Help for Healthcare Professionals, Inc.

CONTENTS

EIN: 85-0582592
Report Generated on: 03/10/2024

Executive Summary 2
Programs & Results 4
Financial Review 8
Operations & Leadership 9

APPENDIX

Key Documents 16
Charity Check Report 17
Help for Healthcare Professionals, Inc.

aka HHCP, Inc.
Lawrenceville, GA
https://www.helpforhealthcareprofessionals.org
(678)948-5173

MISSION
To mobilize people and resources, reciprocating care for healthcare professionals, and strengthening our frontline.

EIN
85-0582592

RULING YEAR
2020

IRS SUBSECTION
501(c)(3) Public Charity

FOUNDING YEAR
2020

MAIN ADDRESS
2090 Sugarloaf Pkwy Suite 125
Lawrenceville, GA
30045

AFFILIATION TYPE
Independent Organization

CEO
Shelli-Ann McKenzie

BOARD CHAIR
Shelli-Ann McKenzie

SUBJECT AREA
Medical support services
Mental health care
Human services

NTEE Code
Health Support Services (E60)
Nonmonetary Support N.E.C. (F19)
Alliance/Advocacy Organizations (P01)

CONTACT
Shelli-Ann McKenzie, President and CEO
(678) 948-5173
shelliann.mckenzie@hhcpinc.org
PROGRAMS

1. Frontline Care and Recovery Program
   Population(s) served: Families, Emergency responders

2. The Crossroads Education Program
   Population(s) served:

3. Workforce Defense Program
   Population(s) served: Students, Families, Emergency responders, People of Latin American descent, People of African descent, Students, Families, Emergency responders, People of Latin American descent, People of African descent

POPULATIONS SERVED

1. Families
2. Emergency responders

COMPLIANCE

✔ IRS Pub 78 Verified as of February 2024
✔ IRS BMF 509(a)(2) as of February 12, 2024
Section 509(a)(2) organization

TRANSPARENCY MEASURES

❌ Board Practices Reported?
✔ Diversity Data Reported?
Programs & Results

PROGRAMS
Source: Self-Reported by Organization, July 2023

Frontline CARE and REcovery Program
Population(s) Served:
Families
Emergency responders

We have mobilized resources and a community of volunteers dedicated to giving back to local healthcare workers.

Our established teams include:

- A team sewing, cutting, and delivering home-made masks and gowns.
- A 3D print team, printing masks shields, ear guards, and full-face shields.
- A team matching meal sponsors with local restaurants/caterers and coordinating frontline meal delivery.
- A team assembling care packages for frontline families displaced due to COVID-19.

The Crossroads Education Program
Population(s) Served: n/a

Healthcare Careers Awareness for Communities (HCAC)
Seminars offered at Community-based Organizations to bring awareness, discuss trends, and ignite a passion for working in the healthcare industry.

Scholarships
Our goal is to finance the education for 750 new nursing assistants, emergency medical technicians, or other entry level healthcare support staff by 2025. Additionally we will provide mentorship and job placement to bolster the healthcare workforce.

Financial Assistance

Provide 250 frontline staff, pursuing health careers away from the bedside, with assistance for education and skills training by 2030. Example: medical billing, health informatics, EMT, etc.

Workforce Defense Program
Population(s) Served: n/a

Various efforts to advocate for a sustainable healthcare workforce.
RESULTS

Number of research or policy analysis products developed, e.g., reports, briefs

<table>
<thead>
<tr>
<th>TOTALS BY YEAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>2022</td>
</tr>
</tbody>
</table>

Population(s) Served: No target populations selected

Related program: Frontline CARE and REcovery Program

Notes: HHCP Workforce Wellness Survey

This survey helps gain a better understanding of the workforce challenges faced by healthcare professionals and assess the desire for support services. Ongoing research
CHARTING IMPACT

What is the organization aiming to accomplish?

At HHCP, we are deeply committed to providing better access to care for Georgians. Our Crisis Relief, Advocacy, Education and Workforce Development initiatives play a critical role in achieving this goal by ensuring the presence of a sustainable healthcare workforce. We strive to equip healthcare professionals with the necessary skills, knowledge, scholarships, and resources to meet the evolving needs of our community. We also support healthcare workers with hardship funding.

