



Arizona Public Health Association

FY-2020 Annual Report

November 3, 2020

By Will Humble, AzPHA Executive Director & the AzPHA Board of Directors

The Arizona Public Health Association (AzPHA) continued to make progress in all facets of our mission, including advocacy, professional development, and networking.

We have increased our membership 41% in the last 3 years. We ended FY 2020 with 747 members. At the end of FY 19 we had 632 members, with the FY 2017 tally at 496. We also added an additional 150 members from registration at the Fall 2020 Summit, but these new members will be captured in FY 2021 membership.

The number of supporting Organizational Members has increased substantially as well, and we now have more than [Organizational Members](#) at various levels of support. We have also substantially increased the number of Sustaining Individual Memberships. The growth in individual membership has primarily been driven by increases in individual memberships associated with new organizational members.

In FY-20 we provided our members with timely policy updates (50 Public Health Policy Updates in FY 2020), targeted Action Alerts, and multiple comments on state public health matters (e.g. agency actions and legislative debates), and federal rulemakings (e.g. Title X, public charge). We also established a leadership

role in the state regarding evidence-based policy to combat the COVID-19 pandemic.

We made some improvements to our website including our calendar of statewide public health events and blog content, but much remains to be done in this area. These improvements are also increasing our visibility on search engines.

AzPHA continued to diversify our revenue sources and improve our financial position (operating reserves), built new relationships with key partners, and enhanced our professional development and networking options.

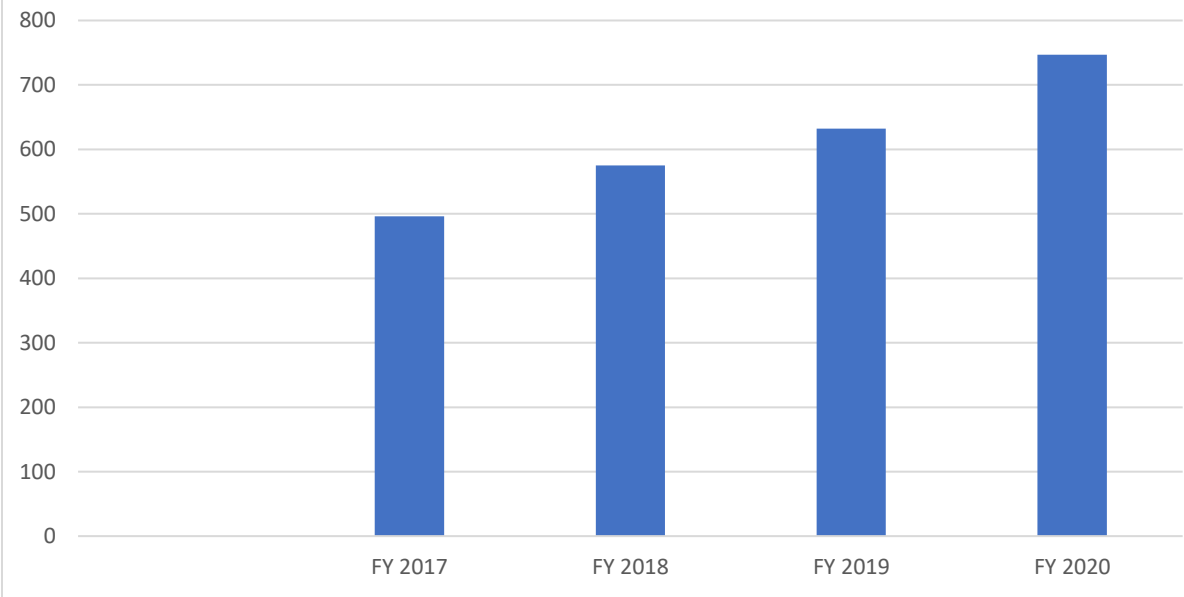
Key areas of administrative and operational progress included:

- Increased our Active Individual Memberships 18% over FY 2019.** AzPHA now has 747 individual active members. Our membership committee continue will be focusing on bringing in new members through networking and working with our partners. Table 1 and Figures 1 and 2 display AzPHA’s Membership status.

