

Chapter Name	Award Title	Submission Summary	Submission Summary (continued, if you need more space)	Submission Category	Submission Type	Needs Identification (200 words)	Goals and Objectives (200 words)	Methodology (300 words)	Evaluation and Results (400 words)
Greater Heartland	Improve Quantity and Quality of Volunteer Engagement	The Greater Heartland's Volunteer Committee strives to streamline volunteer recruitment and placement, maintain a repository of volunteer needs, track volunteer engagement and satisfaction, focus on retention, train committee leaders, and assist chapter leaders in succession planning.		Best Engagement	Chapter	<p>The Vision and Goals for the 2021-2022 GH Volunteer Committee:</p> <p>1. Retention: a. Identify where engagement is successful and why (feedback loop). b. Create a process to continue engagement of the current volunteer base.</p> <p>2. Recruitment: a. Identify new and improved ways to engage members in volunteerism</p> <p>3. Leadership Training: a. Provide development for incoming committee leadership to understand our volunteer recruitment and retention processes</p>	<p>After the VC's initial year, retention was the first goal. It is easier to retain an existing volunteer than recruit a new one. The VC created a retention program and policy (Exh 1: Placement Process).</p> <p>Retention started with incoming committee chairs conducting email outreach to then-current committee members. The personal email asked volunteers to express their intentions for continued involvement. The invite included a link to an online survey asking volunteers about their experience and satisfaction (Exh 2: Retention Survey). Survey responses were collected by a VC committee member and compiled for review. The incoming VC chair followed up directly by e-mail with non-respondents. After this, renewing volunteers were placed on the committees they indicated continued interest in. Incoming chairs were notified of their placement.</p> <p>Recruiting is always ongoing. The momentum created in the first year of the VC continued but there was room for better ways to engage volunteers every time of pandemic.</p> <p>We supported recruiting efforts using the Heartland Express e-news in new ways. We profiled committee chairs so future volunteers could get to know them, resonate with them, and become engaged. Scripted questions were provided with answers and a picture supplied by the chair (Exh 3 Member Profile). Call-to-volunteer ads targeted our recruiting efforts on the committees with the greatest need.</p> <p>The VC committee distributed a handout to be completed in person at the Region 8 conference. It included links to our FAQ, links to our volunteer web page and interested member contact information. (Exh 4 Recruiting Collateral). Additionally, a VC committee member promoted volunteering at the chapter's virtual CFO forum in October 2021.</p> <p>Finally, the VC is launching recruitment and retention training for incoming committee leaders at the chapter's mini leadership training conference in April 2022. (Exh 5 Training Slide Deck)</p>	<p>The VC achieved the following results against our goals:</p> <p>Retention: Identify where engagement is successful and why (feedback loop) +51 surveys with 20 responses +Strong satisfaction with volunteer experience with 75% agreeing or strongly agreeing on average across 5 survey questions</p> <p>Recruitment: Create a process to continue engagement of the current volunteer base +51 Initial e-mails sent by committee chairs with 20 responses +55 Follow ups with 9 responses +31 retained volunteers</p> <p>Recruiting: Identify new and improved ways to engage members in volunteerism +Correlation of recruiting efforts with timing of additional promotion efforts which started in August 2021 and continue to the present +Volunteers signing up June 1 to August 31 totaled 2 +Volunteers signing up September 1 to January 31 – 9</p> <p>Leadership Training +First training to be administered in April 2022 at the GH Mini LTC</p> <p>After the VC's first year, the committee adopted its retention process to provide for continuity for the chapter's volunteer corps. The process and results were as follows (Exh 6 - Retention and Survey Results): +The chapter had 64 volunteers listed for 2020-2021. +Of these, 28 were names rolled over from 2019-2020 and 36 additional volunteers were recruited for 2020-2021. +After discussion with incoming 2021-2022 committee chairs, 9 of the 2020-2021 volunteers were removed from the retention process as they had left the chapter. +23 of the remaining 55 volunteers were retained. This included 13 out of 36 being retained of the new sign ups from 2020-2021. +Of the survey respondents, 7 of the 20 were new volunteers and 5 of the 7 indicated they agreed or strongly agreed that their volunteer experience was worthwhile. One volunteer who was new to membership was neutral for that reason, and one disagreed.</p>	
