

**IT'S
TIME**
TEXAS

**2019
ANNUAL
REPORT**

***Igniting the
Movement
for a Healthier
Texas***





“My life has taught me that if a person is supported, understood, and loved – and has the encouragement to effect change – incredible things can happen. Every one of us has that potential. And It’s Time Texas exists to help people find it.”

– Baker Harrell, Founder, It’s Time Texas



Letter from It's Time Texas CEO Amy McGeady & Board Chair Chris Perkins

Dear Friends,

Now more than ever we are reminded of the importance of health as a personal and community value – one that we must all work together to cultivate.

In 2019, It's Time Texas joined forces with people across the state in the movement for a healthier Texas. Working hand in hand with local leaders, community members, and more than 100 organizational partners, we:

- » Connected Texans to free health-promoting resources like the [*Living Healthier coaching hotline*](#) and [*Choose Healthier app*](#)
- » Supported the efforts of local health champions through networking and professional development opportunities like the [*Healthier Texas Summit*](#) and a series of [*regional workshops*](#)
- » Facilitated peer-to-peer learning among Community Health Collaboratives and School Health Advisory Councils through workshops, presentations, and our new [*Community Lab*](#)
- » Motivated families, friends, colleagues, classmates, and neighbors to get moving together through initiatives like the [*Community Challenge*](#), [*Healthy Texas Week*](#), and [*Texas Walks*](#)

Through these statewide efforts, we have shared the journeys of thousands of individuals taking steps to improve their personal health and wellbeing. We have seen communities strengthened and reinvigorated through involvement in health-promoting programs, partnerships, and events. Every day, we are honored to carry out this work with you—even as we acknowledge there is still a great deal to be done.

Building a culture of health in Texas is a tall order, one that demands persistent collaboration across sectors and a deep respect for diversity of opinions, lived experiences, and perspectives. We are committed to listening deeply and engaging our businesses, nonprofits, healthcare providers, educators, civic leaders, policymakers, and community members in the process.

In the sections that follow, you will learn about our impact from an incredible year of partnership. This report is a testament to you – our funders, partners, and supporters, whose belief in our mission touches the lives of hundreds of thousands of Texans each year.

Thank you for investing in the movement for a healthier Texas. Together, we are advancing systemic change to make health a shared value, collective priority, and accomplishable goal.

Yours in Health,

Amy McGeady
CEO
It's Time Texas



Chris Perkins
Board Chair
It's Time Texas





Meet It's Time Texas CEO Amy McGeady, PhD

In July of 2019, [*It's Time Texas Founder Baker Harrell handed the reins to Amy McGeady*](#), welcoming her as his successor to lead the organization as CEO.

Amy is a strategic leader who brings together vision and action. She began working with It's Time Texas in 2016 and was quickly promoted to Chief Strategy Officer. Under Amy's leadership, we expanded our presence and impact across the state, and secured new funding to advance our mission. As CEO, Amy continues to lead It's Time Texas in building a culture of health through empowering stakeholders, strengthening strategic partnerships, and creating meaningful, measurable impact.

Prior to joining It's Time Texas, Amy led a successful career in proposal management and business development, earning recognition as a thought leader in this global industry and as the co-owner of one of Austin's fastest growing startups. She earned her master's and doctorate degrees from Purdue University and her bachelor's degree from the University of Texas at Austin. Amy and her husband, John, are the proud parents of two fabulous teens.

Follow Amy on Twitter [*@ItsTimeTxCEO*](#)

About It's Time Texas

Empowering Texans to lead healthier lives
and build healthier communities

Every day at It's Time Texas, we work alongside Texans committed to improving health within their homes, schools, workplaces, and communities. Our goal is a Texas where everyone – no matter where they live, their age, race, or income – has the resources, support, and opportunities to prioritize health and live their best life. Through programs and partnerships designed to advance health on multiple fronts, we are shifting behaviors, practices, and policies to make health core to what it means to be a Texan. Together, we are igniting the movement for a healthier Texas.

