



Impact Report 2024

Overview

Impact Health is committed to ensuring every family member, friend, coworker, schoolmate, and community member living in Western North Carolina (WNC) can access healthy opportunities. Our nonprofit leads a network of over 60 human service organizations (HSOs) in this effort. We also support the care managers and NC Medicaid health plans involved in [North Carolina's Healthy Opportunities Pilot \(HOP\)](#).

HOP is a groundbreaking program that uses Medicaid funds to improve access to nutritious food, safe housing, and reliable transportation. HOP also increases access to services that support safe and healthy relationships. Research indicates that these social drivers of health influence up to 80 percent of a person's wellbeing. By addressing these critical needs, the pilot aims to improve health while reducing healthcare spending.



With an estimated
healthcare savings of over
\$1,000 per member
per year,
at current enrollment levels, HOP
has the potential to save the state
\$11.9 million annually in Western
North Carolina alone.

2024 was a significant year of growth and innovation for Impact Health and the Healthy Opportunities Pilot. Here is a snapshot of HOP's cumulative impact in Western North Carolina since launching services in March of 2022.

By the Numbers

(Key impact data March 2022 - January 2025)



60

organizations
in HSO network



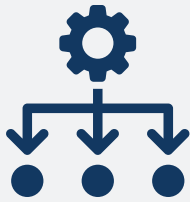
10,931

HOP participants
served



283,118

HOP services
provided



\$18 M

in capacity-building
funds distributed to
HSOs



312

full- and part-time
jobs supported



\$57 M

reimbursement
income
billed by HSOs

Access our latest [Form 990](#) for
detailed financial reporting.



