



 Martin's Point

Making a Difference in the Community

COMMUNITY IMPACT REPORT 2023

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Increasing Our Impact, Together

Each year, the Martin's Point Community Impact Report highlights our efforts to strengthen our communities and support organizations working to create opportunity and provide resources where they are needed most.


In 2023, we sought to increase our impact, focusing on three areas of influence—nonprofit partnerships, community events and programs, and employee volunteerism.

Throughout the year, while maintaining well-established partnerships with mission-driven nonprofits, we added new partnerships with a focus on youth and underserved groups—creating opportunities for healthier lives and brighter futures.

Through financial support of our partners, sponsorship of community events and programs, and donations and employee fundraising, we achieved our highest annual contribution total to date—over \$700,000—helping over 120 community-based nonprofits sustain their critical operations.

Perhaps our greatest accomplishment in 2023 was the increased impact our employees made in our communities. Through new initiatives designed to make volunteering even more accessible, more employees than ever participated in volunteer activities, resulting in a nearly 200% year-over-year increase in employee volunteer hours!

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

 Martin's Point

\$700,000+
Total Monetary Donations for
Direct Community Support

120+
Community Partners
Supported

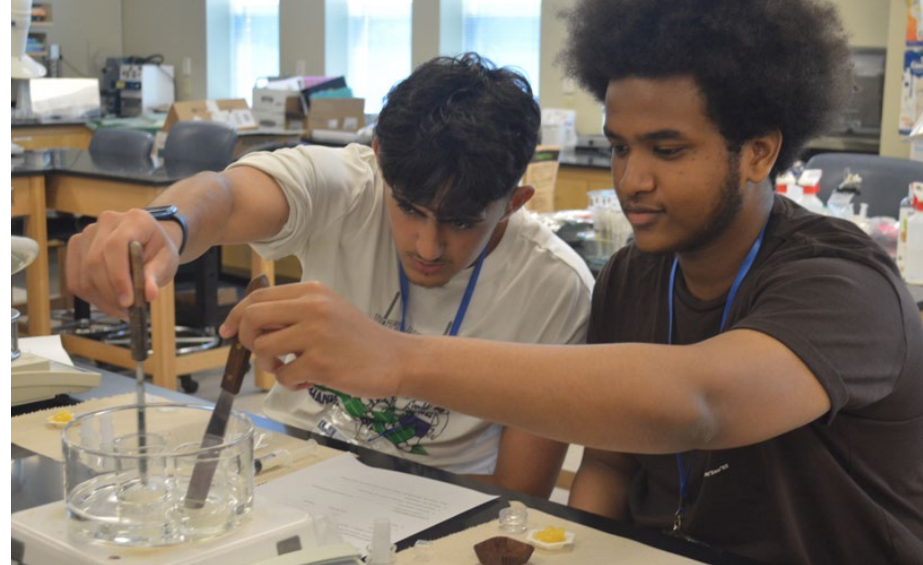
Highlighting Our Partners

Working Together for the Greater Good

In 2023, our community support strategy remained committed to providing ongoing financial contributions to a core of our long-term nonprofit partners—including Make-A-Wish Maine, the Southern Maine Agency on Aging, American Heart Association, and more.

Knowing that earlier interventions often reap more impactful results, we also sought new ways to engage with some of our established partners and developed new partnerships to create opportunities and promote equity for underserved youths and young adults.

These included a unique collaboration with the University of New England to expose highschoolers from rural Maine and immigrant communities to health care career opportunities; getting more youngsters outside and active through a new Rippleffect activity center; engaging more young minds through access and programming at the Children’s Museum and Theater of Maine; and welcoming new immigrant families through the I’m Your Neighbor Books program. Together, these partnerships are making a positive difference both in individual lives and in our greater community—with benefits sure to be felt far into the future.



“My perspective changed because I didn’t know health could be this fun, helping and working with the community.”

Health Careers Exploration Camp Participant

“I got a better understanding on positions that I assumed I knew about. I didn’t know a lot of the professions were so much more interesting and active!”

Health Careers Exploration Camp Participant



UNE Career Exploration Camp

PARTNERSHIP HIGHLIGHT

Planting the Seeds of Health Equity

How can we start to chip away at the health disparities challenging our medically underserved and rural communities? Start at the beginning, with education and opportunities.