Region 3	Leveraging Virtual Events to Engage Members Across Chapter and Region	Prior to the Covid pandemic the Metro NY chapter had seen membership steadily decline year over year. Our chapter had at one time 1,200 members and have seen membership drop 650 members. Some of this reduction was attributable to mergers and acquisitions in the healthcare space.	consolidations of departments and attrition. The Covid pandemic had exacerbated this decline as more and more individuals began to leave the healthcare profession and seem less interested in pursuing education and career advancement.	Best Engagement	Region	<p>The transition to a virtual environment for educational and networking sessions came suddenly as the pandemic took hold and society began living under a new set of constraints. Plans had to be revised, as those events that were routinely held every year had to be cancelled, to be replaced using newer methods to engage members. The Association, along with the Chapters and Regions, began adapting to the new normal, providing education to the membership on the rapidly developing changes to the healthcare delivery system. And employees were beginning to feel the stress caused by at home work and social distancing, leading to the need for creative ways for members to interact socially in a virtual environment.</p> <p>Given this new environment, typical discussion and planning at the Chapter/Regional levels by necessity became more creative. Absent the typical constraints of travel, virtual events allowed members from various locations to participate. But members were lacking invitations to webinars on a daily basis from business partners and other groups, as organizations struggled to provide access to information virtually. The challenge was to provide content that stood out from other members and non-members alike recognized as not to be missed events.</p>	<p>The events highlighted in this submission, two networking events, a primer on HFMA Certification, and the Certification Study Group sessions, were planned by committees of the host Chapters. Once a topic had been developed, the Chapter leaders shared their plans with the other Chapters on the monthly Regional calls. Marketing materials were prepared by the committees and promoted across the Chapters and shared with Region 2. The flyers are included as Exhibits 1-4.</p> <p>The first networking event highlighted featured a local chef who was the winner of the Food Network's Chopped award. Registrants were provided with a list of ingredients and encouraged to cook along with the chef, preparing an appetizer and entrée. Based on the feedback generated by the successful cooking class, it was decided to invite our colleagues from Region 2 to join the follow-up event, which was virtual cocktail making session. This networking event featured a well-known local mixologist. The ingredients for 2 special Valentine's Day cocktails were sent to the registrants in advance so that they could prepare and enjoy the tasty concoctions at home.</p> <p>When it was recognized that the Metropolitan Philadelphia Chapter was planning to provide a webinar on the value of HFMA Certification, the Region 3 leadership reached out to Region 2 to discuss a collaborative effort. This was historically been a collaboration for certification training, with members from Region 2 providing sessions both virtually and in-person to NJ members. The Certification overview provided by the Metropolitan Philadelphia Chapter explained the how and why of HFMA Certification, with individuals from all levels of healthcare Management providing testimonials on what certification meant to them and their careers. Finally, the Certification Study Group was held during two two-hour sessions and prepared participants to successfully take the CHPF exam.</p>	<p>The networking events that are featured in this submission were extremely well received. There were 112 registrants for the Virtual Cocktail Class held on March 24, 2021, with members from all 5 Region 3 Chapters. Participants cooked along with the presenter, with varying degrees of success in the execution, but excellent results when it came time to enjoying their creations. It was also entertaining just reading the comments in the chat, as some members posted messages such as "Hooray, eggnog, bread crumbs just like my Italian mom taught me!", "Best participation I've ever seen!", and "Looking forward to dinner tonight!". All told there were over 75 comments in the chat during the hour long session, mostly expressing how much the participants enjoyed the event.</p> <p>The Virtual Cocktail Class followed the same format as the cooking session. The mixologist was both personable and professional, answering participants questions while also explaining the history and composition of the ingredients utilized. This session, which took place on February 10, 2022 had 114 registrants, with 92 from Region 3, 17 from Region 2 and 5 non-members. Once again the feedback was excellent, with one member stating "I wanted to thank you and the team (and the sponsors) for presenting such a fun class. It was a wonderful "mid-winter blast" setting in" kind of break that everyone needs. Many thanks once again for presenting such a fun event."