WNC HOP Service Delivery

January 2024 - January 2025

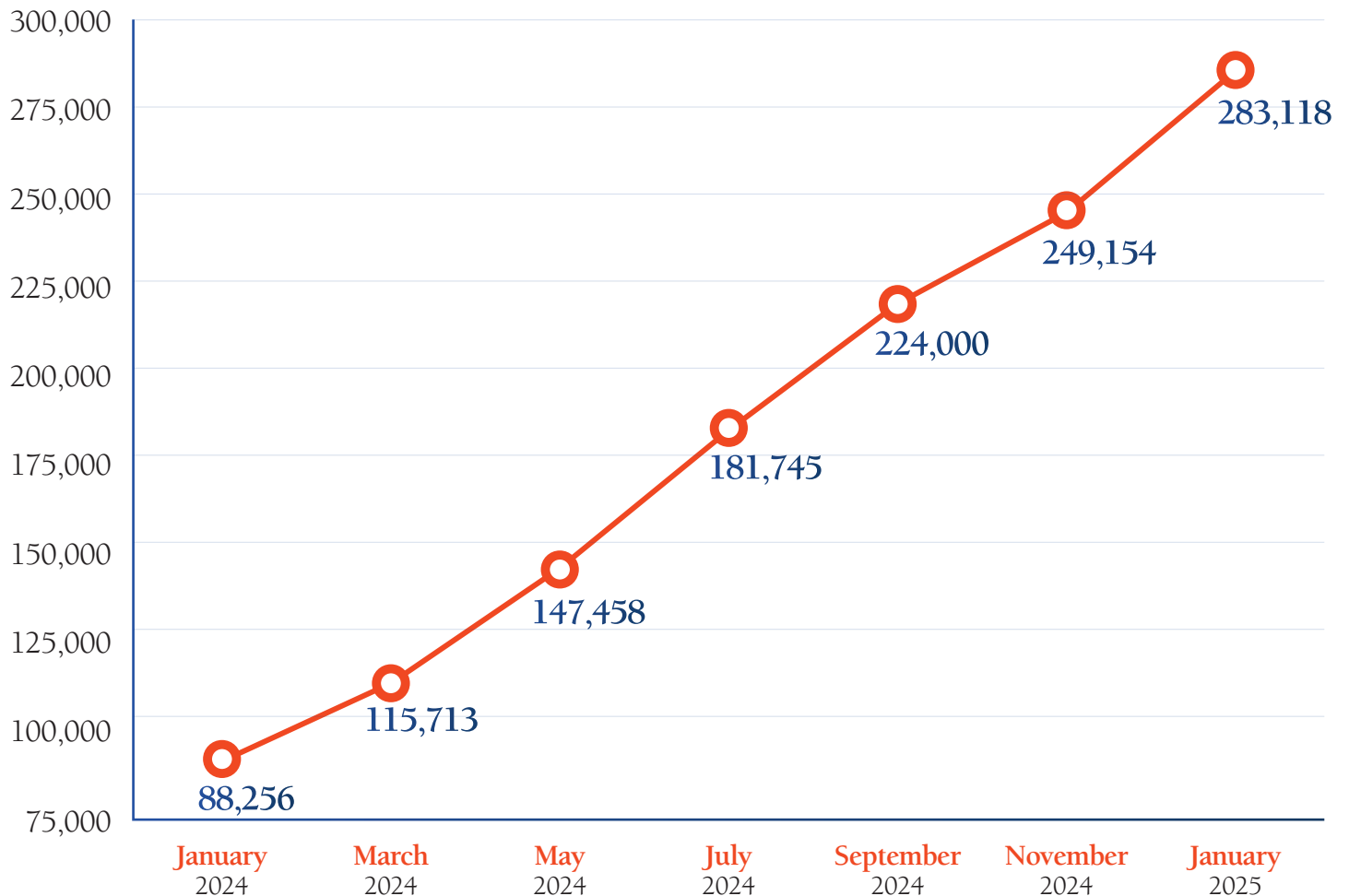
Participants



WNC HOP Service Delivery

January 2024 - January 2025

Services Delivered



Explore HOP services:
impacthealth.org/pilot-services



"I felt like I was drowning out here, and then 'BAM,' HOP stepped in and changed our lives. The roof looks better than I could ever imagine. I feel better emotionally and physically, and I'm more rested than I have been in my entire life!"

Nick
HOP Participant



"Impact Health's support has allowed us to educate our community about Medicaid Expansion and HOP. We have been able to ensure that returning citizens get housing and transportation support. This initiative has helped us normalize the idea that mental health is health."

Philip Cooper
Chief Change Agent,
Operation Gateway



"It's so affirming to hear reports from HOP clients whose physicians have put them on special diets to improve medical diagnoses. They share with us that they have seen an improvement in their health as a result of receiving our healthy fruit and vegetable boxes."

Elizabeth Willson Moss
Executive Director,
Interfaith Assistance
Ministry

Read more partner stories:
impacthealth.org/partner-stories



Domain Snapshots

HOP services delivered in 2024



2,331

WNC families
received support with finding,
securing, and moving into
stable housing. More received
help modifying existing
homes to make them safer.



144,595

healthy food boxes
were provided across
WNC to support families'
weekly nutritional needs.



1,001

transportation services
helped WNC residents meet
nonmedical, health-related needs
like accessing healthy food.



354

interpersonal
violence services
were delivered to support
healthy relationships and
effective parenting skills.

After the Storm

In the days and weeks following Hurricane Helene, community-based organizations were among the first to respond to the critical needs of WNC residents. Thanks to the generosity of philanthropic partners like Dogwood Health Trust, Impact Health was able to allocate \$2.7 million in grant funding to local organizations working across the region. Impact Health's robust network enabled rapid distribution of funds where they were most needed. WNC HOP service providers could then focus on ensuring families had access to nutritious food, safe housing, reliable transportation, and support for healthy relationships - all resources that are significantly strained during natural disasters.



Photos clockwise from top: Potable water distribution at Safe Shelter, regional food distribution by C2Life, housing repair by Community Housing Coalition of Madison County, and fresh produce distribution through UNETE.



