



DOGWOOD
HEALTH TRUST

Dedicated to dramatically
improving the health and well-being
of all people and communities of
Western North Carolina

NC Economic Development Association

April 8, 2022

Susan Mims, MD, MPH
CEO

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& **well-being**
of *all people* and communities
of Western North Carolina.

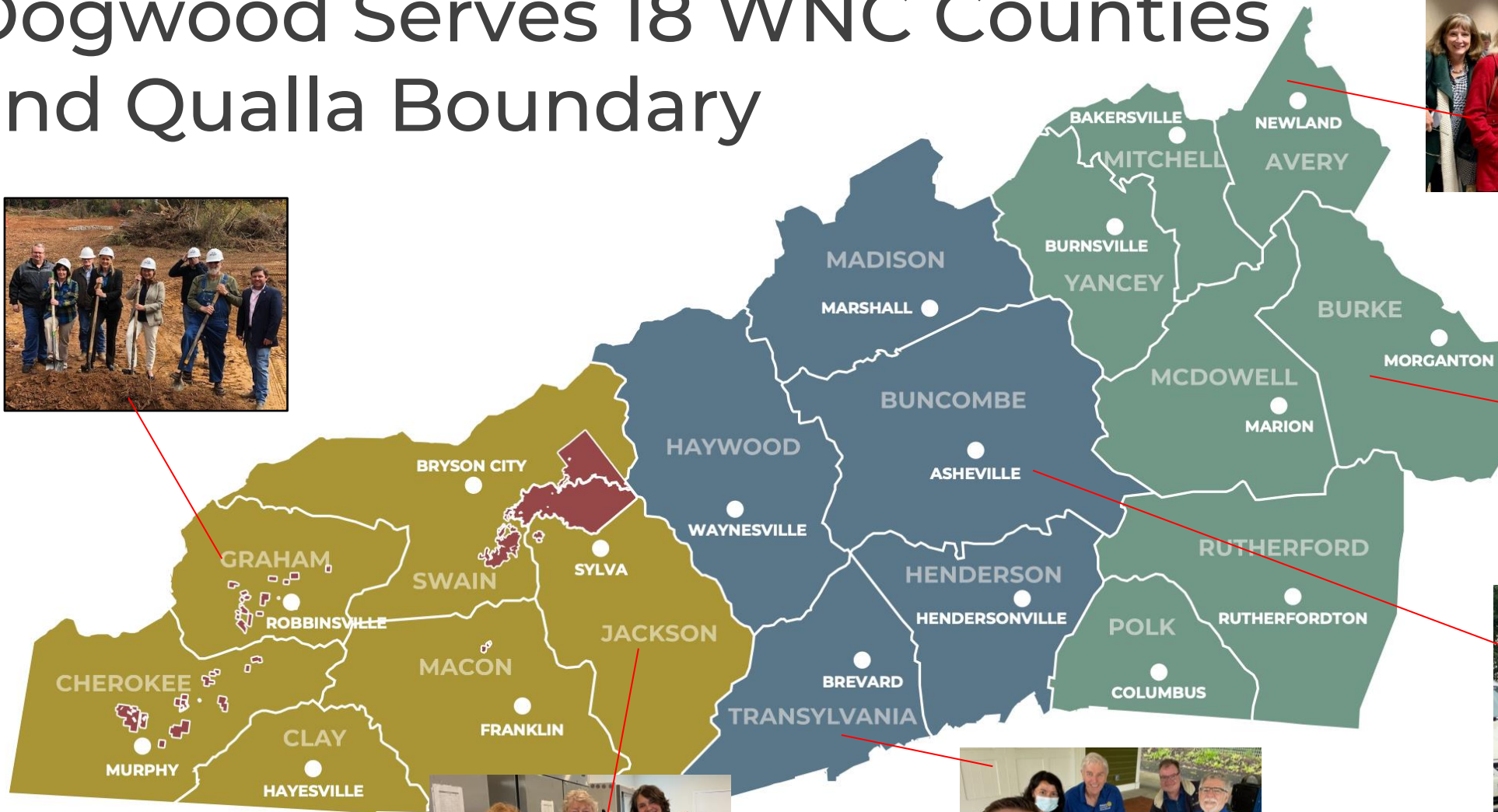


Dogwood's Origins

- Created from sale of Mission Health
- Private foundation
 - Manage and grow the endowment for the region
 - Governed by a volunteer board of directors and regulated by the IRS
 - Make investments in community: 5% of assets each year