</p> <p>The December 7 session presented by the Metropolitan Philadelphia Chapter provided an incentive for members to seriously consider certification as a professional goal. There were 137 registrants, with 77 from Region 3, 47 from Region 2 and 13 from other parts of the country. The session was well received, particularly the part where peers explained the personal value they felt from being certified. There were 72 registrants for the study group which was held on December 8 and December 15, with 50 from Region 3 and 5 from other parts of the country. The individual Chapters are following up with their members who participated in the study group to encourage them to sit for the exam and a study group for CRCP Certification is currently being developed by Region 3, with plans to invite the members from both Regions. Summaries of the registration information from all events are included as Exhibit 5.</p>	
Metro New York	Membership Growth	This is a highlight of COHFMA sponsorship success during the pandemic. The Colorado chapter was unable to hold registration events from 2020 to current. During that time, sponsorship revenue increased and we crushed our goals goals two years running.		Best Membership Growth	Chapter	<p>COHFMA receives its funding through three revenue sources: 1) Association member rebates, 2) Event registration fees, and 3) Sponsorship dollars. Membership growth was relatively flat in 2020 and 2021 given challenges from the pandemic. Event registration fees were non-existent as the chapter felt on-line programming should remain a priority. However, there already had a myriad of financial challenges from the pandemic. Sponsorship dollars were a significant risk for our chapter as the business partners we were relying on were struggling, as well as the individual sponsors was significantly diminished in the absence of in-person events. Our chapter needed to move quickly and effectively to preserve operations and ensure engagement from business partners during these challenging times.</p>	<p>Our goal was to increase membership by a minimum of 3%. Increase educational hours by 10% by offering a series of educational programs each month and participate in networking events. Despite Covid pandemic our goal was to host 3 networking events - including Holiday Networking Event.</p>	<p>Being in the New York market and competing with other associations such as Greater NY Hospital Association (GNHA), Healthcare Association of NY State (HANS) and Healthcare Leaders NY (HLNY), we partnered with GNHA to host a series of Medicare webinars. We established Finance Fridays which included 1 hr webinars twice monthly. We developed more "catchy" advertising in promoting our events to our members. As President I reached out to our members with direct advertising campaign and personal "Thank you" letters. We developed Knowledge is Power evening session focused on personal financial investment & retirement. In addition, we took a chance and held our annual golf outing in August 2021 and our First Holiday party in more than 5 years in December 2021. We are having our Annual Institute in person on March 16th and 17th 2022 along with our Revenue Cycle academy scheduled for March 28th.</p>	<p>We have seen our membership grow approximately 18% year over year. As an off shoot of this we have seen a slight increase in volunteers and a much younger audience actively engaging in our chapter.</p>
Colorado Chapter	Sponsorship during a pandemic			Best Value	Chapter	<p>The lowa Chapter identified a need to ensure our bi-annual Payer Panels were valuable to members. After hosting on-site meetings with payors as presenters, content had become uninteresting and interaction had dwindled. We needed a new way to engage our source and build upon past success!</p>	<p>COHFMA receives its funding through three revenue sources: 1) Association member rebates, 2) Event registration fees, and 3) Sponsorship dollars. Membership growth was relatively flat in 2020 and 2021 given challenges from the pandemic. Event registration fees were non-existent as the chapter felt on-line programming should remain a priority. However, there already had a myriad of financial challenges from the pandemic. Sponsorship dollars were a significant risk for our chapter as the business partners we were relying on were struggling, as well as the individual sponsors was significantly diminished in the absence of in-person events. Our chapter needed to move quickly and effectively to preserve operations and ensure engagement from business partners during these challenging times.