



*Annual Report*  
2021



# Director's Statement



As we continue to navigate through this global pandemic, we at HEALS, Inc. did what we do best: rolled up our sleeves and got to work, more inspired than ever to advance our mission to deliver accessible, quality, school-based primary healthcare. While 2021 was challenging to remain safe while still available to our patients; it was also encouraging to see how both our staff and community partners rallied to the moment, and met it head on with persistence and dedication.

This past year required us all to find ways to adapt to constraints on how we work and highlighted the importance of our network of committed partners. Clinic staff, board members, volunteers, donors, and other stakeholders—have helped us develop creative ways to adjust to the challenges brought on by the recurring waves of the pandemic.

This annual report is a testament to our collective community power. Together, we can transform the lives of so many children throughout Huntsville/Madison County. We thank all who have contributed to our success. Specific highlights from this past year include:

- We had a record-breaking year at STARS Dancing for HEALS, and raised an incredible \$792,000
- We earned the Standards for Excellence Accreditation

I'm so proud of what HEALS, Inc. has achieved last year—and we have so much left to do to achieve by reaching more children and providing quality care. Your support of our mission has meant the world to our team and the communities we serve.

Thank you for your confidence, support, and for being part of the HEALS Family!

You are part of the solution.

A handwritten signature in black ink that reads "Heather E. Mason". The signature is written in a cursive, flowing style.

**HEATHER E. MASON, MSHA/MBA**  
**HEALS, INC. EXECUTIVE DIRECTOR**

# Our Mission & Vision

It is our **mission** to keep children healthy and optimize their opportunities for success in school and society. It is our mission to deliver accessible, quality, school-based primary health care for children through collaborative efforts with the school system and the medical, dental, and optometry communities. By providing accessible school-based health care for eligible economically disadvantaged children, we are a real solution, right now to the health care crisis by providing them with a medical, dental, and optometry home.

It is our **vision** to be a national model of excellence for providing comprehensive health while growing the local presence of HEALS, Inc. to serve the children in underserved schools who would benefit from our school-based healthcare model.



# About Us

Healthy Establishments at Local Schools, (HEALS, Inc.) has been providing free, school-based pediatric medical, dental and optometry care to children living in poverty in Huntsville and Madison County since 1999. During that time, we have treated over 18,000 children. By providing accessible school-based health care for economically disadvantaged children, we are helping break the cycle of poverty.

Healthy children learn better at school and have lower delinquency rates. Children who have a medical home where they are nurtured and supported are more likely to succeed in school and in life. Children who receive positive attention and who are given ways to take positive control of their lives are more likely to exhibit better behavior in school and in the community.



# Service Directors



**Teneshia Daniels, DDS**  
**Dental Director**

CEO & Practicing Dentist  
PremierDental Spa



**Patricia Fulmer, O.D.**  
**Optometry Director**

Founder, Owner, Practicing  
Optometrist  
Legacy Vision Center



**Matt Hancock**  
**Legal Liaison**

Attorney  
Wolfe, Jones, Wolfe, Hancock,  
Daniel & South, LLC



**Alice McDuffee, M.D.**  
**Medical Director**

Pediatrician  
Cornerstone Pediatrics

# Board of Directors



**William "Billy" Webb**  
**President**

Senior Vice President  
Venturi Inc.



**Kristina "KB" Barbee**  
**Vice President**

Senior Associate  
Booz Allen Hamilton



**Sally Santos**  
**Secretary**

Owner & Chief Analyst  
decibel



**David Blair**  
**Treasurer**

Senior Program Manager  
Battelle

# Board of Directors Cont.



**Anglier Baker**  
Vice President, Aviation  
Contracts  
SES



**Teresa Foley-Batts**  
Immediate Past President  
Civic Volunteer



**Meggan Crunkleton**  
Owner/Creative Director  
Roosevelt & Co.



**Melissa Davis**  
CEO/President  
MTA



**Ginger Harper**  
Senior Vice President  
First Horizon Bank



**Jason Landers**  
Senior Wealth Advisor  
Keel Point

# Board of Directors Cont.



**Kim Lewis**  
CEO  
PROJECTXYZ, Inc.



**Pamela Little, Ph.D.**  
Executive Director  
Community College Relations  
& Global Initiatives  
Alabama A&M University