What are the organization's key strategies for making this happen?

To address the healthcare workforce shortage and mitigate its socioeconomic impact, communities can take various actions. Here are some strategies and metrics to consider:

Promote healthcare education: Encourage young people to pursue careers in healthcare by providing information about available healthcare professions, organizing career fairs, and offering scholarships or grants for healthcare education. Track the number of students enrolling in healthcare programs as an indicator of progress.

Improve healthcare infrastructure: Work with local governments and healthcare organizations to invest in healthcare facilities, equipment, and technology. Track the number of new healthcare facilities or improvements made to existing facilities as a metric of infrastructure development.

Support healthcare professionals: Implement initiatives to improve the work environment, enhance job satisfaction, and provide ongoing professional development opportunities for healthcare workers. Monitor metrics such as employee turnover rates, job satisfaction surveys, and participation in continuing education programs to assess the effectiveness of these efforts.

Enhance recruitment and retention efforts: Develop strategies to attract healthcare professionals to underserved areas or specialties facing shortages. This can include offering financial incentives, loan forgiveness programs, and creating supportive community environments. Measure the number of healthcare professionals recruited and retained in underserved areas as a metric of success.

Foster partnerships and collaboration: Facilitate collaboration between healthcare organizations, educational institutions, and community stakeholders to identify and address specific workforce needs. This can include forming task forces, advisory committees, or partnerships to develop targeted solutions. Track the number of collaborative initiatives established and their outcomes in addressing the healthcare workforce shortage.

Advocate for policy changes: Engage with local, regional, and national policymakers to advocate for policies that support healthcare workforce development, such as increased funding for healthcare education, streamlined licensure processes, and reimbursement reforms. Monitor policy changes and their impact on workforce recruitment and retention.

Support diversity and inclusion: Promote diversity and inclusion in the healthcare workforce by implementing initiatives to attract individuals from underrepresented backgrounds and ensuring equal opportunities for advancement. Monitor diversity metrics, such as the representation of minority groups within the healthcare workforce, to measure progress.

Monitor access to care: Continuously assess access to healthcare services in the community, particularly in underserved areas. Track metrics such as wait times for appointments, emergency room utilization rates, and preventive care uptake to identify gaps and areas for improvement. Collaboration=Success!

What are the organization's capabilities for doing this?

Help for Healthcare Professionals (HHCP) is comprehensive, nurse-owned, 100% volunteer led organization dedicated to addressing...
the healthcare workforce shortage and its socioeconomic impact.

Help for Healthcare Professionals (HHCP) is a dynamic organization dedicated to addressing the healthcare workforce shortage and supporting healthcare professionals. With a range of capabilities, HHCP effectively meets the strategies outlined above.

They provide personalized career counseling and education support, helping individuals navigate healthcare professions and access scholarships. HHCP collaborates with healthcare organizations and local governments to assist in infrastructure development, ensuring optimal healthcare facilities and technology implementation. Through workforce support and professional development programs, HHCP fosters the growth and satisfaction of healthcare professionals. They also devise recruitment and retention solutions, attracting professionals to underserved areas and specialties through targeted strategies. By facilitating partnerships and collaborations, HHCP brings together stakeholders to collectively address workforce challenges. Their policy advocacy and public awareness efforts drive change, promoting favorable policies and mobilizing support for workforce development. HHCP champions diversity and inclusion, implementing initiatives and promoting equal opportunities within the healthcare workforce. Data monitoring and evaluation underpin their approach, allowing HHCP to assess impact, identify gaps, and drive evidence-based decision-making.

With these capabilities, HHCP plays a pivotal role in supporting healthcare professionals and mitigating the socioeconomic impact of the workforce shortage.

**What have and haven't they accomplished so far?**

Since its establishment, Help for Healthcare Professionals (HHCP) has achieved remarkable milestones in addressing the healthcare workforce shortage and supporting healthcare professionals.