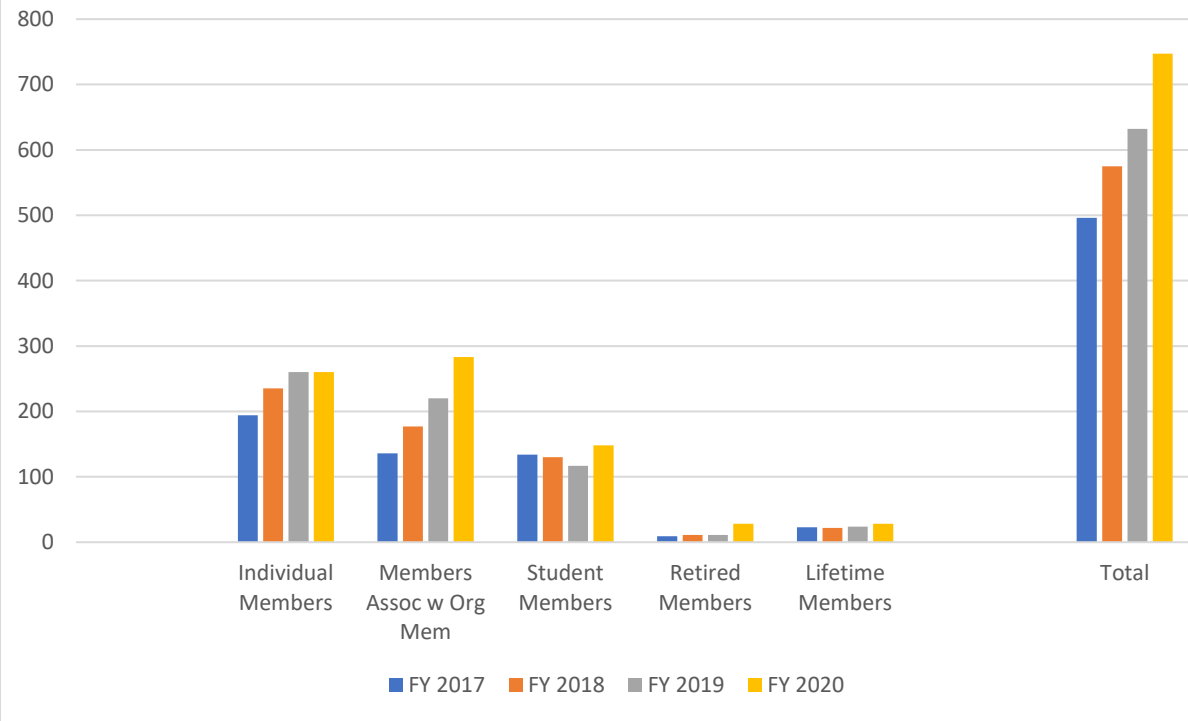
Table 1: AzPHA Membership Totals (FY-17 to FY-20)

AzPHA Active Members	FY 2020	FY 2019	FY 2018	FY 2017
Individual Members	260	260	235	194
Members Via an Org Mem	283	220	177	136
Student Members	148	117	130	134
Retired Members	28	11	11	9
Lifetime Members	28	24	22	23
Total	747	632	575	496

**Figure 1. Total AzPHA Individual Members
FY17 - FY20**



**Figure 2. AzPHA Members by Category
FY17 - FY20**



- **AzPHA’s Organizational Membership structure was diversified**, making our organization less dependent on large individual organizational members. We now have over twenty \$1,000/year Organizational members.

