

Community Benefit reports are quantifiable (number oriented) and typically include programs and activities for which costs can reasonably be determined. Other important contributions to the community are often not reported or are reported in a narrative report accompanying the "numbers" report.

These non-quantifiable contributions are part of the leadership role of the organization and can be described by the impact they have on the community and through anecdotes and program descriptions. Leadership activities can be grouped as follows:

Advocacy: This includes efforts to generate community-wide responses from the government and private organization on behalf of poor and needy persons. Include advocacy on public policy issues that go beyond healthcare, such as housing, safety and education policies designed to create a better community.

Community Involvement: Include opportunities for community members to be involved with the organization's policies and program, participation of the healthcare organization's executive and staff on community boards and advisory committees, and other examples of the organization's connection to the community.

Conduit for Using Donated Funds: Describe how the healthcare organization serves as a vehicle for attracting and using donated funds, thereby translating private sector funds into needed community services.

Economic Impact: Describe such information as numbers of employees, including efforts to recruit, train and hire persons with special needs; local purchasing, especially from small businesses; local investments and loans; keeping healthcare funds within the community rather than returning profits to investors; keeping healthcare in the community, and initiatives to contain community healthcare costs.

Good Neighbors: Include non-health items such as housing rehabilitation, contributions to cultural and civic programs, making space or services available for community groups, environmental programs, such as EPA's Green Lights or aggressive recycling.

Recognition: Include any formal recognition that attests to the leadership role of the organization, such as trauma center or obstetric ratings, awards, and honors.

Responding to Needs: This would include the organization's role in identifying and making known health and health-related needs in the community, identification of community strengths and assets, and new programs developed specifically in response to need.

Social Impact: Use case studies and program descriptions to present a picture of how the organization contributes to the overall well-being of the community.

Volunteer Activities: Include statistics and examples of how community members, including staff and physicians from the healthcare organization, volunteer their time to help other members of the community.