

# IMPACT REPORT

CELEBRATING 25 YEARS OF CONNECTING  
TAMPA BAY TO COVERAGE

20  
23



## FROM THE BOARD CHAIR

As the newly elected Board Chair of the Family Healthcare Foundation, I am honored to witness the incredible impact this organization has had in Tampa Bay over the last 25 years. The 2023 Impact Report reflects not only the remarkable strides we have taken to connect residents with affordable healthcare options but also the profound and lasting effect these services have on the well-being of our community.

Our team's unwavering commitment to ensuring access to quality healthcare has been nothing short of inspiring. Through innovative programs and strategic partnerships, and the tireless efforts of our staff, we have successfully bridged gaps and provided a lifeline to those in need.

As we celebrate the achievements documented in this report, it is crucial to acknowledge the ongoing need for our services. The challenges faced by many residents in accessing healthcare persist, underscoring the vital role the Family Healthcare Foundation continues to play. The journey ahead will be both challenging and rewarding, and I am confident that with the continued dedication of our team, we will make an even greater impact in the years to come.

## FROM THE EXECUTIVE DIRECTOR

In 2023, we embarked on the ambitious mission of supporting thousands of individuals in Tampa Bay through the Medicaid redetermination process. This past year, our organization rose to the occasion like never before. We are thrilled to announce that, during our 25th Anniversary Year, the Family Healthcare Foundation achieved a record-breaking milestone by serving the highest number of individuals in our organization's history.

As we celebrate this milestone, we want to express our deepest gratitude to our supporters and partners who have been instrumental in making these accomplishments possible. Your unwavering commitment to our mission has empowered us to reach new heights and positively impact the lives of so many in our community. Thank you for being an integral part of our journey and for standing with us as we continue to make a meaningful difference in the lives of those we serve.

SANDRA MURMAN



KATIE RODERS  
TURNER





HELLO. IT'S US!

## THE FAMILY HEALTHCARE FOUNDATION.

WE WORK IN HILLSBOROUGH, PASCO, PINELLAS, & POLK COUNTIES,  
HELPING TAMPA BAY RESIDENTS ACCESS HIGH-QUALITY & AFFORDABLE  
HEALTHCARE COVERAGE.



## OUR VISION...

IS THAT EVERY PERSON IN TAMPA BAY HAS EQUITABLE ACCESS TO  
AFFORDABLE, QUALITY HEALTHCARE TO ENSURE A HEALTHY, VIBRANT  
COMMUNITY.

# Sonata, Hillsborough County



“We had gone uncovered for too long. On top of struggling to afford my prescription medications, I was unable to see a primary care doctor or receive routine care from the dentist or eye doctor. Given that we’re college students living in Tampa, where rent is expensive, I was worried that we wouldn’t be able to afford insurance and unsure if we could even apply for it because I thought the date to sign up had passed. The Navigator who helped me walked me through the entire application. She was so helpful, patient, and knowledgeable. I feel like she practically knew the application from memory, so I knew she had been down this road before. She talked over plans with me, explained what everything meant, and helped me find all the information I needed. After going through the process, I discovered that my husband and I qualified for tax credits, which helped us afford a Silver plan.”





## Henry, Pasco County

“When I left my previous employer, my family was without health insurance. I was given the phone number for the Family Healthcare Foundation and spoke with a Navigator. She was extremely helpful, patient, and knowledgeable. She explained all of our options and helped me understand my new health insurance policy. With the Family Healthcare Foundation’s guidance, our new health insurance plan covered the medical services that my daughter routinely needs. Without the help of the Family Healthcare Foundation, my daughter would not have health insurance.”



**ANGELA, PINELLAS COUNTY**

Angela, a resident of Pinellas County, retired from her job with a local healthcare provider before the age of 65. She was not yet eligible for Medicare, and still needed health insurance coverage. In search of options, she reached out to the Family Healthcare Foundation and was able to find a post-retirement plan that both fit her needs and affordable on her fixed income. Reflecting on the experience, she says her Navigator helped make the transition easy. “My Navigator is always warm, personable, and professional when I telephone and hopefully more people can be made aware of this resource. She really helped me.”



## PROGRAM HIGHLIGHTS

### EMPOWERING



**3484**

children &  
adults enrolled  
into healthcare  
programs

### ENGAGING



**641**

community  
events attended

### EDUCATING



**413**

clinical &  
educational  
professionals  
trained on  
healthcare  
programs



# CELEBRATING 25 YEARS



## INFORMING

## INSPIRING

## INNOVATING

On October 26th, with a beautiful sunset at the Tampa River Center, we came together to mark a momentous occasion: the 25th Anniversary of the Family Healthcare Foundation. As we looked back on our journey, we were reminded of the incredible impact we've had on healthcare access and the lives we've touched. Founding and outgoing Board Chair Dr. Douglas Holt, was honored with the Family Healthcare Foundation's "Healthcare Hero" Award, and families shared their powerful stories of the Foundation's impact on their lives.