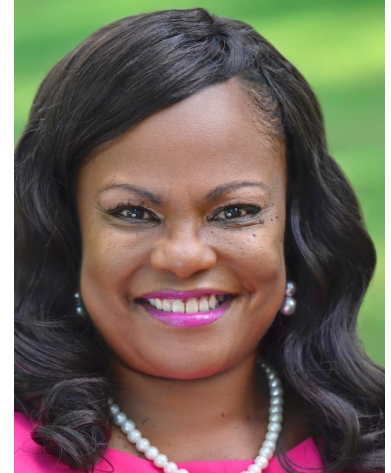
**Hai Nguyen**  
Supply Chain Compliance Mgr.  
Dynetics



**Mark V. Sapp, M.D.**  
Medical Director  
Women and Children's  
Service Line  
Huntsville Hospital for Women  
and Children



**Kerry Warner, Ph.D.**  
Owner & Operator  
SETS Revealed



**Leteria Moses Waters**  
Vice President, Retail Market  
Manager  
Synovus

# Board of Directors Cont.



**Mary Lynne Wright**  
President  
Huntsville Hospital - Madison



**PeggyLee Wright**  
President  
The COMPANY You Keep

# Non-Voting Members



**Christie Finley**  
Superintendent  
Huntsville City Schools



**Allen Perkins**  
Superintendent  
Madison County Schools



**Heather Mason**  
Executive Director  
HEALS, Inc.

# Clinic Locations

## Medical Clinics

**Michael K. Johnson Medical Clinic  
at Martin Luther King, Jr. Elementary**  
3112 Meridian St. N  
Huntsville, AL 35801  
(clinic entrance at south side of school)  
Phone: 256.428.7110  
Fax: 256.428.7561

**Burt Memorial Clinic  
at Morris Elementary**  
4801 Bob Wallace Avenue  
Huntsville, AL 35805  
(clinic entrance at northeast corner)  
Phone: 256.428.7488  
Fax: 256.428.7561

**Michael L. O'Dell Clinic  
at Sonnie Hereford Elementary**  
2755 Wilson Drive  
Huntsville, AL 35816  
(clinic located inside of school)  
Phone: 256.428.7428  
Fax: 256.428.7561

**Medical Clinic  
at Madison Cross Roads Elementary**  
11588 Pulaski Pike  
Toney, AL 35773  
(house on school property on north side)  
Phone: 256.693.1006  
Fax: 256.428.7561

## Dental Clinics

**The Charles Hall Dental Clinic  
at Martin Luther King, Jr. Elementary**  
3112 Meridian St. N  
Huntsville, AL 35801  
(clinic entrance at south side of school)  
Phone: 256.428.7276  
Fax: 256.428.7561

**The Miracle Clinic  
at Madison Cross Roads Elementary**  
11588 Pulaski Pike  
Toney, AL 35773  
(located behind HEALS medical clinic)  
Phone: 256.693.1676  
Fax: 256.428.7561

**The Geraldine Bennett Clinic  
at Madison County Elementary**  
201 Wood Street  
Gurley, AL 35748  
Phone: 256.776.7308  
Fax: 256.428.7561

## Optometry Clinics

**The Miracle Clinic  
at Madison Cross Roads Elementary**  
11588 Pulaski Pike  
Toney, AL 35773  
(located behind HEALS medical clinic)  
Phone: 256.693.1676  
Fax: 256.428.7561

**Optometry Clinic  
at Morris Elementary**  
4801 Bob Wallace Avenue  
Huntsville, AL 35805  
(clinic entrance at northeast corner)  
Phone: 256.428.7488  
Fax: 256.428.7561

# Medical Care

Free Medical Care includes:

- Well-child physical, immunizations, acute care for illness and injury, lab work
- Dispensing sample medications and prescribing medication as needed
- Education and management of chronic diseases - asthma, diabetes, sickle cell, etc. -Collaboration with NOVA for mental health diagnosis and treatment
- Collaborative referral to other specialists such as: Dermatologist, Pulmonologist, Orthopedist, ENT, and Neurologist.