This past summer, Martin’s Point teamed up with the University of New England to do just that, supporting their Health Careers Exploration Camp. Held on UNE’s Portland and Biddeford campuses, the three-day event introduced the worlds of higher education and health care careers to 30 high school students—20

immigrant and refugee students from urban, medically underserved communities, and 10 more from rural Maine.

Through engaging, hands-on activities, the group learned about 12 professional health care roles and the education/training pathways to them, while also getting a taste of college life. Some highlights included a Martin’s Point workshop focused on the role of medical assistants and UNE’s Maine Leadership Education in Neurodevelopmental and Related Disabilities session on how a variety of health professions support


individuals with autism spectrum disorder and other neurodevelopmental disabilities.

With over 90% of the students reporting that they’ll use their new knowledge to plan their education and advance toward their career goals, the joint collaboration was a win for all—and encouraging news for the future health of our diverse communities!





ATHLETES COMPETE IN THE 2023 MAINE SENIOR GAMES. MARTIN'S POINT HAS BEEN THE LEAD SPONSOR FOR MANY YEARS.

 MaineSeniorGames.org



RIPPLEEFFECT PARTNERSHIP HIGHLIGHT

In 2023, our long partnership with Rippleffect included contributing to their Rippleffect Outdoor Community Center (ROCC) project. In collaboration with Portland Public Schools and the City of Portland, the ROCC is located on six woodland acres near the Amanda C. Rowe Elementary School and includes ropes and rock-climbing courses, camp platforms, and yurt classrooms. The project will deepen Rippleffect's connections with the Portland community, expand offerings, and further their vision of providing all Maine youth with equitable access to outdoor education.

 RippleffectMaine.org



CHILDREN'S MUSEUM AND THEATRE OF MAINE PARTNERSHIP HIGHLIGHT

Martin's Point Health Care once again partnered with the Children's Museum & Theatre of Maine (CTCM) with a year-over-year increased contribution enabling over 300 Portland Public Elementary School students to visit the museum in 2023 at no cost. The donation also funded the creation and successful piloting of three new guided programs—Meet the Turtles, Seed Launchers, and Animal Adaptations—dovetailing with school curriculum to enhance learning-through-play opportunities for these student groups and thousands more youngsters in the years ahead.

 KiteTails.org



I'M YOUR NEIGHBOR BOOKS PARTNERSHIP HIGHLIGHT

The I'm Your Neighbor Books' New Arrival Project uses the power of literature to welcome new immigrant families and encourage a feeling of belonging as they adjust to their new American home. Through a donation and volunteer support, Martin's Point helped purchase and distribute age- and culture-appropriate books to 200 children served by Catholic Charities of Maine. Set in the child's home country or in their diasporic community, the books help provide a crucial sense of home during the often-isolating immigrant/refugee experience.

 ImYourNeighborBooks.org



Make-A-Wish® Maine PARTNERSHIP HIGHLIGHT

Granting Wishes, Year after Year

Not everyone has the enviable power to make wishes come true. Through our longstanding financial and volunteer support of Make-A-Wish Maine, many Martin's Point employees have been privileged to join in the magic—and hard work—of granting the wishes of local children affected by critical illness.

Over the years, several of our sponsored wishes have featured enthusiastic airport send-offs for Wishers and their families. In 2023, Martin's Point volunteers gathered there again to cheer on Logan, a local four-year-old dinosaur lover and cancer survivor, and his family before their trip to Florida theme parks. Thanks to Martin's Point support, Logan's biggest wish—to dig for dinosaur bones—came true at Dinosaur World!

In addition to our tradition of wish sponsorship, Martin's Point employees have supported Make-A-Wish's critical fund-raising efforts. For the last five years, employee Michele Mullen has joined their annual Trail Blaze Challenge—a 23.4-mile hike along the Maine Hut Trail. And, new in 2023, employees answered phones for their Share the Power of a Wish Telethon. Volunteer Theresa Carr appreciated that her work would directly help grant wishes: "This organization does so much for our Maine communities. It was an honor to take part in this amazing telethon."

 [Wish.org/Maine](https://www.wish.org/Maine)

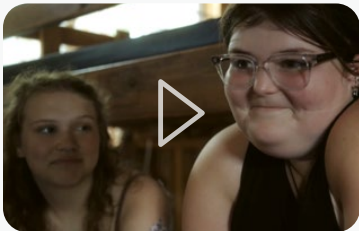
Partner Videos

Through our Martin's Point in the Community series, we produce and post videos to boost public awareness of our partner organizations whose work promotes health and wellness. These videos help bring their stories to life, shining a light on those who do this important work and those who benefit from it. Click on each item below to view these videos or watch additional videos from our Martin's Point in the Community series.

