charities Maine Golf Classic
- » Brunswick Community Education Foundation Community Fundraiser
- » Brunswick Downtown Association Outdoor Arts Festival
- » Caring and Sharing NH
- » The Cromwell Center Celebrating INCLUSION
- » Spurwink Humanitarian Awards Gala
- » Junior Achievement Business Hall of Fame
- » Maine Audubon Autumn Equinox



Grandparents Day | Military Appreciation Night

Annual customer appreciation events are a win.

Each year, we sponsor events celebrating seniors and military families, acknowledging the valuable contributions they bring to our lives and our greater community. With free-ticket invitations, these events provide a fun and family-friendly opportunity to personally thank our members and patients for the trust they place in Martin's Point as their provider of care and coverage.





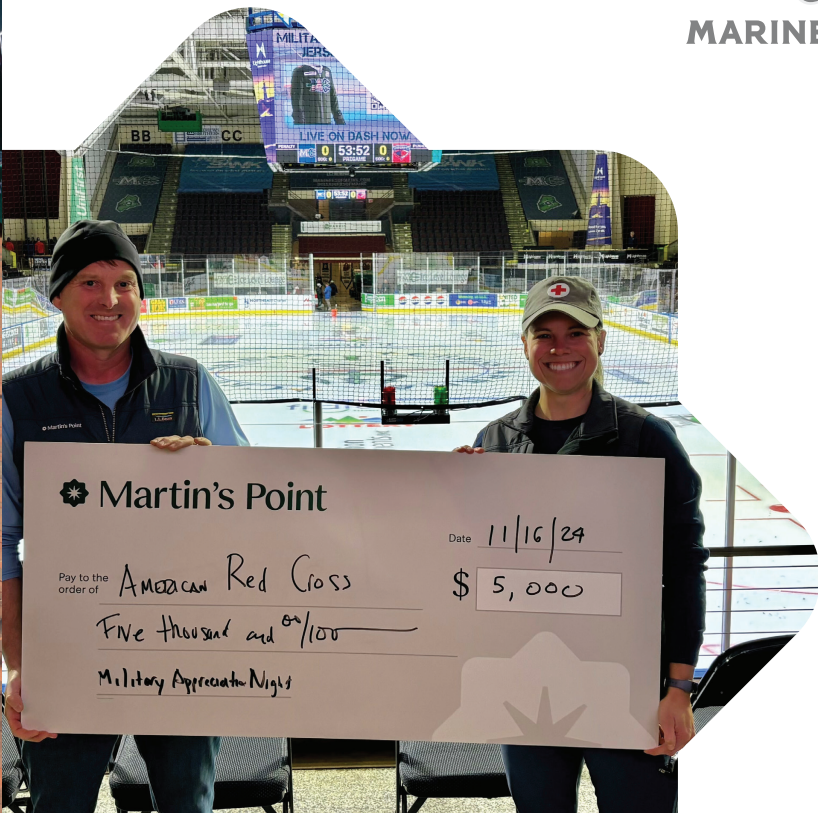
Grandparents Day with the Sea Dogs

The 2024 encore of this annual event featured Martin's Point volunteers greeting attendees and manning our swag table, our ever-popular photobooth with props, and a Martin's Point-sponsored pregame band to add to the festivity and fun. On behalf of our members and patients, Martin's Point representatives presented \$5,000 donation checks to support the important work of local nonprofits APEX Youth Connections and Honor Flight Maine.



Military Appreciation Night with the Maine Mariners

Each fall we invite our US Family Health Plan members to join us rinkside to enjoy a Mariners game and honor our military families. In addition to our Martin's Point swag table staffed by local US Family Health Plan reps Kim MacDonald and Brent Graham, a ceremonial puck drop with veteran Richard Hebert highlighted the night. From his service in Viet Nam, to his career in substance abuse counseling, to his various roles with the American Red Cross, Richard's lifetime commitment to service has positively impacted countless lives in our community. To honor his dedication, Martin's Point presented a \$5,000 donation to American Red Cross Support for Military Families. An additional \$1,000 check was presented to the Portland Hockey Trust.



Maine Gear Share/Teens to Trails

Gear repairs for a cause.

How to promote healthy, outdoor activity for local teens and keep bruised gear out of landfills? In May, Martin’s Point teamed up with Maine Gear Share and Teens to Trails to sponsor a fix-it event offering free repairs to outdoor clothing and gear and supporting the missions of both Brunswick nonprofits. Maine Gear Share boosts access to the outdoors by repairing and lending gear to those in need. Teens to Trails connects local kids to the outdoors to improve mental and physical health.

 mainegearshare.org | teenstotrails.org



Portland Trails

A holiday dash for the trails.

