



FIVE-YEAR PLAN

2024 - 2028

The Advancing a Healthier Wisconsin Endowment (AHW) was established by the Medical College of Wisconsin to steward a generous financial gift from Blue Cross & Blue Shield United of Wisconsin. AHW made its first funding awards in 2004. Today, AHW is Wisconsin's largest health improvement philanthropy, and the only health philanthropy in the nation stewarding public funds from within a private medical school.

In our first 20 years, we have invested over \$338 million in more than 600 projects that have improved the lives of people throughout Wisconsin and fueled scientific discoveries that will enhance the medical care of millions in our state and beyond.

In addition to grant funding, we develop and deliver resources that add value to the partners we serve, building capacity within Wisconsin's health ecosystem and extending the impact of our investments to maximize opportunities for people and communities throughout the state to thrive.

Key Programs

- **Healthier Wisconsin Partnership Program**

With input and direction from the Consortium on Public and Community Health, we direct 35% of our investments toward public health improvement initiatives conducted through community-academic partnerships.

- **Research and Education Program**

We work with the Research and Education Advisory Committee to direct 65% of our investments toward advancing discoveries in biomedical research, health provider education, and workforce development initiatives.

Advancements toward a Healthier Wisconsin

Upon the fulfillment of the overarching aims of AHW's 2019-2023 Five-Year Plan, with important and effective adaptations implemented to fight COVID-19's immediate and long-term effects on the health and well-being of the people of Wisconsin, we turn our attention to new and persistent health challenges that prevent people, populations, and communities throughout the state from achieving their full potential. Despite progress toward AHW's strategic priorities, there remains much work to be done.

Broad and Inclusive Perspectives

Stakeholder participation is essential to AHW's planning and operations. To inform the development of our 2024-2028 Five-Year Plan, AHW undertook a multi-pronged effort to gather input and feedback on our vision and role in advancing health statewide. The stakeholder feedback process created space and opportunity for AHW to listen to, collaborate with, and inform our stakeholders. Our continuous and meaningful engagement with those whose missions complement our own helps foster the connections, trust, and confidence in key initiatives that require both collective resolve and collaborative action.

Allies for Health

Any plan focused on health in Wisconsin must recognize and honor the histories, traditions, and belief

systems of people who share state borders but have vastly different lived experiences. From urban centers to rural and agricultural communities and self-governed tribal nations, we are committed to maximizing the health of ALL Wisconsinites

and developing programs, partnerships, and knowledge-sharing opportunities aimed at achieving health equity, which the U.S. Centers for Disease Control and Prevention defines as "the state in which everyone has a fair and just opportunity to attain their highest level of health."

We recognize and strive to overcome disparate societal and environmental factors affecting the health and well-being of people, communities, and populations throughout Wisconsin. Correcting the structural inequities that disproportionately affect the health of underserved and underrepresented populations is a primary focus of AHW's work.



OVERARCHING GOALS	Achieve and inspire positive, sustainable change			Translate new knowledge to results-oriented action		Increase strength, agility, and performance of partner networks	
AREAS OF FOCUS	PUBLIC AND COMMUNITY HEALTH IMPROVEMENT			HEALTH WORKFORCE EDUCATION AND DEVELOPMENT		HEALTH-FOCUSED RESEARCH	

2024-2028 Advancing a Healthier Wisconsin Endowment

FRAMEWORK FOR SUCCESS

The Advancing a Healthier Wisconsin Endowment achieves operational excellence by maintaining and enhancing the financial, technical and human resources foundations necessary to support the long-term sustainability, growth, and success of its mission, while building understanding of and support for its investment strategies, opportunities, and outcomes.

DRIVERS TOWARD IMPACT

PUBLIC AND COMMUNITY HEALTH IMPROVEMENT HEALTH WORKFORCE EDUCATION AND DEVELOPMENT HEALTH-FOCUSED RESEARCH	• Deepen our understanding of the drivers of public health in Wisconsin • Affect measurable improvement in targeted public health markers • Innovate through system-level change and social impact investing strategies
	• Nurture a diverse and multifaceted health workforce responsive to Wisconsin's needs • Implement effective recruitment, retention, and continuous learning strategies to optimize current and future workforce • Maximize purpose, resilience, and fulfillment among health workers across disciplines
	• Align funded research with Wisconsin's health priorities • Embrace AHW's unique mission to fund truly visionary projects • Enhance funded partners' ability to disseminate and apply new knowledge • Build and sustain a strong trained investigator pipeline

HOW WE WILL ACHIEVE OUR GOALS

Build signature initiatives focused on targeted health areas	Drive data analytics and data-informed approaches to expand understanding of the state of health in Wisconsin	Create new programming to build capacity in our partners	Tailor grant cycles with a range of investment levels/durations	Leverage the community-academic partnership model
				

VISION

Advancing Wisconsin to be the healthiest state in the nation.

AHW IN ACTION

We provide funding and resources to researchers, organizations, and communities devoted to improving the health of the people of Wisconsin.

GUIDING PRINCIPLES

COLLABORATION

Supporting collaboration between and among community and academic partners to broaden impact throughout the state.

TRANSFORMATION

Creating, harnessing, and sharing new knowledge and practices to strengthen Wisconsin's health ecosystem.

STEWARDSHIP

Maintaining accountability for our investments, achieving operational excellence, and delivering maximum impact.

EQUITY, DIVERSITY, AND INCLUSION

Achieving equitable health outcomes for all people in Wisconsin.



AW ADVANCING A HEALTHIER
WISCONSIN ENDOWMENT

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