# Dental Care

Free Dental Care includes:

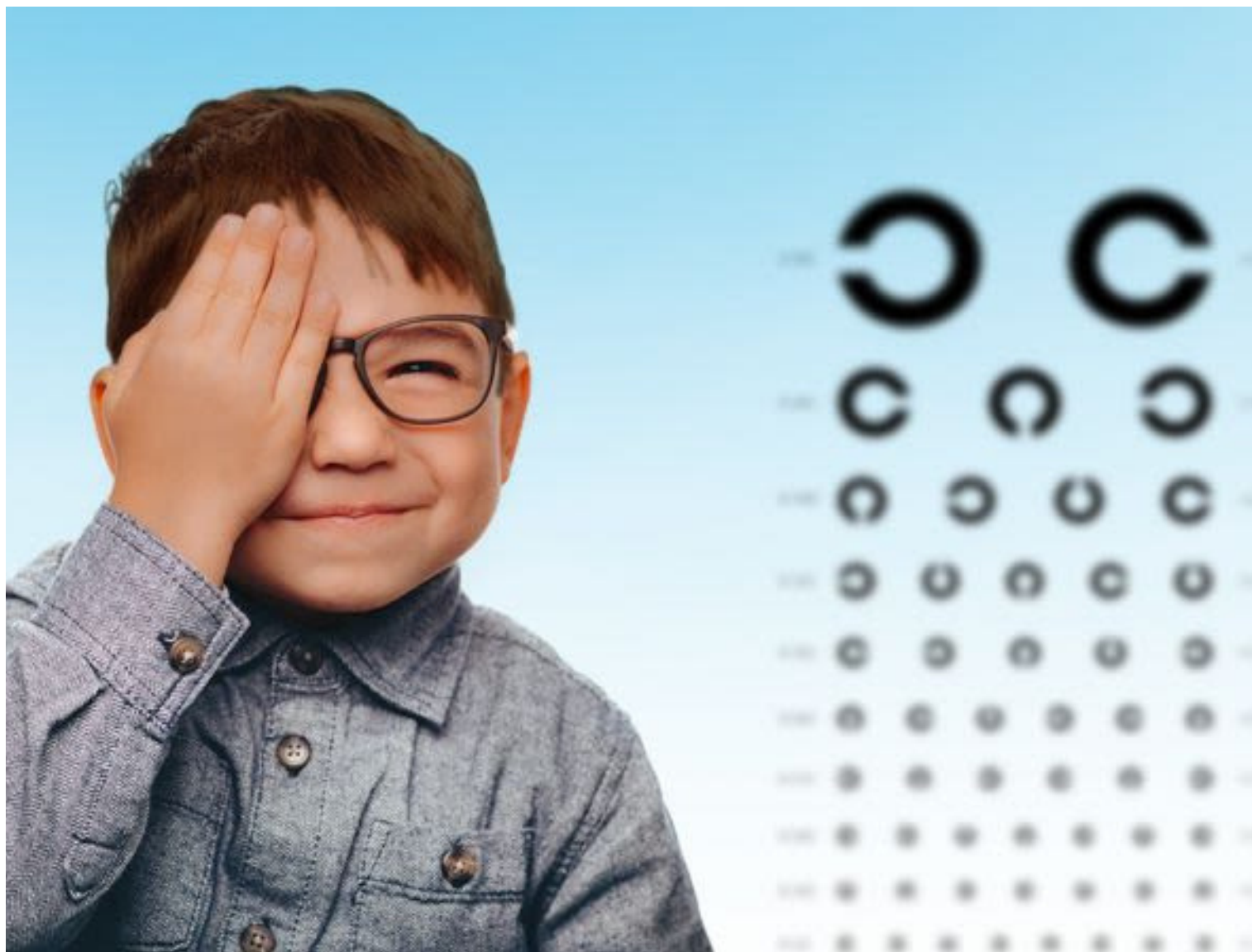
- Comprehensive exam and cleaning every six months
- Fluoride and sealants
- One-on-one education on dental hygiene and “teeth healthy” snacks
- Dental hygiene kits including a full-sized toothpaste and floss and several toothbrushes
- Restorative work – fillings (amalgam and composite), pulpotomies (child nerve treatments), extractions, spaces, lingual arches, and crowns
- Orthodontic evaluations
- Dental Screenings