</p> <p>For COHFMA we typically had an Annual Sponsor and Program Sponsor revenue goal of \$50K per FY. We achieved 250% of our goal for 2021. We only received \$20K in May of 2020. Given this shortfall, we had grave concerns for operational goals during the pandemic. In addition to the headwinds from only being able to hold virtual events, our goals, as outlined in the supporting documents, were to emphasize the value to the business partners created, extend whatever concessions we could during COVID-19, add additional benefits, and others - all to maximize sponsorship satisfaction and revenue.</p>	<p>We added benefits, extended the annual sponsors' membership to CY (without additional dues), created a thank you video from the board and officers, had dedicated business partner letters outlining the new benefits during virtual meetings, and reengineered the sponsorship levels. We also put renewal incentives in place to "level up" (from silver to gold, bronze to silver, etc), in the hopes that would generate more revenue to offset the number of terminal terminations. These value-added enhancements are all outlined in the attached. We set our budget as normal, but we had dedicated officer-led meetings with the business partners, performed a survey, and shared the results with the board. We asked the sponsor committee to get as much of the annual sponsor dollars as possible while being respectful to the situation. We had dedicated renewal letters, talking points, officer support, and other items outlined in the attached. Finally for our Gold and Platinum level sponsors, we added a "virtual directory" where they could showcase their services in a virtual environment. There were provided in the virtual events in Spring and Fall, as well as recognition at the top of the monthly webinars with a video link. We also created a video from the officers and sponsorship chair, personally thanking the sponsors for their support during the pandemic. This all created intrinsic value for the sponsors.</p>	<p>Prior to implementing these valuable enhancements, sponsorship revenue from 2017 to 2019 was in the \$25K to \$50K range, across 15-20 sponsors. In FY 2020-2021, 95% of the Annual Sponsors renewed, and most updated the sponsorship level from 2021 to 2019 was in the monetary value of \$80,000 (a chapter record). This represented a 38% to 56% increase in sponsorship revenue from prior years. FY 2021-2022, 90%+ of the Sponsorship has renewed, and we have surpassed the \$60,000 mark. Projections are on pace to set a new chapter record of \$97,000 for FY 2021-2022, which equates to a 60%+ increase in sponsorship revenue. We also saw significant engagement for our Spring event in April, our first in-person event since 2020. Those will be ADDITIONAL program-related dollars, specific to that event. Our business partners are aligned, engaged, informed, generous and grateful due to the value created by the chapter leadership and sponsorship chair. Our chapter, the Sponsorship Chair/Committee, the Officers and the Board are over the moon with these efforts and results. We are all very proud of where we have been and where we are heading in sponsorship recruitment and retention during the pandemic. We are hopeful this submission earns a Chapter Success "value" award for COHFMA, which can be used to empower other chapters to have the same successes. Thank you for your careful consideration.</p>
Iowa	Re-Vamping the Revenue Cycle Meeting			Innovation	Chapter	<p>Since 2011, Iowa Chapters of HFMA and AAHAM have sponsored Fall/Spring Payer Panels in Des Moines (see Attachment #1). The event was a positive collaboration between HFMA, AAHAM, and major Iowa payers, providing revenue cycle professionals an opportunity to discuss questions and receive policy, education, and other updates from Medicare, Medicaid, and other commercial carriers. The live format allowed for Q&A sessions and enabled individual follow-up discussions with payer representatives. Health care providers could also network with one another on how they were handling similar billing issues.</p> <p>An in-person meeting was scheduled for March 2020 and was cancelled with the onset of the pandemic. As the fall meeting approached, the host site was not allowing access to conference rooms, COVID surges were continuing, and attendees and speakers had travel restrictions; therefore, the decision was made to trial a virtual only payer panel event.</p> <p>Although the payors did prepare content and presentations for the event, each payor's content fell short of the time allotted, and providers asked very few questions in the virtual format, leaving large gaps in the agenda.</p> <p>To continue providing high-quality education for revenue cycle and staff, the lowa Chapter needed to identify a new format.