OUR BOARD MEMBERS

Chris Perkins
Chair, Partner, Holtzman Partners

Mike Fitzpatrick
Treasurer, Business Consultant

Carrie Isaac
Health and Wellness Professional

Jaclyn Beerens
Program Manager, Sense Corp

Julie Bedingfield
Public Affairs Health & Wellness Manager, H-E-B

Brooks Ballard
Director of Communications, CATCH Global Foundation

Shara McClure
DSVP, Healthcare Delivery Blue Cross and Blue Shield of Texas

Manuel M. Vela
Chief Executive Officer, Valley Baptist Health System

OUR LEADERSHIP

Amy McGeady, PhD
Chief Executive Officer

Candyss Bryant
Sr. Director of Development

Joel Gross
Sr. Director of Programs

Kristen Nussa, MPH
Sr. Director of Mission

Tracy Walker
Sr. Director of Marketing & Events

OUR FOUNDER

Baker Harrell, PhD

IT'S TIME TEXAS INITIATIVES



Building & sustaining community health collaboratives



Inspiring healthy actions in support of healthier communities



Incorporating health into K-12 education with resources for the classroom



Encouraging families & schools to make healthy choices a priority



Bringing free fitness classes, nutrition education, and active after school programming to underserved areas of Austin



Connecting residents to free & low cost healthy activities in their communities



Engaging health champions at Texas' premier conference on community & population health



Supporting behavior change through free, bilingual tele-health coaching



Empowering local leaders through expert-led learning & networking opportunities



Motivating Texans to get moving through an annual statewide walk for health

Impact at a Glance

Thank you for all that you made possible in 2019!

IT'S TIME
TEXAS

TEXAS IS BEST WHEN TEXANS ARE HEALTHY

395 **TEXANS**

improved their health through free, bilingual telehealth coaching

5,700 **APP USERS**

discovered free healthy activities and resources in their area

8,500+ **EDUCATORS**

accessed free nutrition and physical activity lessons

320,500+ **STUDENTS**

reached through health-promoting programs, activities, and apps

1400+ **HEALTH CHAMPIONS**

gained knowledge, skills, and connections through learning and networking opportunities

58,500+ **PARTICIPANTS**

took part in statewide challenges and events to increase their physical activity and nutrition

64 **COMMUNITY HEALTH COLLABORATIVES**

engaged in peer-to-peer learning and action planning to build healthier communities

5,900+ **CENTRAL TEXAS YOUTH & ADULTS**

participated in free, community-based fitness and nutrition programming

MAPPING THE MOVEMENT



Our work reached across **124 counties** in 2019.

MAJOR INVESTORS



Helping Here.



A Division of Health Care Service Corporation, a Mutual Legal Reserve Company, an Independent Licensee of the Blue Cross and Blue Shield Association





BUILD HEALTHIER

*Creating and Sustaining
Community Health Collaboratives*

This past year, the *Build Healthier* team was pleased to debut *Community Lab*, an innovative, web-based forum providing free, interactive training and support to community health collaboratives (CHCs) throughout Texas.

Based on the **Project ECHO (Extension for Community Healthcare Outcomes)** model incorporating expert teaching, case-based learning, peer-to-peer education, and team-building, Community Lab brings leaders from across Texas together to *share best practices*, lean on each other, and build capacity for improving community health. Our initial cohort of 18 members participated in monthly web conferences to gain insights and actionable ideas for achieving their community health improvement goals.

Community Lab members also came together in person at the 2019 Healthier Texas Summit to network with other health collaboratives and share replicable outcomes and emerging strategies. This important work was highlighted during breakout sessions at the It's Time Texas Regional Workshop Series, drawing participants from 49 unique collaboratives.