WATCH THE SERIES



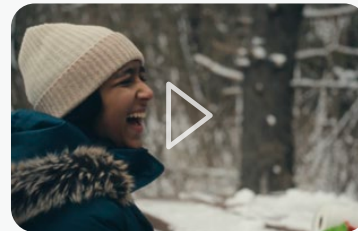
The Telling Room



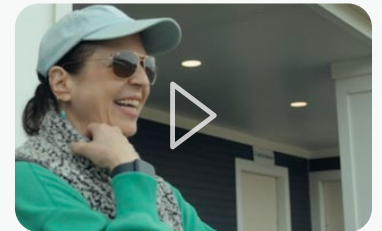
ADA Camp Carefree



Big Brothers Big Sisters



Teens to Trails



Southern Maine Agency on Aging



Community Events and Programs

Showing Up for Our Community

Engaging in community events and programs is one powerful way we have traditionally supported local nonprofits who share our focus on health and well-being. In addition to our financial support through event sponsorships, in 2023 Martin's Point employees, once again, showed up in force to walk, run, bike, ski, swim, bowl, and more to support over 60 fund-raising events for area nonprofits.

Most of our 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 and the Maine Council on Aging, to the Travis Mills Foundation and Fort Drum's Mountainfest, to the signature fundraisers for battling heart and lung diseases, cancer, diabetes, Alzheimer's, and more.

In recent years, we've also committed to include community organizations whose missions promote diversity, equity, and inclusion, including the Maine Women's Conference, Equality Maine Pride, Greenlight Maine Elevating Voices Series, Indigo Arts Alliance, The Cromwell Center for Disabilities Awareness, and more.

60+ Events Supported in 2023

- › 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
- › The Summit Project Honor Case
- › 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
- › Connor's Climb Foundation 5k & Family Walk
- › New Castle 10k
- › 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
- › And more!



OUT OF THE DARKNESS WALK EVENT HIGHLIGHT

Our largest team yet, captained by Anne Theriault of Health Plan Pharmacy Operations, joined the 2023 Out of the Darkness Walk—the American Foundation for Suicide Prevention’s signature fund-raising event held in Portland. The Walks take place in cities nationwide where those affected by suicide and their supporters raise awareness and send the message that suicide can be preventable. Anne hopes to “continue to grow our support each year to reinforce how important mental health and suicide prevention are.”

 [AFSP.org](https://www.afsp.org)



TRI FOR A CURE EVENT HIGHLIGHT

Each year, over 1,300 women gather in South Portland to swim, bike, and run in the Maine Cancer Foundation’s Tri for a Cure—Maine’s largest fundraising triathlon. Many employees, including Jordan Ouellete, Talent Acquisition Manager, take part in this iconic event year after year with Martin’s Point pledge support. Jordan noted, “I Tri in memory of my mom and other loved ones who have fought cancer. I’m grateful for Martin’s Point’s support which helps foster prevention, early detection, and better outcomes.”

 [TriForACure.org](https://www.TriForACure.org)



MOUNTAINFEST 2023 EVENT HIGHLIGHT

Martin’s Point has been a main sponsor of the Salute to the Troops Tribute Concert at Mountainfest since its inception in 2011. This day-long event recognizes and thanks the soldiers of Fort Drum’s U. S. Army 10th Mountain Division for their valiant service and support to our country. The celebration brings nearly 20,000 servicemembers, their families, and the community together and provides a great opportunity to meet many of our US Family Health Plan members in New York state at our sponsor booth.

 [Drum.ArmyMWR.com](https://www.Drum.ArmyMWR.com)



Military Appreciation with the Maine Mariners EVENT HIGHLIGHT

Celebrating Our US Family Health Plan Members

In 2023, Martin's Point continued our sponsorship of the popular Military Appreciation Night with the Maine Mariners, inviting our US Family Health Plan member families to, once again, join the fun and excitement rinkside with free tickets.