# Optometry Care

Free Optometry Care includes:

- Full eye exam, testing for acuity and ocular pressure
- Visual field test
- Check for eye disease including pink eye and corneal abrasions
- Referral to outside specialist as needed
- Prescription for glasses, if needed



# Additional Services

Transportation offered to patients from School to Clinic

Social Services are available to all Madison County citizens:

- Assistance with insurance applications and notification before child's health insurance lapses.
- Assistance with locating household needs: food, clothing, utilities, and obtaining costly prescriptions



# Visits & Encounters



2,051 Medical Visits



1,304 Dental Visits

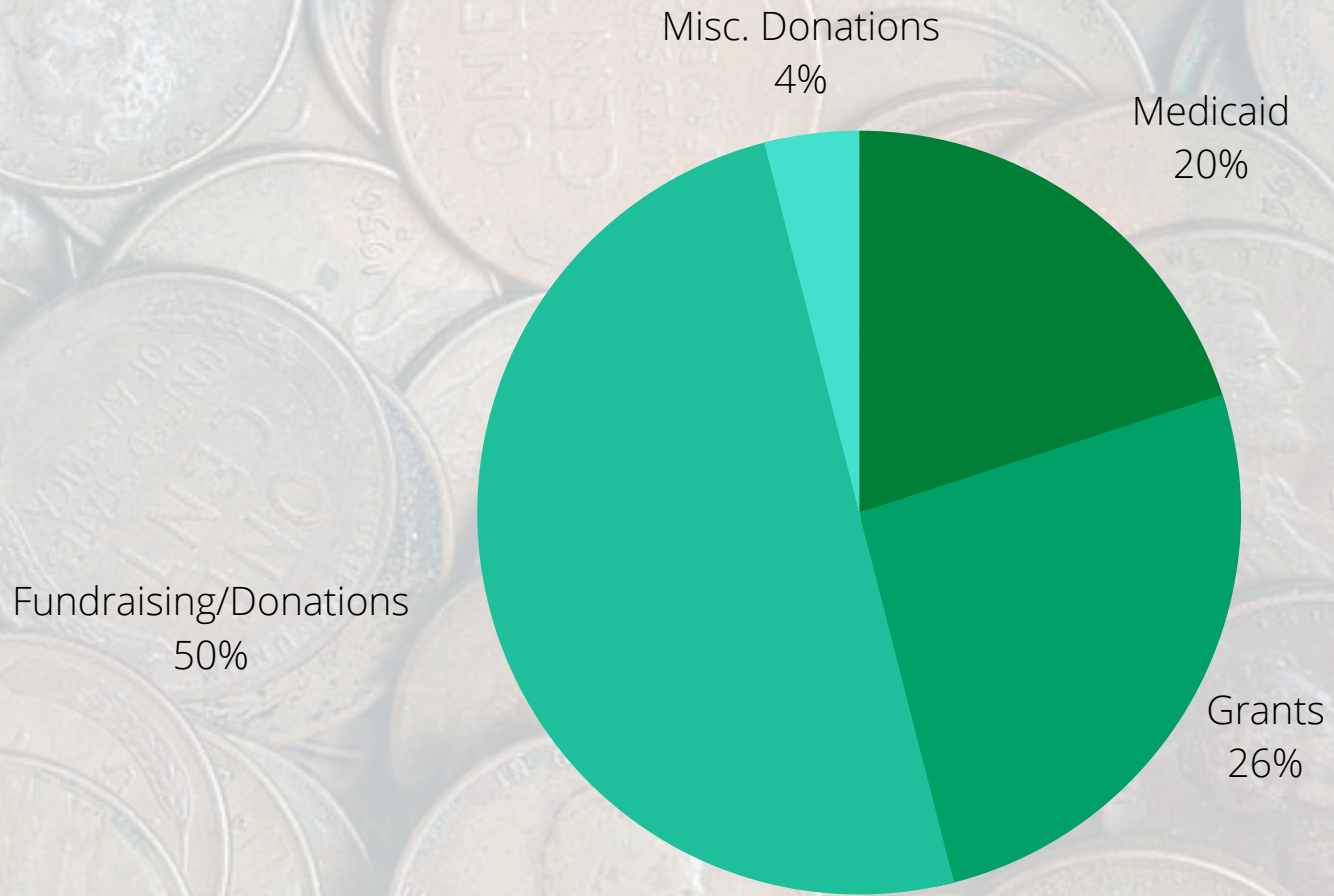


223 Optometry Visits



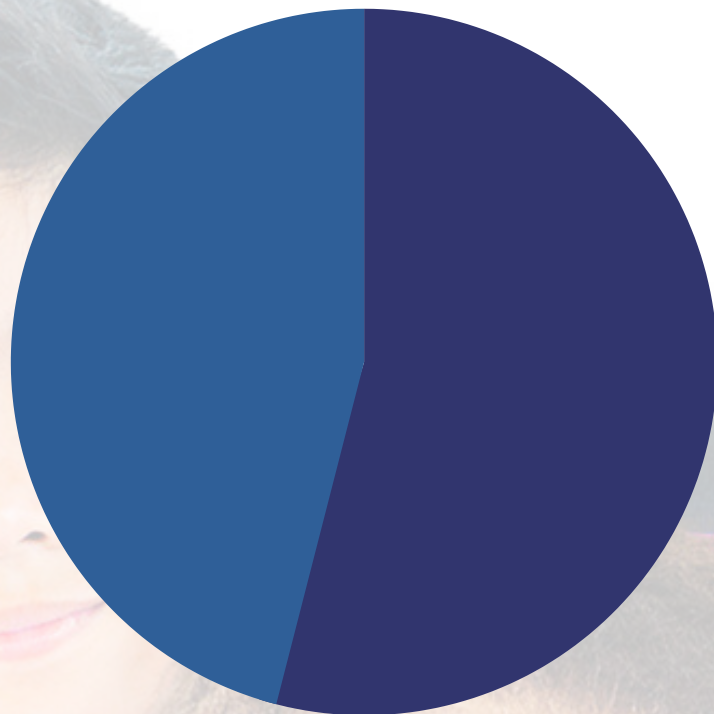
1,800 Vaccinations

# Funding



# Our Patients

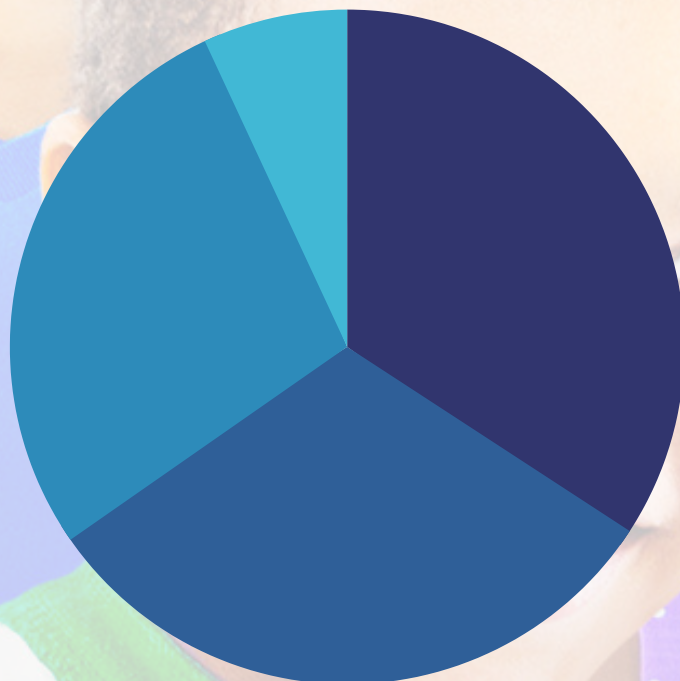
Female  
46%



Male  
54%

Multi-Race/Other  
6.9%

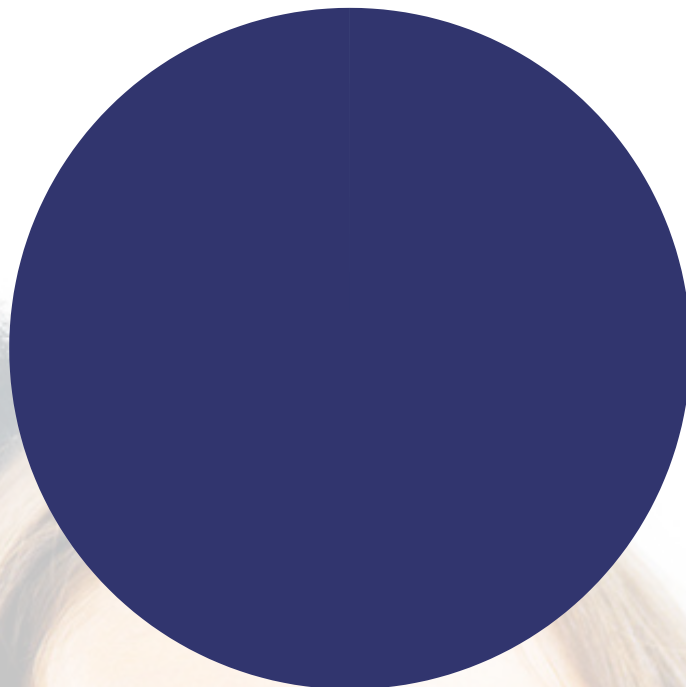
Hispanic  
27.8%



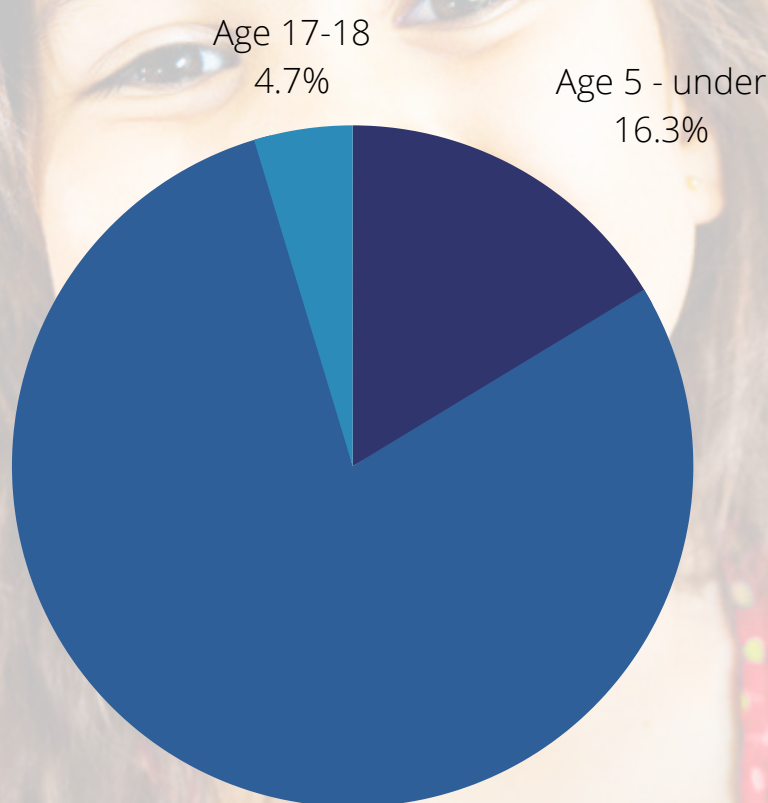
African American  
34.2%

Caucasian  
31.1%

# Our Patients Cont.



Patients at or Below Poverty Level  
100%



Age 17-18  
4.7%

Age 5 - under  
16.3%

Age 5-17  
79%

# Programs

## KITS for KIDS

Many generous folks throughout the community often ask, “What does HEALS need?” Though there is quite an extensive “wish list” when it comes to providing children with the quality care they deserve, the HEALS nurses and staff have created the following health-related “kits” filled with supplies that are most often needed in the clinics, or by the families we serve.