IMPACT

**18
LOCAL
LEADERS**

gained new knowledge and resources through Community Lab

**64
CHCs**

formed or strengthened across the state

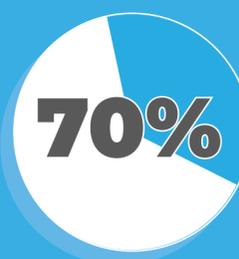
BUILD HEALTHIER

**2,242
TEXANS**

accessed web-based tools for building and sustaining health collaboratives



100% OF COMMUNITY LAB PARTICIPANTS found the content practically applicable to their work



70% OF COMMUNITY LAB PARTICIPANTS increased their sense of social connection

IN THEIR OWN WORDS:



“The It's Time Texas Community Lab has helped to deepen my knowledge on different models that help to educate and motivate the public on certain health issues. As a member of McAllen's Mayor's Health and Fitness Council, I have a better understanding of the root causes of health disparities and how to apply that to the council's larger work within the community.

Being able to connect with people that have different roles in community health but who are looking at the same issues from different perspectives is really helpful. I appreciate being able to work and learn side by side with other health collaboratives in the state and see the brainstorm process for delivering/developing new wellness initiatives.”

**Rafael Curiel, Community Lab Member,
City of McAllen Mayor's Wellness Council**



Living Healthier

You have to change for yourself
– not by yourself.

With funding from **Texas HHSC SNAP-Ed** and **Blue Cross and Blue Shield of Texas' Healthy Kids, Healthy Families grant**, *Living Healthier* works to improve health outcomes and reduce the economic burden of Type 2 Diabetes, *Chronic Kidney Disease (CKD)*, Chronic Obstructive Pulmonary Disorder (COPD), obesity, and tobacco use in Texas communities.



Once connected to the program, participants work one-on-one with a health coach to make positive changes in how they eat, engage in physical activity, and prevent or manage chronic conditions. Many of the people we work with already know what to do. What they need is the support and accountability to do it. Our coaches listen to what their clients want accomplish and help them figure out a plan they can stick to.



Knowing that relationships and collaboration are foundational to advancing community health, Living Healthier staff worked to expand and strengthen their network of Community Health Workers (CHWs) and other direct service staff in 2020, resulting in more than 1600 referrals to the Living Healthier hotline. New partners include **El Milagro Clinic, People's Community Clinic, and Galveston County Health District**.

The program also added a texting component to existing telehealth coaching services, allowing coaches to communicate better with clients and support them with resources, motivational messages, and helpful reminders throughout their health journey.

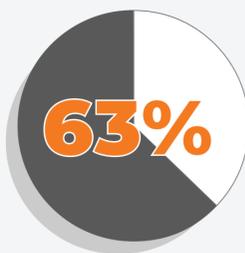
IMPACT

LIVING HEALTHIER

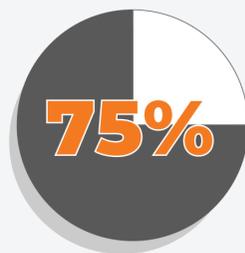
1,674
REFERRALS
from community partners

395
TEXANS
enrolled in free health coaching

1,306
HEALTH COACHING
sessions completed



63%
OF USERS
reported forming a new healthy habit



75%
OF USERS
increased awareness of how to properly manage or control illness or disease

“I really didn’t want to go on insulin. I wanted to do it with diet and exercise, and now, I feel like I’ve got it under control.” – Living Healthier Participant



READ NOW:

At 64, this dedicated science teacher is reinventing his approach to health.

“I used to be 20 pounds heavier than I am now. It’s Time Texas health coaching has really helped me to improve my lifestyle. I’m watching what I eat, going to the gym three times a week, and gradually increasing my workouts. I feel healthier. I’m less lethargic. It just really gives me the energy to get through the day.”
– Lee Keyes, McAllen, TX

[» Read Lee’s Story](#)



Stronger Austin

One Goal: Health for All

Launched in partnership with **Austin Parks and Recreation, Austin Public Health, CommUnity Care Health Centers, My Brother's Keeper, and the Michael and Susan Dell Center for Healthy Living, *Stronger Austin*** began with the belief that everyone should have access to health and wellness services. Driven by community input, our adult fitness classes and active after school programming are designed to remove common barriers to healthy living like lack of transportation or inability to pay.