</p>	<p>The lowa Chapter aimed to host a "bootcamp" style education event, providing a full-day's worth of content, applicable to leaders and staff. Key goals for the event were: +Increase attendance +Achieve/improve attendee satisfaction (as measured via attendee surveys) +Manage cost of the event within budget +Provide members an opportunity to network and learn from peers</p>	<p>In response to dwindling content with the payer panels, lowa chapter leaders recognized that the Payer Panels needed to be re-vamped – a new, different format was needed to appeal to members to increase attendance and maintain high satisfaction with the event. Chapter leadership identified that a full-day education session with Day (Equinox Founder/President, AIR Systems, Inc.) would broadly appeal to chapter members. Hosting an all-day boot-camp, in hybrid format, with a dynamic speaker would enable members to engage both leaders and staff across their respective organizations, making the content applicable to a broader audience.</p> <p>A committee was formed to develop an event agenda and coordinate program. Committee leaders identified that economies of scale could be recognized in collaborating with a nearby chapter to share in speaker travel costs and content development. The Iowa and Nebraska chapters coordinated to host respective boot-camps on consecutive days (February 16th and 17th), which reduced the overall speaker budget by 25% (\$1,300).</p> <p>The committee held several calls with Day to develop programming content for the boot camp. Feedback from committee leaders, alongside Day's guidance from other speaking engagements, led the group to highlight programming content surrounding audits and denial strategies, as well as including a panel of local revenue cycle leaders to present and provide for a Q&A dialogue (see Attachment #4). The lowa Chapter has been honored to have several facilities receive the coveted HFMA MAP Award for Revenue Cycle Excellence, so we identified leaders that had achieved this award to be on the panel. In doing so, we were working to encourage others to learn from these exemplary leaders and promote others to strive to achieve this award as well!</p>	<p>On February 17th, the lowa Chapter hosted Day Equinox, alongside Revenue Cycle leader panelists, hosting a full-day boot camp for our members. Topics included: +Payer's (SHI) Going Wild – Hot Issues with Medicare and Other Major Payers +Attacking Medicare Advantage Denials – Taking your Power Back +Top Payer Audit Challenges & Strategies for Success +Revenue Cycle Leadership Panel – Q&A with Leaders</p> <p>We priced the event at \$99, using the same rate for virtual and in-person attendees, recognizing that virtual attendees would pay per connection and could listen as a group for the same rate. Attendance for the event totaled 62 members. At the height of the bi-annual Payer Panel, registration goals were typically 120 members; however, the November 2019 event (just prior to the pandemic), registrations totaled 70 members. We had budgeted 50 registrations for the event, so we met our goal! Of note, the registration portal counted a single registration for virtual attendees, artificially lowering attendance. In future events, we will consider setting up virtual registrations to capture all attending.</p> <p>The 2022 event feedback survey demonstrated a dramatic increase in attendee satisfaction, with 85% of attendees rating the session as "Excellent" or "Good." Previous surveys had recorded these ratings at nearly 80% in 2016 and 61% in 2017 (see Attachment #5).</p> <p>Chapter leadership was very pleased with the event; however, several comments from virtual attendees noted audio/visual challenges experienced that day. The survey did not readily identify if the attendees was in-person or virtual; however, survey comments also demonstrated dissatisfaction with a lack of interaction with the virtual audience. Leadership plans to research and investigate technology options to improve upon these challenges.</p> <p>Originally, we had budgeted \$5,300 in revenue for the conference; and total revenue recognized was \$5,148. The event was forecasted to generate a net profit of \$1,300; however, total expenses, despite negotiating for lowered speaking costs, resulted in a small net loss of \$164.58. Given the uncertainty surrounding a new event, chapter leadership viewed the small net loss as a success!</p> <p>Overall, feedback from attendees, including a testimonial from a first-time attendee, demonstrated to us that a successful event that met intended goals (see Attachment #6). The main improvement opportunity identified was technology, and while we recognize the validity of this, we take pride in being the first chapter to host and continue to maintain a hybrid presence, which establishes a base for continued success and excellence!</p>