- **Crisis Relief & Education**: >22,000
- **Advocacy**: >18,000 served
- **Georgia Counties Served**: 17

**Signature Annual Glam & Gratitude Charity Awards Gala (1st Saturday in April)**

- **Total Raised**: $275,000

They have provided personalized career guidance and education support to numerous individuals, helping them make informed decisions and access educational opportunities. HHCP has implemented programs and initiatives to support the professional growth and well-being of healthcare professionals, including mentoring, continuing education, and leadership development. HHCP’s recruitment and retention efforts have yielded successful outcomes, with increased numbers of professionals serving in critical areas. Through partnerships and collaborations, they have fostered cooperation among stakeholders to collectively address workforce challenges. HHCP has been actively engaged in policy advocacy, raising awareness about the importance of healthcare education and driving favorable policy changes. They have championed diversity and inclusion within the healthcare workforce, promoting equal opportunities for individuals from underrepresented backgrounds. By assessing impact and utilizing data-driven decision-making, HHCP has continually improved their programs and initiatives. Overall, HHCP has made significant strides in addressing the healthcare workforce shortage and positively impacting the healthcare community since its establishment.
# Financials

**FISCAL YEAR START:** 01/01  **FISCAL YEAR END:** 12/31

## Revenue & Expenses

### Revenue

<table>
<thead>
<tr>
<th>Description</th>
<th>2022</th>
</tr>
</thead>
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<tr>
<td>Contributions</td>
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<tr>
<td>Program Services</td>
<td>$0</td>
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<tr>
<td>Investments</td>
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<td>Special Events</td>
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<tr>
<td>Sales</td>
<td>$0</td>
</tr>
<tr>
<td>Other</td>
<td>$0</td>
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**Total Revenue:** $10,461

### Expenses

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<th>Description</th>
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<tbody>
<tr>
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<td>Salaries &amp; Employee Benefits</td>
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<tr>
<td>Professional Fees</td>
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<tr>
<td>Occupancy</td>
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<tr>
<td>Printing, Publications, Postage, etc.</td>
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<tr>
<td>Other Expenses</td>
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**Total Expenses:** $11,056

**Net Gain/Loss:** -$595

## Balance Sheet

### Assets

<table>
<thead>
<tr>
<th>Description</th>
<th>1/1/2022</th>
<th>12/31/2022</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash &amp; Equivalent</td>
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<td>$63,527</td>
<td>-$595</td>
</tr>
<tr>
<td>Fixed Assets (LBE - Depreciation)</td>
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<td>Other</td>
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</tr>
<tr>
<td>Total Assets</td>
<td>$64,122</td>
<td>$63,527</td>
<td>-$595</td>
</tr>
</tbody>
</table>

### Liabilities

<table>
<thead>
<tr>
<th>Description</th>
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<th>12/31/2022</th>
<th>Change</th>
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</thead>
<tbody>
<tr>
<td>Total Liabilities:</td>
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<td>$0</td>
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### Fund Balance

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<thead>
<tr>
<th>Description</th>
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<th>12/31/2022</th>
<th>Change</th>
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<tbody>
<tr>
<td>Net Assets:</td>
<td>$64,122</td>
<td>$63,527</td>
<td>-$595</td>
</tr>
</tbody>
</table>

Key Revenue & Expense Data from Form 990

Key Balance Sheet Data from Form 990
Operations

Source: Self-Reported by Organization, July 2023

CEO

Shelli-Ann McKenzie

Shelli-Ann McKenzie, MS, RN, PMP, CPHIMS is a dynamic registered nurse leader with more than two decades of healthcare industry expertise.

She currently fulfills many roles as a nonprofit executive, an educator, advocacy champion, speaker, and she is an expert in clinical informatics and strategy. A two-time graduate of Molloy College, New York, her experience spans the continuum of care. Shelli-Ann has successfully leveraged her unique skillsets and has a proven track record of successfully bridging the knowledge gap between clinical and IT staff, driving systems transitions, managing various projects, and advocating for professional development and inclusion.

Shelli-Ann remains passionate about making a positive impact by strengthening the healthcare workforce and families within our communities.