In 2019, Stronger Austin incorporated nutrition education into adult fitness classes with instructional handouts identifying seasonal fruits and vegetables as well as easy-to-make recipes. The program also revamped strongeraustin.org, providing community members with new ways to get involved and easier access to activity schedules and locations.

Activating underutilized spaces like public parks and school gyms, the program offered more than 2,000 after school activities and adult fitness and nutrition classes in underserved areas of Austin. With generous support from **Austin Public Health** and the local community, Stronger Austin impacted the lives of more than **5,900 Austin** residents in 2019.

IMPACT



1,953 ADULTS

participated in free fitness classes & nutrition education

4,025 KIDS

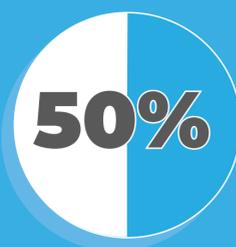
participated in health-oriented after school programming

663 AUSTINITES

connected to food distribution sites and cooking classes

202 CONNECTIONS

to free health coaching



50% OF STRONGER AUSTIN PARTICIPANTS referred by a family member, neighbor or friend



IN THEIR OWN WORDS:

Sekoya has been teaching free Mixxed Fit fitness classes as part of the Stronger Austin program from the beginning.

“So many of my students have transformational stories about their experiences with Stronger Austin,” she says. “They tell me how their doctor has taken them off blood pressure medicine, how my classes have brought them confidence and new friends, how they are wearing that dress they haven’t been able to fit into for years. You should see their smiles when they talk about all the goals they are conquering.”

See what Stronger Austin means to Sekoya’s student, YaLecia

[» Watch the Video](#)



Working with Local Health Champions in the Rio Grande Valley

When residents are empowered to choose health, the whole community feels it.



Making health a shared value at the community level is critical to transforming health in Texas. Within the Rio Grande Valley (RGV), where as many as 75% of adults are overweight or obese, our regional engagement strategy focuses on uniting local government, school districts, community health collaboratives, employers, healthcare, and highly engaged community members around the central goal of building a healthier community.

In 2019, **41 communities, 23 school districts, and 47 organizational partners** came together to champion health through participation in It's Time Texas initiatives and events. Together, we impacted the health of more than 78,000 individuals, educators, and students in the Rio Grande Valley.

Rio Grande Valley residents comprised more than **52%** of statewide participation in the It's Time Texas Community Challenge, while local leaders organized more than **180** community events. In an effort to share best practices and strengthen cross-sector collaboration, **160** regional health champions showed up to learn, network, and deepen engagement with partners at the Healthier Texas Summit and our first regional workshop in McAllen, TX. We are thankful to the **Valley Baptist Legacy Foundation** for their generous support of this work.

IMPACT

13,493
INDIVIDUALS

participated in Community Challenge

8,260 RGV
RESIDENTS

took steps together during Texas Walks

120,931
STUDENTS

reached through healthy school activities

503
APP USERS

connected to free healthy activities & resources

66 RGV
RESIDENTS

enrolled in free health coaching

2
CHCs

(Community Health Collaboratives) strengthened through Community Lab

6
SCHOLARSHIPS

awarded to the Healthier Texas Summit



"I love seeing my community get on board with staying active and eating healthy. Everyone encourages each other. It's so important, because sometimes people don't have that support... Seeing my daughter dance beside me at my Zumba classes, it makes me feel like the best mom in the world."

*- Bertha Ponce,
2019 Community Challenge
Top Points Earner, Los Fresnos, TX*

WATCH NOW:

The RGV Mayor's Walk for Wellness & Fitness 5K



"We're not known for health and wellness, but you can just see it among all our communities — more and more people are exercising, more and more people are taking care of themselves. It really starts with a commitment from the mayors and chief elected officials. They've become the examples for really exercising and getting out in the community."