HFMA MA/RI	Innovating a Collaborative COVID-Sensitive Compliance Conference			Innovation	Chapter	<p>When it is a greater than 27 When we Healthcare Financial Management Association (HFMA) MA-RI Chapter joined forces with the New England Healthcare Internal Auditors (NEHA), to jointly present a successful and COVID-sensitive in-person 3-day Compliance Conference in New England.</p>	<p>The Chapter and NEHA's collective goals and objectives included: 1. Create an event that provided attendee value, engagement, and in-person networking opportunities to a targeted audience of healthcare compliance, internal audit, risk, and operations/finance professionals development 2. Deliver exceptional educational programming by attracting strong provider and industry experts who could speak to healthcare compliance, privacy, security, internal auditing, risk, and professional development 3. Provide approved educational credits from three different organizations to assist with attendees' continuing education requirements tied to professional certifications/development goals 4. Introduce a sponsorship program to assist with conference finances and provide a platform for direct member interaction for the sponsors, and increase engagement 5. Leverage marketing and digital strategy support pre- and post-conference to promote the conference, speakers, and in-person networking opportunity via chapter blogs and social media posts 6. Create a safe and comfortable conference environment that recognized and addressed attendees' COVID concerns. Prioritize health and safety at the conference 7. Develop and strengthen the HFMA/NEHA relationship identifying the synergies and opportunities 8. Provide networking opportunities for attendees and create a strong community of healthcare professionals in New England</p>	<p>The effort began with the MA/RI Chapter Board agreeing to collaborate with NEHA on a 3-day in-person meeting and distribute the overall revenues and expenses 50/50.</p> <p>A joint HFMA/NEHA committee met for 30-minutes every other week from the February kick-off until mid-December for a post-conference debrief. The meetings were efficient and effective with an agenda, timeliness, and accountability. The Conference Agenda (Exhibit 2) of 17 topics and 25 speakers was written and distributed via marketing channels. The contract with the host hotel Marriott was negotiated and signed. The Chapter's association management resource was retained to provide administrative, communication, and orientational support and the time was charged to the conference budget. Additionally, a sponsorship program was introduced (Exhibit 3) and chapter blog articles (link in all) and social media were utilized pre-conference for promotion and post-conference for thanks and recognition. (Exhibit 4)</p> <p>All the planning and work took place during year 2 of the pandemic, and there was great attention to producing a COVID-sensitive event as well as assessing membership's readiness to return to in-person events. The results of the Chapter's survey on "Return to Work and Events" (Exhibit 1) were leveraged in planning activities. There was a real risk of cancellation and low attendance. We needed to consider a go/no-go decision at various points and what the financial impact would be if the Conference had to be cancelled. We investigated how best to present the most COVID-safe conference we could and used resources from the CDC, the hotel and events management industry, and our vendor Marriott. We developed a Safety Acknowledgment Form (Exhibit 5) that communicated a joint responsibility for safety and helped establish expectations for COVID safe behavior at the event.</p>	<p>Topics and speakers – We succeeded in recruiting an exceptional selection of 25 speakers who presented on 17 key foundational and hot topics in compliance and internal audit. There were speakers from the FBI, John Gordon (Power of a Positive Team), and numerous providers and business partners.</p> <p>Attendance – 75 attendees. While lower than prior years' conferences, we were pleased to have this level of turnout and believe we attracted many of those whose employers allowed in-person events. We recognized others were not comfortable attending as the event was in-between COVID surges. Most attendees were new to HFMA and they were introduced to the benefits of HFMA.</p> <p>Credit Hours – The conference was approved for 21.6 live Compliance Certification Board credits, 18 American Academy of Professional Coders, and 21.6 National Association of State Boards of Accountancy Continuing education credits.</p> <p>Program Evaluation – The event's overall rating was 4.89 out of 5. The vast majority rated it "excellent", a few "good", and there were no scores of "average" or below. Exhibit 4 includes attendee comments.</p> <p>Sponsorship Program – HFMA's Compliance programs did not have sponsors previously. A sponsor prospectus was created and potential sponsors were identified. The program attracted four sponsors. That support helped offset expenses and established a baseline from which there is the potential for significant growth. (Exhibit 3)</p> <p>Financial Results – The conference had a deficit of \$8,162 which was split 50/50 between the Chapter and NEHA. The Chapter Board had budgeted for a deficit and viewed it as an investment in education and member services and an acceptable risk of presenting an in-person conference during a pandemic. With the Chapter and NEHA partnership cemented, the Committee can proceed with planning the 2022 conference, including tactics to achieve break-even or better financials through sponsorship and attendee growth.