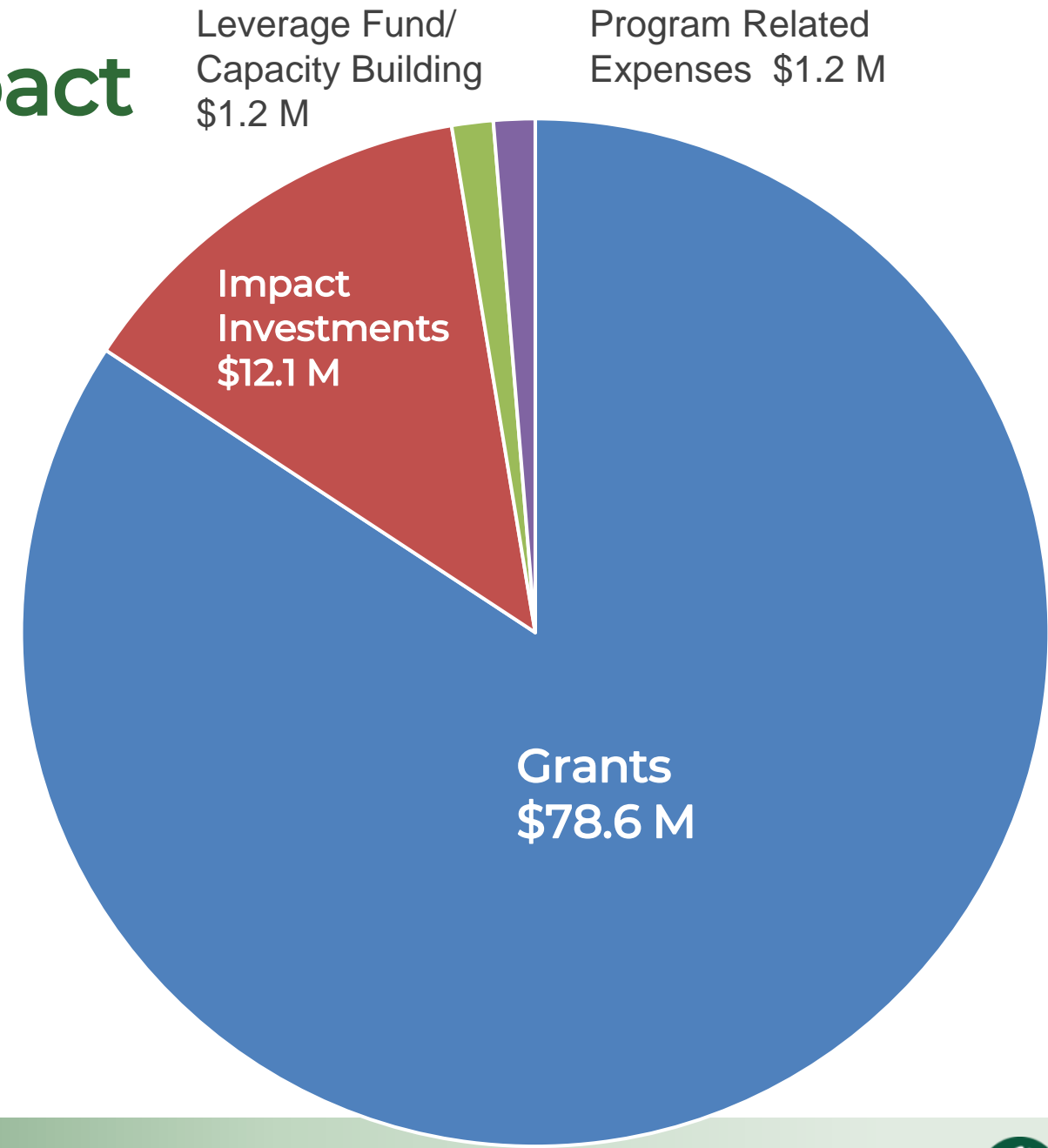


Dogwood Serves 18 WNC Counties and Qualla Boundary



2021 – A Year of Impact

**\$92.1M
infused
into WNC**



Social Determinants of Health

“Conditions in the places where people live, learn, work, and play that affect a wide range of health and quality-of-life risks and outcomes.”

- CDC.gov



Strategic Priorities



Housing



Education



Economic
Opportunity



Health &
Wellness

<https://dogwoodhealthtrust.org/strategic-priority/>

Equity

- Underscores and interweaves in everything we do
- Specific portfolio dedicated to racial equity



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Live:
Housing – A safe place to live is crucial to economic stability, generational wealth creation and health and wellbeing.