- Ron Garza,
Former Executive Director, Lower Rio Grande Valley Development Council



It's Time Texas Regional Workshop Series:

Advancing Cross-Sector Collaboration



At It's Time Texas, we believe that no one knows what's better for a community than the people who live there.

Residents benefit greatly when health and wellness initiatives are driven by the local community with local leaders delivering solutions based on the unique environment, culture, and needs of their community.

In 2019, It's Time Texas partnered with **Texas HHSC SNAP-Ed** and regional constituents and health leaders across the state to launch a *Regional Workshop Series* designed to provide local health champions with resources, support, and education to tackle health challenges within their communities.

In each of the three cities where workshops were held – including Baytown, McAllen, and Garland – speakers and topics were identified through local health data and one-on-one conversations with community partners. Sessions were led by expert facilitators and empowered attendees to lead effective collaborations while aligning efforts to improve health systems, policy, and environment.

IMPACT

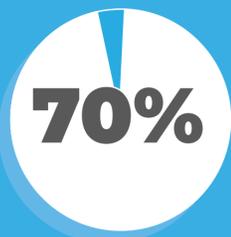


335
ATTENDEES

56
SPEAKERS

3
CITIES

56
COMMUNITIES
represented



70% OF ATTENDEES
REPORTED
making new connections
for future collaboration

“This workshop offered so many unique engaging sessions! I found out about several programs or the underserved that I can share within my organization. Also made several new connections from all over DFW. I can't say enough about this event.”

*- Ashley Rodriguez, CCHW, CCHWI,
Community Health Worker System Manager,
Community Health, Baylor Scott & White Health*



WATCH NOW:

It's Time Texas Regional Workshops: Building Healthier Communities

“I loved learning about resources to help our community engage in more physical activity.”

- Veronica Rodriguez
Community Health Worker,
Coastal Health & Wellness Galveston County Health District

[» Watch the Video](#)





Empowering School Communities

Inspiring students and their families to eat nutritious foods and live an active lifestyle.

We recognize that improving the health of students means reaching parents, educators and the surrounding community to ensure that efforts to cultivate health-promoting connections, mindsets, and activities extend and are supported within and beyond school walls.

To that end, It's Time Texas convened critical conversations on school health policy and fostering healthy schools through our Regional Workshop Series, Healthier Texas Summit, and community presentations. In collaboration with **Take Action for Healthy Kids, McAllen ISD, and Texas Department of Agriculture Local Wellness Policy Group**, It's Time Texas staff developed a webinar entitled "[Wellness Policies 101](#)," which offered resources for School Health Advisory Councils (SHACs) to build a wellness policy in support of student health and wellbeing. It's Time Texas also recognized the achievements of [five outstanding Texas SHACs](#) with an award presented at the Healthier Texas Summit.

Through our work in this space, we have been fortunate to connect with numerous individuals and organizations who are leading the charge to improve health in their schools and school-communities. Championed by local educators, 37 school districts competed in the 2019 Community Challenge, while school communities made up the majority of participants in events like Texas Walks and Healthy Texas Week. Together, these events provided fun ways for students and their families to engage in eating nutritious foods and living an active lifestyle throughout the year

IMPACT

37 SCHOOL DISTRICTS

participated in the Community Challenge

\$2500 IN GRANTS

awarded to winning school districts

55 SHACs

strengthened through learning and networking opportunities

8,556 EDUCATORS

led physical activity and nutrition lessons using the Teach Healthier App

318,580 STUDENTS

reached through It's Time Texas initiatives

"As a wellness ambassador for McAllen ISD, I understand the importance of having a healthy staff and students. Joining the movement in the IT'S TIME TEXAS Community Challenge is a no-brainer. Our health should be at the top of our daily goals. The Challenge provides the inspiration and motivation to live a healthy life style."

