



Weaving a Healthier Future, Together

2025 COMMUNITY REPORT





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Hello,

At Priority Health, we believe health is more than an individual journey, it's a shared experience that connects us all. "Weaving a Healthier Future, Together" reflects our commitment to seeing humanity in every person and creating stronger communities.

Our mission — to improve health, instill humanity and inspire hope — guides how we respond to the needs around us and creates a healthier future for everyone.

This year, we celebrate the accomplishments from partnerships that embody this spirit:

- **Priority Health Fitness Courts®** with National Fitness Campaign: 30+ free, accessible spaces across Michigan for physical activity and gathering places for wellness, helping thousands stay active.
- **Frida's Fireworks** A children's book designed to help young learners understand and manage strong emotions, giving children tools to thrive socially and emotionally.
- **Priority Pups®** with Canines for Change: Three facility dogs placed in Detroit-area schools to support student mental health.
- **Priority Health Total Health Foundation** As it sunsets, we reflect on its legacy: making a significant impact in Detroit by investing \$18 million in 177 nonprofit organizations.

These initiatives show how collaboration creates lasting change. During my 20+ years with Priority Health, I continue to be grateful for our enduring commitment to community, and I'm proud to share in this journey as we keep building a healthier future, together.

Warm regards,



Nick Gates

President, Priority Health



WEAVING A HEALTHIER FUTURE, TOGETHER

A thriving community depends upon diverse individuals and organizations working together toward shared goals. That spirit of collaboration is woven throughout Priority Health's mission, vision and values, and is evident in how we show up for our members and communities - not just as a health plan, but as a trusted partner.

Our 2025 Community Report shares stories of innovative programs, grassroots partnerships and everyday advocacy working to strengthen communities and create a healthier future for all.

A mission guided by what matters most:
Improve health.
Instill humanity.
Inspire hope.

A vision for making health better:
A future where health is simple, affordable, equitable and exceptional.

The values that shape our path:
Compassion.
Collaboration.
Clarity. Curiosity.
Courage.

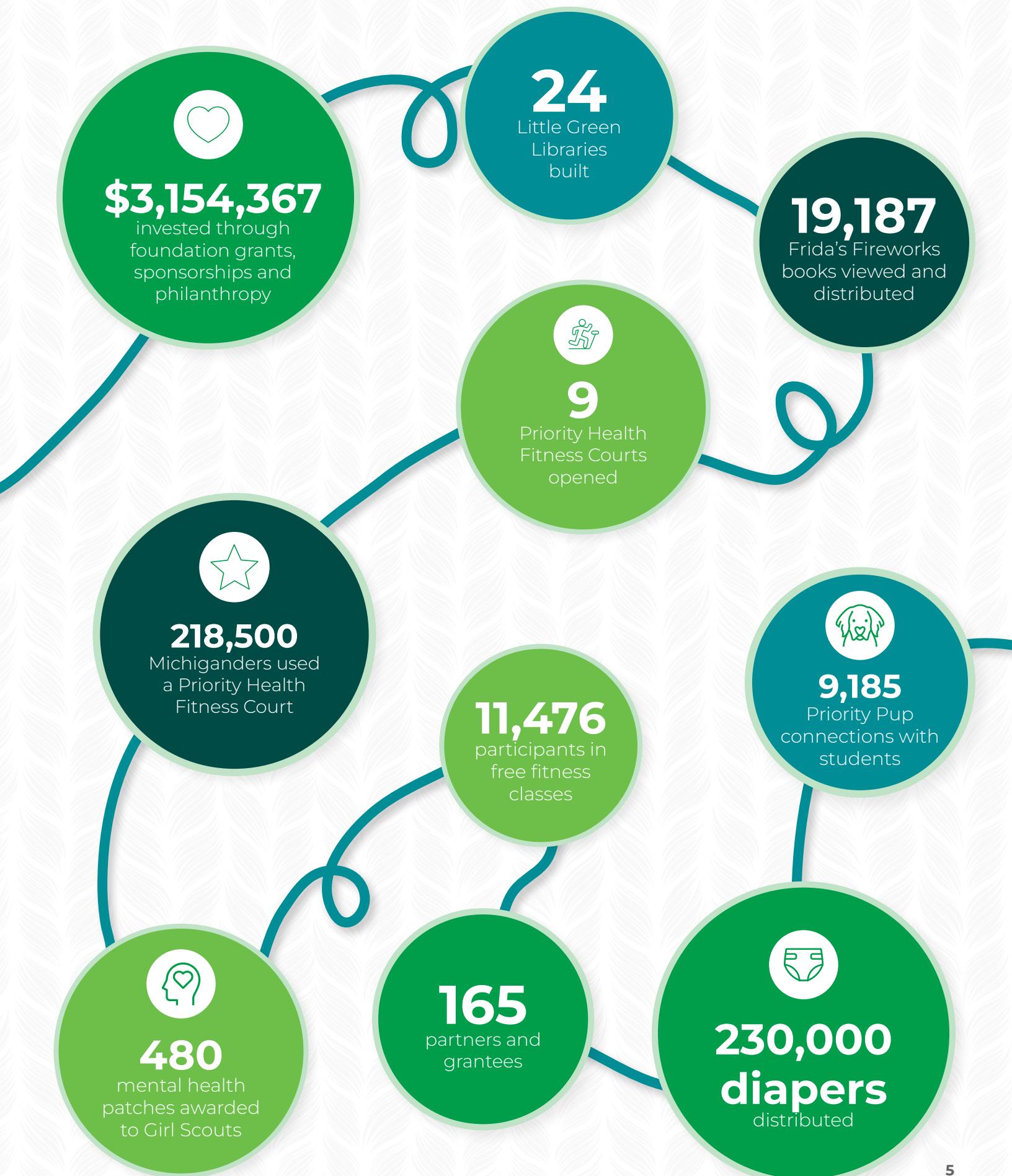
Committed to the greater good of our communities