For 15+ years, our partnership with Portland Trails has encouraged outdoor activity, enhancing the physical and mental health of the greater-Portland community. We proudly sponsored their Holiday Dash 5k Walk/Run, where a group of our employees supported the maintenance of the 70+ mile trail network.

 trails.org



Maine and New Hampshire Senior Games

Inspiring life-long health.

For 15+ years, our presenting sponsorship of the Maine Senior Games has supported active lifestyles for area seniors. We fund the Celebration of Athletes Dinner, encourage employee volunteerism, and participate on the Advisory Board. This year, our invitation to ME State Representative Kimberly Pomerleau to join us at the Track & Field event helped raise awareness of the Games. Since 2019 we’ve also been the presenting sponsor of the New Hampshire Senior Games.

 maineseniorgames.org | nhseniorgames.org





Travis Mills Foundation

On the move for veterans.

We're a long-term supporter of the Travis Mills Foundation serving post-9/11 veterans working to overcome physical and emotional obstacles due to service injuries. In 2024, we sponsored their Miles for Mills 5k Walk/Run fundraiser with several Brunswick Health Care Center employees participating, including Vicky Dube (Clinical Support) who shared her appreciation of the foundation: "My dad (Marines) and son (Army) don't like to talk to us about what they did/saw. To have a group that has been in their shoes to talk to is amazing!"

travismillsfoundation.org



Martin's Point Summer Internship Program

College students get **real** experience at Martin's Point.

Our Summer Internship Program is an overall winning proposition—area colleges appreciate the student career exploration opportunities, interns gain skills and experience in a health care environment, and we boost our summer workforce with potential permanent hires.



100+ Students
Hosted Since
Inception



In 2024, 17 students added their numbers to the over 100 interns we have hosted over the years and filled roles across the organization, from health plan and delivery system operations, to support roles in IT, HR, marketing, finance, and more.

In addition to gaining hands-on experience working with their Martin's Point mentors, our program offers interns these professional development perks and more:

- » “Early Career Growth” workshops
- » Networking opportunities
- » Volunteering with our community partners



“The Martin’s Point internship is well thought out and you actually get the chance to do meaningful work.”

—2024 Summer Intern





Engaging our employees in the community.

Another Record Year of Volunteerism



Caring for our greater community is an integral part of who we are and what we do at Martin’s Point. In 2024, employees once again took this mission to heart. Inspired and supported by our generous paid Volunteer Time Off benefit, close to 500 employees headed out into the community to put their energy and skills to work at local nonprofits topping last year’s record for total annual volunteering hours.

Volunteer Time Off Benefit

To encourage employee engagement in community well-being, the Martin’s Point Volunteer Time Off benefits offers full-time employees up to 24 hours of paid time for use in volunteering at local nonprofits of their choice.



3,720+ Volunteer Hours



490+ Individual Volunteers



35+ Local Nonprofits Served



“At Martin’s Point, we value and promote employee volunteerism to enrich our community but also strengthen the bonds within our workplace—building healthy connections within and beyond the office.”

—Paul Kasuba, MD
President and CEO



Days of Service

Continuing to encourage volunteerism with impressive results.

Building on the enthusiasm generated by our first Days of Service initiative in 2023, our 2024 effort inspired even more employees to use their Volunteer Time Off benefit to give back to our communities and deepen connections with colleagues in and outside the workplace.

Supporting over 35 community nonprofits, Martin’s Point teams tackled beach cleanups for Surfrider Foundation, made sandwiches for the unhoused at Milestone Recovery, assembled bikes for kids at Portland Gear Hub,

and much more. On-site, employees across our Health Care Centers and administrative sites gathered to pen holiday card greetings to seniors served through Home Instead and New Hampshire Meals on Wheels and assembled fundraising mailings for Camp Susan Curtis and the Y Camp.

Regardless of how or where, the simple act of hundreds of employees coming together for the collective good made these days both successful and special.



“It’s awe-inspiring to not only work for an organization who encourages us to use our Volunteer Time Off benefit, but to also witness how many employees truly look forward to taking this time to give back!”