*- Mario Reyna
Coordinator for Healthy & Physical Education,
McAllen ISD*



EDITORIAL SPOTLIGHT

It's Time We Had a Talk About Self-Care

Check out our op-ed on the importance of teacher self-care in the Winter newsletter of our partner, Association of Texas Professional Educators.

[» Read the Article](#)





A LOOK BACK AT OUR 2019 EVENTS





The Healthier Texas Summit:

Uniting to Transform Health

We know that improving health in our communities requires collaborative work with partners outside of our organizations, disciplines, silos, sectors, and comfort zones.

A collaboration between It's Time Texas and the University of Texas System, the 2019 *Healthier Texas Summit* presented by Blue Cross and Blue Shield of Texas convened more than 1,000 thought leaders, innovators, and health champions representing the areas of healthcare, K-12 education, academia, government, nonprofit, and private business.

Featuring an opening keynote from Dr. Courtney Philips, Executive Commissioner, Texas Health & Human Services Commission, this one-of-a-kind event touched on ideas, innovations, and best practices spanning healthy equity, social determinants of health, data and information sharing, health communication, obesity and chronic disease prevention, and other pressing topics in community and population health.

Through *interactive sessions*, exhibits, symposia, and networking events, attendees entered into conversation not only about what's working, but also where it gets hard and how challenges can be resolved, so we can more fully unite for a Healthier Texas.

IMPACT



1,015
ATTENDEES

63
SESSIONS

191
SPEAKERS

769
TEXAS
COMMUNITIES
represented

355,000+
HASHTAG
REACH
#HealthierTexasSummit

43
NETWORKING
EVENTS
and meetups

94%

OF ATTENDEES said they plan to apply information they received to their collaborative health efforts

92%

OF ATTENDEES said they met others with whom they intend to collaborate in the future

"One of the things that really struck me with the sessions that I've attended is this idea of connectedness and how, if we can connect people, if we connect people to causes if we can connect people to resources, if we can connect people to community, we're really going to improve health because we're going to give people a sense of belonging. I really feel that that has the most potential to improve health overall here in Texas."

- Colleen Marzilli
Associate Professor of Nursing, UT Tyler



WATCH NOW:

See the 2019 Healthier Texas Summit Opening Keynote

"Motivation is not enough. It takes hard work and cooperation across our sectors. Partnership is critical to build upon and get where we need to be. We need diversity and skill sets on our committees. We are looking for people who want to roll up our sleeves."

- Dr. Courtney Philips
Executive Commissioner, Texas Health & Human Services Commission





The It's Time Texas Community Challenge

Because Health Impacts Everything

The [It's Time Texas Community Challenge](#), presented by H-E-B, is a statewide competition that inspires individuals, organizations, and cities across Texas to engage in healthy activities in support of a healthier community.



Taking place in early January, the 8-week challenge is built around healthy actions like getting a workout, eating nutritious food, and drinking plenty of water. Texans sign up on behalf of their city or school district and earn points for their community with every healthy action they submit. The cities and school districts with the most points in each size category earn a grant to put toward a community health project.

The 2019 Community Challenge resulted in more community involvement, more [healthy actions](#), and more social media engagement than ever before.

IMPACT



WINNING COMMUNITIES

- Metro:** Austin
- Large:** McAllen
- Mid-Size:** Harlingen
- Small:** Los Fresnos
- Extra-Small:** Smithville

WINNING SCHOOL DISTRICTS

- Metro:** North East ISD
- Large:** Pharr-San Juan-Alamo ISD
- Mid-Size:** Harlingen CISD
- Small:** Los Fresnos CISD
- Extra-Small:** Point Isabel ISD