“Impact Health’s support was vital to our ability to respond rapidly to the nutritional needs of our neighbors impacted by the devastation of Hurricane Helene. We already had boots on the ground doing whatever we could, but the grant funding distributed rapidly by Impact Health enabled us to say, ‘let’s go!’”

Chasity Poteat Rice
CEO/Founder of C2Life Foundation

- [Hurricane Recovery Stories: C2Life Foundation](#)
- [After the Storm: Sowing Seeds for Recovery](#)
- [Securing Safe Shelter](#)
- [Dogwood Health Trust Partner Spotlight](#)

2024 - 2025 Highlights

January 2024 - January 2025

March

Inaugural WNC **HSO Learning Summit** at MAHEC

May

Impact Health invests **\$400K** in **WNC Community Health Workforce** through yearlong collaboration

July

NC Medicaid **Tailored Plan** members become eligible for HOP

Impact Health establishes physician-led nonprofit **clinically integrated network** (Impact Primary Care Network)

September

Hurricane Helene devastates Western North Carolina

October

Impact Health distributes **\$670K** in **emergency funding** from Dogwood Health Trust to **67** hurricane-impacted organizations

November

WNC HOP network supports **10K HOP participants**

December

Centers for Medicare & Medicaid Services (CMS) approves North Carolina's **1115 Waiver**, **authorizing HOP for another 5 years**

Impact Health allocates additional **hurricane relief funding** to network organizations, bringing the total relief grants to **\$2.7M**

January

2025

Impact Primary Care Network (IPCN) begins providing care management services to participating WNC practices on **January 1**

WNC HOP Network

60 Strong and Growing

*As of December 2024, the following organizations
make up the WNC HOP network:*

- Appalachian Sustainable Agriculture Project (ASAP)
- Asheville Buncombe Community Christian Ministry (ABCCM)
- Asheville Buncombe Institute of Parity Achievement (ABIPA)
- Beacon of Hope
- Big Ivy Community Development Club
- Blue Ridge Women in Agriculture (BRWIA)
- Bounty & Soul
- Burke United Christian Ministries
- C2Life Foundation
- Caja Solidaria
- Children & Family Resource Center
- Community Housing Coalition of Madison County
- Dayspring Foundation
- Eblen Charities
- Eden of Abundance
- Eliada Homes
- Equal Plates Project
- First United Methodist Church of Waynesville
- Five Point Center
- Four Square Community Action
- Gateway Wellness Foundation
- Haywood Christian Ministry (HCM)
- Haywood Pathways Center
- Haywood Street Congregation
- Helpmate
- HIGHTS
- Hinton Rural Life Center
- Homeward Bound
- Housing Assistance Corporation
- Interfaith Assistance Ministry
- Land of Sky Regional Council
- Legal Aid of North Carolina
- Macon Program for Progress (MPP)
- MANNA FoodBank
- McDowell LFAC
- Mission Ministries Alliance (MMA)
- Mountain Housing Opportunities
- Mountain Projects
- Neighbors Feeding Neighbors Food Ministry
- New Hope of McDowell
- Our VOICE
- Pisgah Legal Services
- Reinvestment Partners
- Resources, Education, Assistance, Counseling, and Housing of Macon County (REACH of Macon County)
- Restoration House WNC
- Rutherford Housing Partnership
- SAFE of Transylvania County
- Safelight
- Share Thy Bread
- Smart Start of Transylvania County
- Southern Reconciliation Ministries (Reconciliation House)
- Thrive
- Toe River Aggregation Center Training Organization Regional (TRACTOR)
- Transylvania Habitat for Humanity
- W4H Asheville (Working Wheels)
- Western North Carolina Community Health Services (WNCCHS)
- Williams YMCA of Avery County
- WNC from the Ground Up
- WNC Lighthouse
- YMCA of Western North Carolina

See our regional impact:
impacthealth.org/districts