BOARD CHAIR

Shelli-Ann McKenzie
Help for Healthcare Professionals
Term: 2023 - 2022

BOARD MEMBERS

Andy Morgan
The Morgan Law Group

Dr. Denise Josephs
Sunrise Senior Living

Genevieve Desarme
Eckerd Youth Alternatives

Dr. Michelle Nelson
Clayton State University

Regina Canty
Kaiser Permanente

Carlene Bonit
Serky Staffing

Aubrey Flynn
Goals Media Group

Shileah Canty- McDonald
Thrive Care Inspired Consulting
**Officers Directors, Trustees, Key Employees**

**FISCAL YEAR 2022**

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Compensation</th>
<th>Benefits/Deferred Compensation</th>
<th>Expense Account, Other</th>
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<tbody>
<tr>
<td>Shelli-ann T McKenzie</td>
<td>OFFICER</td>
<td>$0</td>
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Officers Directors, Trustees, Key Employees
FISCAL YEAR 2021

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Compensation</th>
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<td>$0</td>
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## Officers Directors, Trustees, Key Employees

**FISCAL YEAR 2020**

<table>
<thead>
<tr>
<th>Name</th>
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<th>Compensation</th>
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<tbody>
<tr>
<td>Shelli-ann T McKenzie</td>
<td>OFFICER</td>
<td>$0</td>
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## Paid Preparers
### FISCAL YEAR 2022

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<td>27-3710114</td>
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<td>678-538-6476</td>
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## Paid Preparers
### FISCAL YEAR 2021

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## Paid Preparers
### FISCAL YEAR 2020

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<tr>
<th>Firm Name</th>
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<th>Firm Address</th>
<th>Firm Phone</th>
</tr>
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<tbody>
<tr>
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<td>273710114</td>
<td>1201 Peachtree Street, Atlanta GA 30361</td>
<td>6785386476</td>
</tr>
</tbody>
</table>
Organizational Demographics

Who works and leads organizations that serve our diverse communities? This organization has voluntarily shared information to answer this important question and to support sector-wide learning. GuideStar partnered on this section with CHANGE Philanthropy and Equity in the Center.

Leadership

The organization’s leader identifies as:

- **Race & Ethnicity**: Black/African American
- **Gender Identity**: Female, Not transgender
- **Sexual Orientation**: Heterosexual or Straight
- **Disability Status**: Person without a disability

### Race & Ethnicity

- **Board Members**: 9
- **Asian/Asian American**: 0%
- **Black/African American**: 100%
- **Hispanic/Latino/Latinx**: 0%
- **Middle Eastern/North African**: 0%
- **Native American/Alaskan Native/First Nations**: 0%
- **Native Hawaiian/Pacific Islander**: 0%
- **White/Caucasian/European**: 0%
- **Multi-Racial/Multi-Ethnic (2+ races/ethnicities)**: 0%
- **People who prefer to identify with another race or ethnicity**: 0%
- **Unknown or decline to state**: 0%

### Gender Identity

- **Board Members**: 9
- **Female**: 78%
- **Male**: 22%
- **Non-binary**: 0%
- **People who prefer to identify with another gender identity**: 0%
- **Unknown or decline to state**: 0%

### Transgender Identity

- **Board Members**: 9

### Sexual Orientation

- **Board Members**: 9
- **Gay, Lesbian, Bisexual**: 0%
- **Heterosexual or Straight**: 100%
- **People who prefer to identify with another sexual orientation**: 0%
- **Unknown or decline to state**: 0%

### Disability

- **Board Members**: 9
- **Person with a disability**: 0%
- **Person without a disability**: 100%
- **Unknown or decline to state**: 0%
Equity Strategies  Last Updated: 06/08/2023

Candid partnered with Equity in the Center - a project that works to shift mindsets, practices, and systems within the social sector to increase racial equity - to create this section. Learn More

Data

✓ We review compensation data across the organization (and by staff levels) to identify disparities by race.

✓ We ask team members to identify racial disparities in their programs and/or portfolios.

✓ We analyze disaggregated data and root causes of race disparities that impact the organization's programs, portfolios, and the populations served.

✓ We disaggregate data to adjust programming goals to keep pace with changing needs of the communities we support.

✓ We employ non-traditional ways of gathering feedback on programs and trainings, which may include interviews, roundtables, and external reviews with/by community stakeholders.

✓ We disaggregate data by demographics, including race, in every policy and program measured.

✓ We have long-term strategic plans and measurable goals for creating a culture such that one's race identity has no influence on how they fare within the organization.

Policies and processes

✓ We use a vetting process to identify vendors and partners that share our commitment to race equity.

✓ We seek individuals from various race backgrounds for board and executive director/CEO positions within our organization.