- Healthy and Safe Revitalization
- Supportive Housing
- Senior Housing
- Low-Income Affordable Units
- Workforce Housing





Learn:

Education – A solid education opens the door to robust opportunities in work that support housing and health.

- Access to Quality Early Care and Education
- Excellent K-12 Learning Experiences
- Post-Secondary for Career Readiness





Earn:

Economic Opportunity

– A good job allows for greater access to housing stability, economic security and health.

- Work Readiness
- Economic Ecosystems
- Entrepreneurship





Thrive:

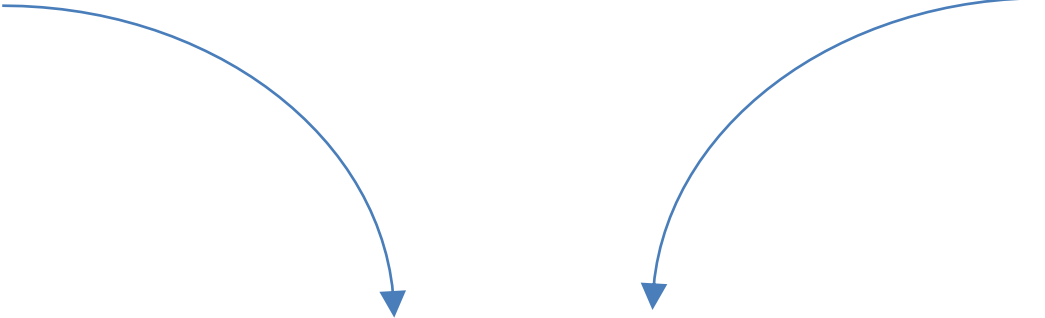
Health & Wellness –

Healthy environments and relationships, combined with access to quality health care, provide a cornerstone to success in education and work.

- Healthy, Engaged Communities
- Integrated, Whole-Person Care
- Reduced Health Disparities
- Behavioral Health and SUD



Interconnections





Earn:

Economic Opportunity

– A good job allows for greater access to housing stability, economic security and health.

The Economic Landscape: Wages

WNC workers earn 72% of state average

- Fewer urban economic centers
- Commuting distance
- Broadband connectivity



Source: US Bureau of Labor Statistics
https://data.bls.gov/cew/apps/data_views/data_views.htm#tab=Tables

The Economic Landscape: Cost of Living

Cost of a 2-bedroom apartment

- 18% of income in NC
- 25% of income in WNC
- High % driven by low wages



Source: www.HUDuser.gov

The Economic Landscape: Disparities

- Median Household Income in NC*:
 - White families - \$70,780
 - Black families - \$45,007
 - Latino/Hispanic families - \$48,244
- Nationally, black unemployment is nearly double that of white Americans**
- Entrepreneurship
 - Buncombe County average annual business sales***:
 - Black-owned businesses - \$40K
 - White-owned businesses - \$400K
 - Nationally, BIPOC-owned firms make up 15% of all businesses and only 3% of gross sales



Sources:

*<https://www.oneclthealth.org/demographicdata>

**<https://www.statista.com/statistics/237917/us-unemployment-rate-by-race-and-ethnicity/>

***https://data.bls.gov/cew/apps/data_views/data_views.htm#tab=Tables

Economic Opportunity Goals

Goal 1: Develop a Comprehensive Data Resource

Goal 2: Promote Work Readiness

Goal 3: Build Economic Ecosystems

Goal 4: Foster Entrepreneurship



Economic Opportunity | Goal 2

Promote Work Readiness

Help build a skilled workforce with the knowledge and technical abilities to excel in a wide range of industry employment opportunities that provide a competitive, sustainable wage

Objective 2.1: Close the educational attainment gap in WNC, staying on pace with regional and county-specific projections (myFutureNC 2030).

Community College Success Coaches





Economic Opportunity | Goal 3

Build Economic Ecosystems

Help build a regional economic ecosystem that supports increased creation/retention of jobs and business ownership

Objective 3.1: Improve access to higher-paying jobs throughout the region, targeting the lowest income populations

Objective 3.2: Increase and retain quality jobs

Objective 3.3: Stimulate economic growth, catalyzing businesses and revenue

Growing the Outdoor Economy





Economic Opportunity | Goal 4

Foster Entrepreneurship

Support a well-funded, sustainable, competitive entrepreneur and small business ecosystem throughout the region

Objective 4.1: Increase the number of Person of Color (POC)-led small businesses throughout the region

Objective 4.2: Increase the number of rural small businesses throughout the region

Partner Feature: The Industrial Commons




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