Valued from \$10-\$30, anyone can help. If you, your organization, or group would like to participate, we gladly accept monetary donations for the kits, or you can host a supply drive to collect the items within the kits— either way will help HEALS give back to the children!

### BRIGHT SMILE KIT

- Kid’s toothpaste
- Kid’s toothbrush
- Regular toothbrush
- Large family-size toothpaste
- Dental floss

\$10.00

### FIX-IT KIT

- Alcohol
- Gauze
- Antibiotic ointment
- Q-tips
- Tweezers
- Ace bandage
- Thermometer

\$15.00

### HEELS FOR HEALS KIT

- New pair children’s athletic shoes (youth sizes 5-10)
- Socks

\$20.00

### COZY KIDS KIT

- Blanket
- Flashlight and batteries
- Children’s reading book
- Crayons & coloring books
- Healthy snack bars/Crackers/Cereal bars
- One gallon distilled water

\$25.00

### TIDY KIT

- Antiseptic wash
- Exam gloves
- Lysol Disinfectant Spray
- Youth deodorant
- Paper Towels
- Tissues- individual pack
- Over the counter Emergency Kit
- Pain reliever (Tylenol, Aspirin, etc.)

\$30.00

WITH JUST \$10.00, OR ONE SUPPLY DRIVE, YOU CAN HELP US PROVIDE HEALTH CARE THAT ALL CHILDREN DESERVE!

*Programs Cont.*

# HEELS

FOR

HEALS

**It's not just about the shoes!**

Beyond the bright smile and boost in confidence a new pair of shoes presents in kids, “Heels for HEALS” also serves as a much needed incentive for the parents to bring their children to this important yearly visit. The program enhances the relationship between HEALS and the family, instills a feeling of trust, and serves as a reminder for parents and children of the value of good health and hygiene.



# Programs Cont.

## Monthly Friend of Heals

YOUR DONATION KEEPS THE CHILDREN OF HUNTSVILLE/ MADISON COUNTY HEALTHY AND IN SCHOOL SO THEY MAY HAVE BRIGHT AND SUCCESSFUL FUTURES.

**\$12/Month**

Medical care  
for one child for  
an entire year

**\$20/Month**

Both dental and  
vision care for  
one child for an  
entire year

**\$65/Month**

Dental,  
medical, and  
vision care for  
two children  
for an entire  
year

2021  
STARS.  
dancing for  
HEALS



2021 Stars (from left to right)

Dana Cave, DeWayne McCarver, DeAnna McCarver, Dr. Matt DeOrio,  
Dr. Barbara Murphy, Garrett Coker, Jamie King, Kassie Whitaker  
Julie Broadway, Veronica Tucker, Dr. Archie Tucker

# 2021 STARS. dancing for HEALS



2021 Professional Instructors (Left to right)

Hal Reid, Rick Jones, Aaron Greer, Victoria Greer, Gabriella Gonzalez,  
Makannah Moring, Ricky Jenkins, Roberto Dextre, Jr., Christopher Dawson

2021  
STARS.  
dancing for  
HEALS



2021 Legacy Dancers & \*Instructors

(Left, top to bottom)\*Payton Beddingfield, Roseanna Rubio-Cox, \*Makennah Moring

(Center) Jay Billings

(Right, top to bottom)\*Rebecca Martin, Sally Santos, \*Alexandra Hopper

2021  
STARS.  
dancing for  
HEALS



# 2021 STARS. dancing for HEALS



2021  
STARS.  
dancing for  
HEALS



\$792,000  
Raised

# Executive Team



**Heather E. Mason**  
**Executive Director**



**Risha Sanderson**  
**Development & Marketing Director**

A person with long brown hair, wearing a red top, is holding a white rectangular sign in front of their face. The sign has the words "Thank, you!" written in black, handwritten-style cursive. The background is a blurred green, suggesting an outdoor setting with foliage.

Thank,  
you!