

INDEPENDENT HEALTH'S  
**2023 COMMUNITY BENEFIT REPORT**



Independent  
 Health®

## Community Benefit Report

At Independent Health, being committed to the community, members and our associates is not just what we do, it's who we are. Whether meeting the evolving needs and challenges of our community or helping others by supporting a wide range of activities and initiatives, in 2023 we continued to carry out our mission by creating opportunities for healthier lives across the eight counties of Western New York.

Beyond our corporate giving, Independent Health associates and resources work collaboratively with other community organizations aligned in addressing important issues and to help individuals achieve success in overcoming obstacles for a brighter – and healthier – future.

Through numerous contributions and community partnerships, we were able to provide more than \$28 million in 2023 to improve the health and overall well-being of our region, including significant support for underserved and at-risk populations.

### WNY E-BIKE LIBRARY

Since 2016, Independent Health has partnered with Shared Mobility Inc. on the Reddy Bikeshare program to bring an affordable and healthy transportation option to our community. Reddy Bikeshare, currently in its ninth season, offers 465 bikes at 110 stations across Buffalo and Niagara Falls that are available for short-term, shared use. The program has been steadily growing in usage and membership, with riders pedaling more than 596,000 miles across our region during the past eight years.

Building on the momentum and success of Reddy Bikeshare, Shared Mobility Inc. saw an opportunity to do more in Western New York after acquiring 3,000 e-bikes from Uber Technologies in 2020. A portion of those e-bikes (electric pedal-assist bikes) have since been refurbished and allocated to a new initiative known as the WNY E-Bike Library.

With support from Independent Health, the goal of the program is to build free e-bike libraries in underserved areas that are individually managed by community-based organizations (CBO). Much like a library where you can borrow books, the WNY E-Bike Library allows individuals to borrow bikes free of charge. Doing so helps provide greater access to transportation, closes mobility gaps and brings people together, in addition to the variety of health benefits bicycling provides, especially for those with limited physical abilities.

After successfully piloting the e-bikes in 2022, Shared Mobility Inc. welcomed Create a Healthier Niagara Falls Collaborative

and East Side Bike Club as its first two community-based organizations of the program. A total of 55 e-bikes are currently in use between the two organizations, with dozens more ready for the next CBO.



### REDSHIRT® VOLUNTEERS

As a company always willing to help give back to Western New York, Independent Health regularly offers its associates the opportunity to volunteer in the community and provide the RedShirt Treatment, fully living two of our core values – passionate and caring – in the work they do and the support they provide others throughout the region. Independent Health associates are present at various community events throughout the year, giving their time to serve those in need or offering help to local organizations, such as Back to Basics Ministries, St. Vincent de Paul and the Matt Urban Center. In addition, many members of our management team are volunteers or active participants as directors on community boards.





### DIVERSITY AND INCLUSION EFFORTS

In continued support of our diversity, inclusion and belonging efforts, 2023 was the inaugural year of Independent Health's participation in the Pride Parade and Juneteenth Parade and Festival. Independent Health associates from across our family of companies, along with their family and friends, were invited to walk in the parades and encouraged to attend post-event activities. Collectively, more than 40 associates participated in the two events. Independent Health plans to continue its support of both the Pride Parade and Juneteenth Parade and Festival going forward, hoping to increase the number of associates partaking each year.

In addition, since 2019, Independent Health has been highlighting its associates through various recognition

and award opportunities for the work they do within Independent Health and in the community to increase diversity initiatives, promote equity and advance inclusion efforts. Independent Health is fortunate to have associates who truly live the mission behind furthering this important work.



### INDEPENDENT HEALTH GYM AND WELLNESS CENTER AT JERICHO ROAD

In celebration of a five-year partnership with Jericho Road to help open a state-of-the-art fitness facility in East Buffalo, the gym was renamed 'The Independent Health Gym and Wellness Center at Jericho Road,' reaffirming the commitment of Independent Health to promote well-being and access to fitness for individuals living in that part of the community.

As one of two fitness centers on Buffalo's east side, this facility has been a cornerstone in promoting a healthy lifestyle, providing cutting-edge fitness equipment, personalized training programs and a wide range of wellness services. In addition, the gym focuses on providing physical therapy and exercise programming for people of all ages, genders, cultures and abilities – especially individuals with chronic diseases and higher-risk medical conditions like diabetes and cardiovascular disease. Many gym members are patients at Jericho Road who are refugees, immigrants and living in poverty.

All gym memberships include access to all classes, quarterly fitness evaluations and custom exercise program design.





### HEALTHY OPTIONS AT HOME

Through the Healthy Options at Home program, offered by Independent Health Foundation, meal kits are delivered directly to families around the city of Buffalo, Lockport and Niagara Falls, as well as areas surrounding the Rural Outreach Center, including East Aurora, Holland and Elma, to teach healthy cooking skills and create habits to last a lifetime.

The meal kits include all ingredients needed to prepare a healthy recipe along with virtual cooking demonstrations for four consecutive weeks. The kits also include the cost of the recipe, shopping lists for future use, resources on how to cook on a limited budget and necessary kitchen tools. Sample meals include black bean burgers, chicken stir fry and personal flatbread pizzas.

Last year, 510 families across rural and urban areas of Western New York were served by the Healthy Options at Home program, equating to 8,160 healthy meals being provided to families to learn new skills and cook together at home. In addition, 57 percent of participants felt more confident cooking healthy meals on a budget.



# Community Benefit Impact for 2023

Independent Health’s Community Investment Total for 2023:  
**\$28,793,088**

Program Total for 2023: **\$25,237,205**

## Community Benefit programs, initiatives and partnerships:

Direct and Associated Expenditures: **\$6,157,051**  
 (program total minus HCRA & GME)

### A Few Examples of Direct and Associated Expenditures:

HEALTHeNet	\$13,000
Corporate Sponsorship Program	\$1,122,548
Independent Health Foundation	\$3,505,847
Dress Down Day Program	\$14,350
United Way Program	\$63,720

### Mandated Government Expenses:\*

HCRA	\$17,282,250
GME	\$1,797,904

\*Health Care Reform Act (HCRA) and Covered Lives Assessment (GME):  
 New York State’s Health Care financing laws that fund a multitude of health care initiatives as part of public goods pool.

## Independent Health’s in-kind and indirect expenditures for 2023:

A few examples of In-kind and Indirect Expenditures, includes non-monetary contributions of goods or services:

- Associates **on-work time** **\$3,555,883**  
 Work done in support of Community Benefit programs, initiatives and partnerships.
- Associate Volunteerism **\$68,846**  
 361 associates volunteered 1,083 hours.
- Giveaways, IT Donations **\$297,600 (in-kind)**  
 Example: 67 workstations and 244 laptops donated to Mission Ignite (formerly Computers for Children)