365
COMMUNITIES

554,639
HEALTHY
ACTIONS

418
COMMUNITY
EVENTS

33,194
PARTICIPANTS

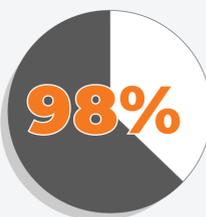
4,431
SCHOOL
ACTIVITIES

2,000,000+
HASHTAG
REACH

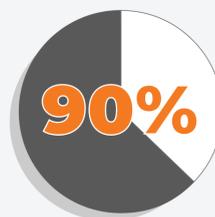
#CommunityChallenge



MADE PROGRESS
in their efforts to **eat healthier**



MADE PROGRESS
in their efforts to **be more physically active**



MADE PROGRESS
in their efforts to **lose weight**

"I want to be a healthy choices kind of mom for my kids. I want to be their role model and inspire them to be the healthiest version of themselves that they can be. At the gym, I have been hitting so many personal records. I feel myself getting stronger and it pushes me to keep working on my progress. The Challenge has inspired me to be more accountable too. It's the extra step I needed without knowing I needed it."

- Sarah
San Antonio, TX

WATCH THIS

Hear from our 2019 Community Challenge Winners!

» [Watch the Video](#)





Healthy Texas Week:

The Healthiest Week of the Year!

During Healthy Texas Week, individuals, families, organizations, and schools across Texas were encouraged to shop healthier, sweat more, and share their healthy activities on social media for the chance to win healthy prizes.



IMPACT

**790
PLEDGES**

**50,900+
STUDENTS**

**45,000+
HASHTAG
REACH**

#HealthyTexasWeek





Texas Walks:

Community Is Built One Step at A Time

At 10am on November 8, 2019, thousands of Texans dropped what they were doing to [walk together](#) for 10 minutes in support of healthy lives and healthier communities across our state..

IMPACT



1,025
PLEDGES

31,000
WALKERS

35,000
HASHTAG
REACH
#TexasWalks



Marketing Exposure:

Reaching Audiences Statewide

SOCIAL MEDIA EXPOSURE

**27,000
FOLLOWERS**

**167,000+
MONTHLY
IMPRESSIONS**



ONLINE EXPOSURE

**67,000+
WEBSITE
VISITORS**

**41,000+
EMAIL
CONTACTS**



PRINT EXPOSURE

**150,000+
MEDIA
PLACEMENTS**

**10,000,000+
IMPRESSIONS**



REPRESENTATIVE MEDIA OUTLETS

Austin American Statesman

KUT 90.5

The Herald

**CBS
AUSTIN**

4
ValleyCentral.com

Coppell Gazette

The Daily News

HOUSTON
CHRONICLE

**LOCAL
23
KVEO**

Mesquite News

**KTEX
100.3 FM
South Texas Country**

**TELEMUNDO
KXTQ LUBBOCK**

Tyler Morning Telegraph

VALLEY STAR

IN THE NEWS:

Talking with Telemundo Austin about Healthy Texas Week

In April of 2019, It's Time Texas Health Coach Hector Gonzalez appeared on Telemundo Austin and also co-hosted a Facebook Live interview with Univision 62 to encourage families to get involved in Healthy Texas Week.

» [Watch the Interview](#)





Thank You

Thank you for making healthier lives and communities possible.

Our statewide work is powered by our investors, supporters, and partners. In 2019, that community grew larger, more passionate, and more generous than ever before.



OUR SUPPORTERS

\$200K+

H-E-B

\$25,000+

Blue Cross and Blue Shield of Texas
MCH Transportation
Sense Corp

\$15,000 +

American Heart Association
CVS
Dairy Max
DentaQuest
Healthy Wage
Texas Beef Council

\$10,000 - \$15,000

BOSE
CityHealth
Lisa & Baker Harrell
Humana
Naturally Slim

\$5,000 - 10,000

Amerigroup
Bloom Communications
Cigna
Mark & Mary Ann Miller Family Foundation
Novo Nordisk
St. David's Foundation

\$500 - \$5,000

Bill Baker
Brooks Ballard
Baylor Scott & White
Candyss & Rodney Bryant
Amy & John McGeady
Chris Perkins