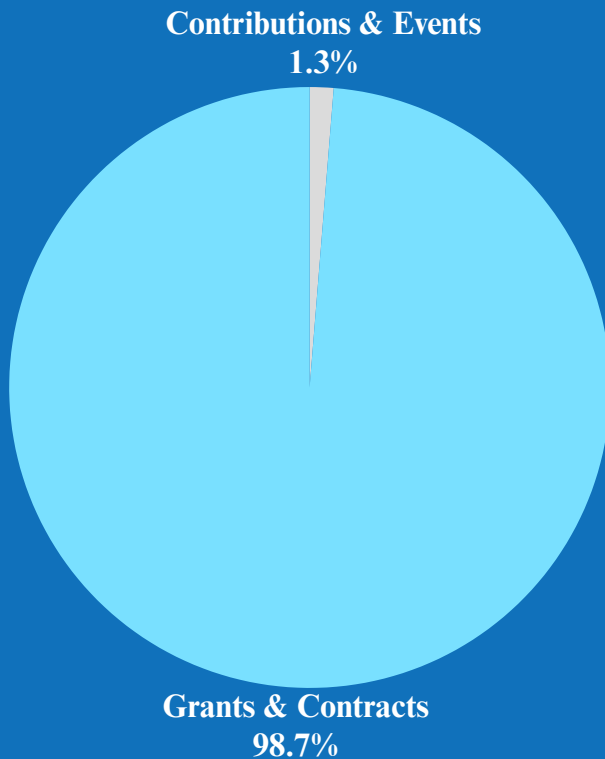
The future is filled with promise, and we're more inspired than ever to continue our mission. Thank you to everyone who made this evening so special. Here's to 25 years of making a difference and to many more years of health, happiness, and hope.



# Financials

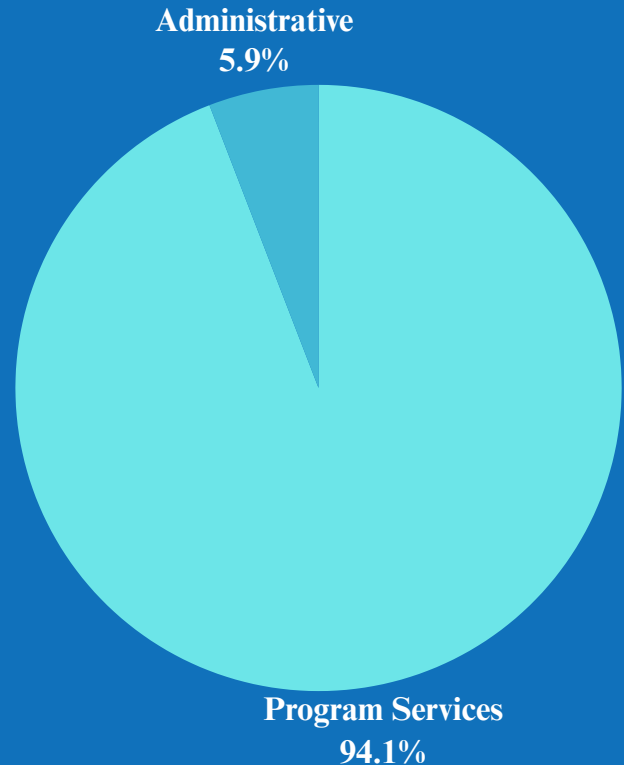
## 2023 Revenue

\$2,720,509



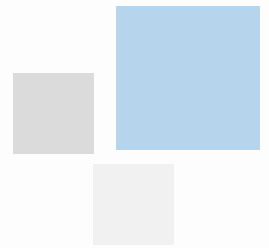
## 2023 Expenses

\$2,596,019



- Information is pending the 2023 Independent Financial Audit. Audited Financial Statements will be made publicly available when finalized.

# Thank You



## BOARD OF DIRECTORS

**Sandra Murman**  
Board Chair

**Keri Eisenbeis**  
Vice Chair

**Mike Aubin**  
Treasurer

**Dr. Jason Wilson**  
Secretary

**Dr. Douglas Holt**  
Immediate Past Chair

**Mary Ellen Gillette**  
Director Emeritus

**Dr. Steven Freedman**

**Dr. Judi Vitucci**

**Dr. Maria Russ**

**Debra Prewitt**

**Armando Sanchez-  
Aballi**

**Melanie Hall**

**Karen Perez**

**Commissioner Myers**

**Bob Henriquez**

**Scott Darius**

**Kyle Matthews**

## SUPPORTERS

**USF Health**

**Hillsborough  
County Florida**



**HealthyKids**



*Mary Ellen & Donald  
Gillette*