</p> <p>Relationship building – The greatest results are often difficult to measure but impossible to miss. Some of the successes of this event were the intangibles. A key result was strengthening the relationship between the HFMA and NEHA boards, and solidifying a partnership that will continue to offer an annual compliance conference. Individual relationships were also nurtured in the networking event on Day 2. (Exhibit 6) There was the excitement of seeing colleagues after two years away, the vibe of the meeting that while smaller than past events, was intimate and fun. People walked around with smiles that were obvious even if covered by masks.</p>
Arizona	HFMA Community Passion			Passion	Chapter	<p>With a staggering one in four children living below the Federal Poverty Line in Arizona, 30% of families experience diaper need; a statistic that has been exacerbated due a loss of jobs and income during the pandemic. While there are various non-profit agencies designed to support families experiencing hunger and homelessness, they are often ill-equipped to meet this critical need, and WIC programs do not cover diaper costs, so families are left with limited support and difficult choices. To fill this critical need, The Diaper Bank of Central Arizona acquires and distributes diapers throughout Maricopa County. Without a daily supply of diapers, a child cannot attend preschool or daycare. Without childcare, families and parents cannot seek or maintain employment. Without work, families must rely on community resources for food, utility support and their most basic needs. An estimated 30% of low-income families receive diapers, leading to physical complications such as skin and urinary tract infections and negative emotional repercussions for caregivers and children alike. The community needs is crystal clear, as was our chapter need to find a heart-filled cause to rally around.</p>	<p>The chapter established three distinct goals to achieve by the end of the chapter year: 1. Raise awareness 2. Donate \$2,600 in funding 3. Collect 2,250 diapers Our objectives were to provide innovative, timely, and inclusive opportunities for members to participate, engage, connect, and donate in-person and virtually.</p>	<p>Educational sessions on diaper need and Diaper Bank programs were delivered by the Diaper Bank's President at our Fall Conference and 9th Annual Women Lead HERE event. Our social media feeds and chapter communications also regularly featured information, links, and posts to rally the cause and spread awareness of this critical need.</p> <p>Outstanding efforts kicked off with a partnership with One Hope Wine, hosting a virtual fundraiser and wine tasting to raise money and bring our membership together virtually for a memorable event.</p> <p>A pre-conference in-person outdoor tallgate event allowed members to learn more about the mission behind the Diaper Bank while networking over drinks and yard games. We collected boxes of diapers and solicited donations through a prize raffle and friendly microphone banner. As part of the virtual Fall Conference, we also ran a state-compliant Football Squares game, allowing members to cheer and win prizes to engage and help support our cause.</p> <p>In November, we raised funds through the Women Lead HERE conference rally using the Rally Up platform, which provided additional visibility and the chance to shop for a great cause.</p> <p>The chapter also has plans to continue the support through an in-person Spring Conference in March 2022, which will include educational sessions and awareness campaigns, a diaper drive and additional fundraising efforts.</p>	<p>Results far exceeded expectations due to overwhelming support and generosity from the Arizona HFMA community and efforts of chapter leadership. By November 12, 2021, Arizona HFMA had successfully collected over 7,000 diapers and raised \$5,090 which was donated to our grateful charity partner. More diapers and dollars will be raised through the Spring Conference, further supporting the mission of the Diaper Bank.</p> <p>Building a fortress from donated diaper boxes was a lot of fun, but more inspiring was learning that our cash donation allowed the Diaper Bank to leverage their purchasing power into 28,700 more diapers for community distribution.</p> <p>The comments and feedback from our membership were overwhelmingly positive, further driving home the importance of a collective cause. The chapter plans to continue this tradition with an annual charity partner selection and ongoing yearly initiatives to help improve the lives of Arizona residents.</p>