Thrive Tribe

Bill Baker
Candyss & Rodney Bryant
Mark Lutz
Meg Moody
Kristen Nussa

The Spark

Bill Baker
Brooks, Kelly & Maeve Ballard
Candyss & Rodney Bryant
Lisa & Baker Harrell
Holtzman Partners
Amy & John McGeady
MCH Transportation

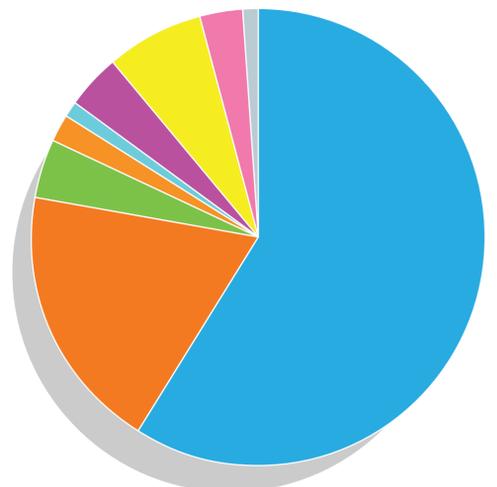
*"What you do on a daily basis to increase/maintain your health is so important! And that is one of the reasons we support the initiatives of It's Time Texas."
- Mark & Mary Ann Miller*



FINANCIALS

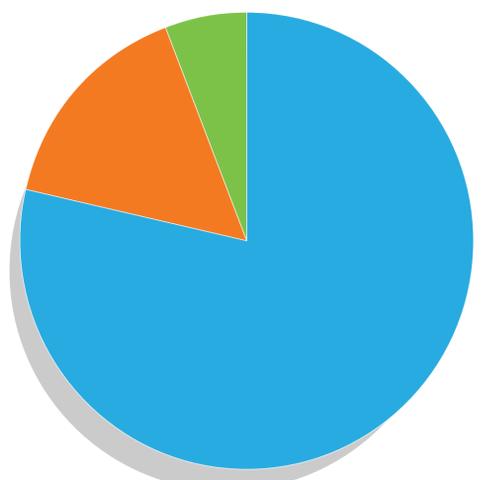
2019 REVENUE:

| | |
|--------------------------|--------------|
| Total | \$ 3,662,294 |
| Government Contracts | \$ 2,160,184 |
| Grants | \$ 700,000 |
| Sponsorships (Events) | \$ 148,000 |
| Sponsorships (Corporate) | \$ 91,133 |
| Donations | \$ 48,399 |
| Fee for Service | \$ 147,066 |
| In-Kind Contributions | \$ 239,740 |
| Event Registrations | \$ 94,172 |
| Other | \$ 33,601 |



2019 EXPENSES:

| | |
|--------------------|-------------|
| Total | \$3,781,334 |
| Program Services | \$3,058,399 |
| Management/General | \$614,466 |
| Fundraising | \$108,469 |



Full financials are available upon request.

JOIN THE MOVEMENT

Help us reach more Texans

At It's Time Texas, we're working toward a future where everyone has the resources, support, and opportunities to prioritize health and live their best life. And with your help, we are reaching more Texans every day.

GIVE HEALTH

» Make a donation.

GET INVOLVED

» Become an ambassador.

LEARN MORE

» Sign up for the latest news & events.

**IT'S
TIME**
TEXAS

**TEXAS IS
BEST WHEN
TEXANS ARE
HEALTHY**



Itstimetexas.org | [@itstimetx](https://www.instagram.com/itstimetx)



Join Us for the 2020 Healthier Texas Summit Series!

The Healthier Texas Summit is taking on a new virtual format for 2020. A collaboration between It's Time Texas and the University of Texas System, presented by Blue Cross and Blue Shield of Texas, the Healthier Texas Summit Series features bi-weekly discussion panels, virtual workshops, presentations, keynotes, and networking built around some of the most timely and relevant topics in community and population health.

Registration is now open at healthiertexasummit.com