A ceremonial puck drop with Coast Guard veteran Doug VanKampen and his service dog, Buster, highlighted the night. Doug is a recent graduate of and volunteer for Maine Paws for Veterans—a program connecting veterans with service dogs for a chance at a brighter, confident future. Doug was joined at center ice by Kristina (Kiki) Couch, Buster's foster mom and Paws for Veterans board member. Board Chair Tracy Shaw was later presented with a \$5,000 donation from Martin's Point for this unique program supporting our deserving veterans.

As part of the celebrations, Corrie VanKampen—fellow Coast Guard veteran and Doug's wife—was also honored with a gift from Quilts of Valor, a gesture of gratitude and comfort for those who have served and sacrificed for our country.

Grandparents Day at the Portland Sea Dogs

EVENT HIGHLIGHT

Hitting It Out of the Park for Our Members
and Patients

This year we were excited to be able to safely return in person to host our ever-popular Grandparents Day with the Sea Dogs customer appreciation event. And they were more than ready to get back to the ballpark with us and join in the family fun!

This signature event has been a unique way for a cadre of Martin's Point volunteers to personally connect with our patients and health plan members in a family-friendly, community-centered setting. And our 2023 game day brought on the extra fun with a live band, photobooth, giveaways, and a photo on the field for attendees.

In addition to the Sea Dogs partnership, Martin's Point also took to the field to present \$5,000 donations on behalf of our members and patients to two local nonprofit organizations focused on tackling the challenges of hunger and mental health in our community: The Locker Project and the American Foundation for Suicide Prevention.





“This was the second Grandparents Day I volunteered for. I loved seeing all the wonderful people. Hearing the feedback directly from members and their families makes the work that we do at Martin’s Point very rewarding.”

—Gina Prokey, Finance



Engaging Our Employees

Taking Our Commitment to the Next Level

Caring for our community is an integral part of who we are and what we do at Martin's Point, and our employees eagerly joined in as we took organizational steps in 2023 to elevate our focus on our community impact through volunteerism.

New Volunteerism Initiatives



Creation of Community Impact Team

The team gets early notification of volunteer opportunities, spreads awareness with their colleagues, leads group activities, and represents Martin's Point as community-minded employees.



Days of Service and Monthly Opportunities

We designated two official Days of Service (spring/fall) and highlighted monthly volunteerism opportunities throughout the year, facilitating easier sign-up and access for participants, including bringing some options on-site.



Expanded Tracking of Volunteerism

In 2023, we started tracking volunteering activities (e.g., the AHA Heart Walk, the Tour de Cure, and the Bowl for Kids' Sake) that occur off hours, so we can see the full impact of our employees in the community.

3,162

Volunteer Hours



Volunteer Time Off Benefit

To support community service, our generous Volunteer Time Off (VTO) benefit provides up to 24 paid hours yearly to volunteer at local nonprofits. In 2023, our employees clocked in an impressive total of 3,162 volunteer hours—an almost 200% increase in hours over 2022!





481+
Employees
Participated



37
Organizations
Served



1,200+
Hours of Volunteer
Time Off

Martin's Point Days of Service

EMPLOYEE ENGAGEMENT

Encouraging Volunteerism Yields Amazing Results

Our 2023 Martin's Point Days of Service opened more (and more convenient) opportunities for employees to use their Volunteer Time Off benefit, give back to our communities, and connect with colleagues outside the workplace. Our two dedicated Days of Service offered a variety of volunteer options at nonprofits close to our locations as well as on-site projects—including letter writing to military service members through Hugs for Soldiers and families staying at the Ronald McDonald House, making art/self-care kits for Maine Needs, and assembling a fundraising mailing for the Center for Grieving Children.

No matter the where or the what, the simple act of hundreds of employees coming together for the collective good of our community made these days both successful and special. As Diana Mosso, Manager Organizational Communications, put it, "It's amazing to be given the time and the encouragement to volunteer for an organization that I'm passionate about and to connect with other colleagues who share that sentiment. I look forward to the next Day of Service!"



Organizations Supported on Days of Service

Addressing Food Insecurity

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



Supporting Health and Well-Being

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



Providing Resources and Support

Furniture Friends • Ruth's Reusables • Maine Needs • Ronald McDonald House • Camp Sunshine PSL
STRIVE • Center for Grieving Children • Hugs for Soldiers • Freeport Community Services
Big Brothers Big Sisters of Bath/Brunswick • Milestone Recovery

Conservation and Environment

Portland Trails • Maine Audubon • Scarborough Land Trust



Habitat for Humanity/ Women Build

EMPLOYEE ENGAGEMENT

Coming Together to Build Skills and Homes



Over the years, Martin's Point has fostered a long-standing partnership with Habitat for Humanity, supporting their work through donations and employee volunteering. This past summer, Martin's Point employees once again rolled up their sleeves to participate in two Habitat home-building projects.