✓ We have community representation at the board level, either on the board itself or through a community advisory board.

✓ We help senior leadership understand how to be inclusive leaders with learning approaches that emphasize reflection, iteration, and adaptability.

✓ We engage everyone, from the board to staff levels of the organization, in race equity work and ensure that individuals understand their roles in creating culture such that one's race identity has no influence on how they fare within the organization.
# Appendix

## Key Documents

<table>
<thead>
<tr>
<th>IRS Forms 990</th>
<th>2022 990</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2021 990</td>
</tr>
<tr>
<td></td>
<td>2020 990</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>IRS Forms 990T</th>
<th>Not Available</th>
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</table>

| Audited Financial Statements | Not Available |

<table>
<thead>
<tr>
<th>Key Organization Documents</th>
<th>Letter of Determination</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Key Revenue &amp; Expense Data from Form 990</td>
</tr>
<tr>
<td></td>
<td>Key Balance Sheet Data from Form 990</td>
</tr>
</tbody>
</table>
Help for Healthcare Professionals, Inc.

Aka HHCP, Inc.

2090 Sugarloaf Pkwy Suite 125
Lawrenceville, GA 30045

 ayr Foundation Status Code: PC*
 ayr Public charity described in section 509(a)(1) or (2)

IRS Publication 78 Details

<table>
<thead>
<tr>
<th>Organization name</th>
<th>Location</th>
<th>Most recent IRS Publication 78</th>
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<tbody>
<tr>
<td>Help for Healthcare Professionals</td>
<td>Dacula, GA</td>
<td>February 2024</td>
</tr>
</tbody>
</table>

EIN

85-0582592

Deductibility status description

A public charity (50% deductibility limitation).

Verified with most recent Internal Revenue Bulletin

March 04, 2024

IRS Business Master File Details

<table>
<thead>
<tr>
<th>Organization name</th>
<th>Most recent IRS BMF</th>
<th>Reason for Non-Private Foundation Status</th>
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</thead>
<tbody>
<tr>
<td>HELP FOR HEALTHCARE PROFESSIONALS</td>
<td>February 12 2024</td>
<td>Section 509(a)(2) organization</td>
</tr>
</tbody>
</table>

EIN

85-0582592

This organization is a 501(c)(3) Public Charity

Ruling date

04/2020

This organization was not included in the Office of Foreign Assets Control Specially Designated Nationals (SDN) list.

On September 8, 2011, the IRS issued regulation which eliminated the advance ruling process for a section 501(c)(3) organization. Learn more

* The Foundation Status Code is the code that foundations are required to provide for each grantee annually on part XV of Form 990PF. Note that this code cannot be derived in some cases (e.g., supporting organizations for which 'type' can’t be determined).

IRS Revenue Procedure 2011-33 allows grantors to rely on third-party resources, such as GuideStar Charity Check, to obtain required Business Master File (BMF) data concerning a potential grantee’s public charity classification under section 509 (a) (1), (2) or (3).

GuideStar Charity Check Data Sources

- GuideStar acquires all IRS data directly from the Internal Revenue Service.
- IRS Publication 78 (Cumulative List of Organizations) lists organizations that have been recognized by the Internal Revenue Service as eligible to receive tax-deductible contributions.
- IRS Internal Revenue Bulletin (IRB) lists changes in charitable status since the last Publication 78 release. Between the release of IRS Publication 78 and the subsequent IRS Internal Revenue Bulletin, the IRB date will reflect the most recent release date of IRS Publication 78.
- IRS Business Master File lists approximately 1.7 million nonprofits registered with the IRS as tax-exempt organizations.
- IRS Automatic Revocation of Exemption List contains organizations that have had their federal tax-exempt status automatically revoked for failing to file an annual return or notice with the IRS for three consecutive years.
- The Foundation Status Code is a value derived by mapping the codes found on the 990PF filing instructions to the corresponding codes in the IRS BMF. Note that not all codes are able to be mapped due to insufficient data.
- The Office of Foreign Assets Control (OFAC) Specially Designated Nationals (SDN) list contains organizations that are owned or controlled by targeted individuals, groups, and entities, such as terrorists or narcotics traffickers. Their assets are blocked and U.S. persons are generally prohibited from dealing with them.

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