—Jillian Bolanz, Marketing Specialist





Organizations Supported on Days of Service

Addressing Food Insecurity

Good Shepherd Food Bank • USM Oakhurst Campus Food Pantry
The Locker Project • Mid Coast Hunger Prevention Program
New Hampshire Food Bank • Meals on Wheels • Gather
Cultivating Community

Supporting Health and Well-Being

Southern Maine Agency on Aging • Partners for World Health • YMCA
The Dempsey Center • Cross Roads House • Preble Street Food Hub

Providing Resources and Support

Ruth's Reusables • Maine Needs • Ronald McDonald House
Center for Grieving Children • Big Brothers Big Sisters of Bath/Brunswick
Milestone Recovery • Boys & Girls Clubs of Southern Maine
Children's Museum & Theatre of Maine • I'm Your Neighbor Books
Ketcha Outdoors • Camp Susan Curtis • Habitat for Humanity
Portland Gear Hub

Conservation and Environment

Portland Trails • Maine Audubon • Surfrider Foundation





Big Brothers Big Sisters of Southern Maine

Striking it big—our best year yet supporting local kids.



**\$11,200
raised in
2024**



In addition to several of our employees serving in the “Big” role to mentor local children, 65 Martin’s Point bowlers joined Portland Sea Dogs’ mascot, Slugger, at our Bowling for Kids’ Sake fundraising events to support Big Brothers Big Sisters (BBBS) of Southern Maine. Martin’s Point held the spring and fall events with employees raising \$5,600. Combined with a Martin’s Point organizational match, the \$11,200 total contribution made 2024 our best year yet.

BBBS uses these funds to recruit, screen, and train adult mentors to be paired with children ages 7–17 throughout southern Maine. Studies show that kids who are paired with a BBBS mentor are 46% less likely to experiment with drugs, 52% less likely to skip school, and 59% more likely to get better grades. With over 60 kids in our community waiting to be matched to a Big, our contributions help build the pipeline of caring mentors providing the kind of support that can be life-changing for youth in our community.



Supply Drives

From our shelves to the community's.

Martin's Point employees are always eager to reach into their pockets (or cupboards) to contribute to the food and other supply drives that help stock the shelves of local nonprofits serving the needs of families and friends in our community. With convenient drop boxes at our health care centers and administrative facilities, these drives are an easy way for employees to make a difference while inviting our patients and members to join in the giving—with the side benefit of raising general awareness of these nonprofits and the populations they serve.

In 2024, we hosted an organization-wide drive for long-time partner Ruth's Reusables that helped stuff over 4000 backpacks with free school supplies picked up by nearly 600 teachers to distribute to local students in need.

Our 2024 food drives included The Locker Project's Mac & Cheese drive to help feed students over the April school vacation, the Biddeford Food Pantry, and Gather's free food services headquartered in Portsmouth and serving the Seacoast areas of New Hampshire and Southern Maine.



Annual Giving Campaign

Over \$1,000,000 raised for our community since 2015.

Each fall, Martin’s Point employees join forces during our Annual Giving Campaign to generously pledge the financial support that many community nonprofits rely on to fund their critical work—with an organizational match pushing our overall pledge power every year. We’re proud to share that our 2024 pledges tipped us over the million-dollar mark for overall Martin’s Point Campaign contributions since 2015.

The Campaign primarily partners with three umbrella organizations—the local United Way, MaineShare, and

Creating Healthier Communities—to provide employees choice in targeting their contributions to a wide variety of nonprofits.

This year, once again, we were happy to join the Campaign kick-off by participating in the United We CAN Food Drive and Can Sculpture Contest with Martin’s Point employees creating a classic coastal Maine scene and contributing to the close to 29,000 meals feeding our neighbors across Southern Maine.





Mid Coast Hunger Prevention Program

Supporting hunger prevention.

In addition to the financial support Martin's Point provided with a \$5,000 donation, in 2024, Martin's Point employee volunteers were put to work at the Brunswick headquarters of the Mid Coast Hunger Prevention Program sorting and packing food for free grocery and meal deliveries. Our sponsorship and manpower helped this organization deliver on its mission to fight the growing food insecurity experienced by our neighbors in over six Maine counties.



 mchpp.org



See our impact in action.

Check out videos of our partner organizations online.

 vimeo.com/martinspoint



PO Box 9746 | 331 Veranda Street
Portland, ME 04103



Become a partner.

All of us at Martin's Point look forward to the opportunities 2025 will bring to deepen our engagement with our greater community to promote health, wellness, and equity. Please visit **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 at Martin's Point Health Care. **To learn more about this important work, please contact:**



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