Our newly formed Community Impact Team joined forces and put their skills to work at a site in South Portland, while another group of employees from across the organization took advantage of a Women Build event. Women Build—a movement that unites and empowers women to make an impact on affordable housing in their communities—has

partnered with Habitat to provide opportunities for women to come together to gain and use new skills while helping to build homes and strengthen communities.

With no experience required, the Women Build event was a rewarding and fun way for employees to learn something new while making a difference. Kate Kuhrt, Business Development and Market Analysis Manager, expressed it well: "It was great to give back to the community, learn more about Habitat for Humanity and its efforts in Maine, and meet lots of great women from Martin's Point in the process."

 [HabitatPortlandMe.org](https://www.habitatportlandme.org)



Big Brothers Big Sisters

EMPLOYEE ENGAGEMENT

On a Roll—Employees Raise \$10K for Maine Kids

In addition to several of our employees serving in the “Big” role for a local child, over 100 Martin’s Point employees traded their footwear and warmed up their arms in 2023 to raise money for Big Brothers Big Sisters (BBBS) of Southern Maine. Martin’s Point sponsored two Bowl for Kids’ Sake events at Bayside Bowl in Portland—in March and May—raising a total of more than \$10,000 for an important community partner.

“Together, we’re not just knocking down pins—
we’re building brighter futures.”

—Sydney Clifton, Organizational Development and Learning

These critical dollars fund recruitment, screening, and training of mentors, in service of establishing one-to-one relationships that support local youths. “With over 50 kids currently on the waiting list for a Big, growing our network of volunteers is vital,” says Emily Hering, Communications and Events Manager for BBBS. “This support helps guarantee every child has the opportunity to reach their brightest future.”

At each event, participants divided into teams of six, donning costumes and encouraging friendly competition. Based on this year’s success, plans for repeat events in 2024 are already in place.

 [SoMeBigs.org](https://www.somebigs.org)

Annual Giving Campaign

EMPLOYEE ENGAGEMENT

Pledging Vital Support for Those in Need

Each fall, Martin's Point employees come together during our Annual Giving Campaign to generously pledge the financial support that so many community nonprofits rely on to fund their critical work. An organizational match helps boost the power of those pledges.

The Campaign primarily partners with three entities—the local United Way, MaineShare, and Creating Healthier Communities—giving employees the opportunity to choose from a wide variety of nonprofit organizations within these umbrella organizations to target their support. Since 2015, the Campaign has raised a total of nearly a million dollars to support these community organizations. In 2023, Campaign efforts raised \$130,986, including employee pledges, organizational matching dollars, and food bank donations.

This year, we were happy to be able to again kick off the Campaign by participating in the United We CAN Food Drive and Can Sculpture Contest after a several-year, COVID hiatus. Martin's Point employees built a loon sculpture, contributing to the over 25,000 meals donated to neighbors across Southern Maine.

\$130,986
Total Funds Raised



CHRISTMAS ACROSS MAINE EMPLOYEE ENGAGEMENT

Since 2014, the Martin's Point Pharmacy team has helped brighten the holidays for Maine military families. Led by Angela Shaw, Manager of Retail and Mail-Order Pharmacy, the group collects donated toys, clothing, food baskets, and gift cards for the Maine Military Family Assistance Center's Christmas Across Maine program. In 2023, their gifts supported two local families. "Each year our pharmacy group amazes me with their generosity," says Angela. "We hold a special place in our hearts for our military and are happy to give back during difficult times."



RONALD MCDONALD HOUSE EMPLOYEE ENGAGEMENT

Over the years, volunteering at our local Ronald McDonald House has become a popular way for Martin's Point teams to come together to support the well-being of Maine families. At this "home-away-from-home," family members of critically ill, hospitalized children receive much needed rest and respite while staying close to their loved one in need. In 2023, staff from our Health Management department joined the effort, preparing nutritious meals for these families—providing care and comfort to them as they support their children during a stressful time.

 [RMHCMaine.org](https://www.RMHCMaine.org)



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Become a Partner

All of us at Martin's Point look forward to the opportunities 2024 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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