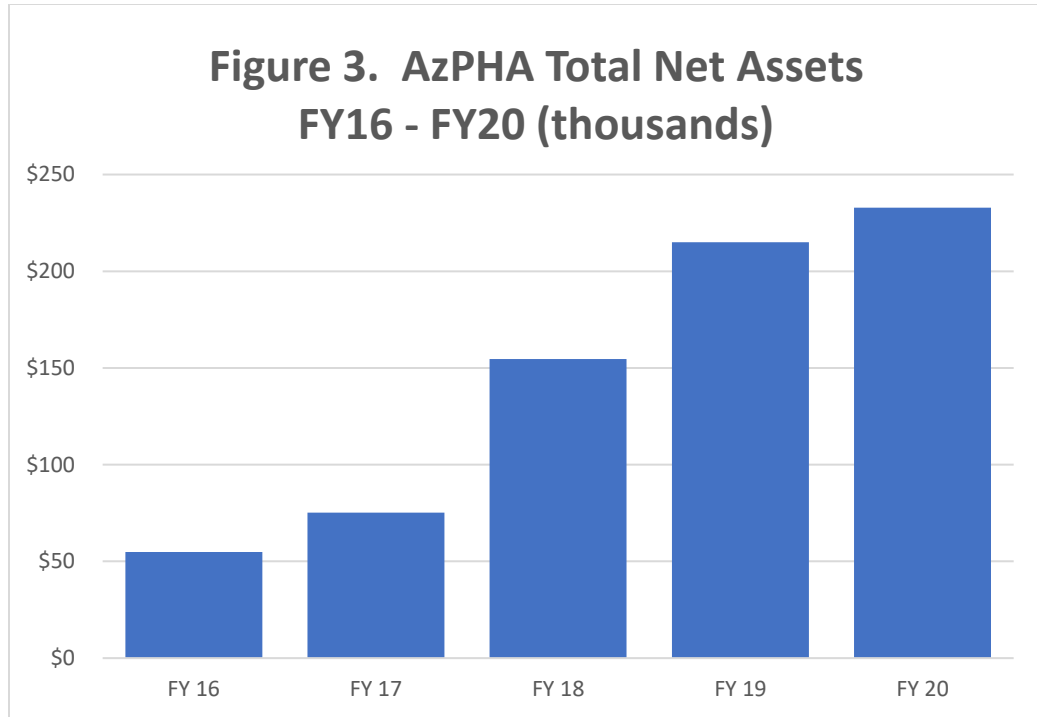
The Maricopa County Department of Public Health, Pima County Public Health Maricopa and the Maricopa Integrated Health System (now Valleywise Health) remain core Organizational Members (\$5K/year membership level).

Our [organizational membership portfolio](#) is now more than \$30K/year, providing critical financial support for AzPHA. We will continue to focus on building our organizational membership portfolio in the coming year.

- **We strategically improved our partnerships by focusing significant effort on building collaborations** with our county health departments. These efforts are paying dividends. We have been included in Arizona Local Health Officers (ALHOA) meetings and now have more than 75% of the county health departments as [Organizational Members](#). A new goal for FY21 is to bolster relationships with state agencies like the Arizona Department of Education and First Things First.
- **Our Fall 2019 Conference attendance was robust.** The 2019 Fall Conference and Annual Meeting (Never Too Old) had solid attendance with more than 250 participants. Our Spring 2020 Conference on adolescent health and wellness was postponed until October 2020 due to the COVID-19 pandemic. Our program evaluation for the Fall 2019 conference provided valuable feedback for future conferences.
- **We raised the profile of our communication and advocacy efforts** by providing an independent leadership voice for evidence-based intervention advocacy to respond to the COVID-19 pandemic. We also published several op-ed articles in Arizona newspapers, answering hundreds of media inquiries about the pandemic for local, state, national, and international media outlets. We continued to issue weekly Public Health Policy updates, bi-weekly newsletters and targeted Action Alerts.

- **We began a series of Friday morning webinars** that have been popular with members. Early “Coffee and COVID” sessions focused on the pandemic with later sessions focusing on other topics like the *California v Texas* case. This appears to be a good member benefit that we will be continuing into FY 21.
- **AzPHA’s membership database (Wild Apricot) continues to improve our business practices.** We have continued to clean up member data and organized membership fields. Member tracking is now more organized which helps the Membership Committee to better manage and recruit members.
- **AzPHA’s boosted participation in our Professional Learning Communities (PLCs).** The Public Policy Committee successfully piloted the Base camp tool last year, setting the stage for additional participation in PLCs the coming year. The tool allows participants to organize meetings, post documents and share messages among members. Under Eric Tomlon’s leadership, we improved and boosted participation in our mentoring program.
- **AzPHA has significantly improved its financial position** in the last 4 years, building much healthier operating reserves. Total net assets (operating cash reserves) have been improved from \$54,876 at the end of FY-16 to \$215,075 at the end of FY-19 (June 30, 2019). Figure 3 below summarizes our end of fiscal year financial position for FY-16 through FY-19.

Complete AzPHA financial records including our IRS filings, all budgets and end of fiscal year Compilation Reports are available [at this link on our Members Only website](#).



In short, AzPHA is poised for another successful year. Our progress toward improving our administrative and operational infrastructure positions us well for the coming year.

Our enhanced individual and organizational membership, more aggressive and engaged advocacy work, improving member benefits and our fiscal diversification leave us in a strong position financially as we look toward the future of AzPHA and our Vision of **Healthy Communities for Arizona**.