In addition to traditional sponsorships, Priority Health's corporate social responsibility initiative focuses on expanding access to health and well-being, and supporting community-led solutions that improve health outcomes. We believe that every thread of our community holds strength, and we're committed to working alongside our partners to help all communities thrive. We continue to focus on programs that support physical activity, behavioral health and maternal and infant health to strengthen individuals and the population as a whole.



Pistons Neighbors Program summer tennis tournament, sponsored by Priority Health.

2025 by the numbers





Opening the book on mental health

As Stephanie Inglehart straightens books, pushes in little chairs and picks up stray crayons off the floor at the end of the day, she thinks about the children in her care at the Grant Area District Library, many of whom face daily behavioral health challenges. She knows her rural community has fewer resources to devote to the challenge, which makes her library an even more important part of the support network woven together by public-private organizations and people collaborating.

Mental and behavioral health are important parts of overall health for kids as well as adults. According to national statistics, **1 in 5 children** has a diagnosable mental health condition. And just like with any physical condition, the earlier support and treatment begin, the more likely they are to prevent severe or lingering problems.

Looking to expand the impact of Priority Pups, our signature mental health program, Priority Health published a children's book aimed at building early mental resilience in school-aged kids. The book, ***Frida's Fireworks***, follows 5-year-old Frida as she navigates intense emotions at school. She discovers self-regulation tools through her friendship with Scout, a Priority Pup stationed at her elementary school. The story highlights the "1-2-3 technique" which focuses on the senses to calm anxiety or stress.

See *Frida's Fireworks* making an impact across the state



Stephanie Inglehart, children's librarian, reads to young library patron

In 2023, Priority Health partnered with **Canines for Change** to create Priority Pups, a program that places highly-trained facility dogs in schools to ease classroom stress and anxiety and support kids as they learn. To date, more than 9,000 kids across the state have been impacted by the program.



For more information, visit priorityhealth.com/prioritypups

More than 19,000 digital and print copies of the book have been distributed in Michigan through community partnerships since 2025. One such partnership was with the Grant Area District Library, a much-loved gathering place and trusted resource for the community.

With a background in early childhood education, children's librarian Stephanie recognized the mental health challenges children in her community face, and the benefits of early intervention. She worked with Priority Health to host a party at her branch which included a reading of "Frida's Fireworks" and a visit from a Priority Pup. Each attendee received their own copy of the book to take home, along with a plush Pup.

"Children's mental health and emotional health does not always get the attention it deserves because it can be invisible. Kids can hide things and it's not always an open topic for families," she said. "This book was written to be relatable to kids. The kids felt like, 'Oh yeah, I've felt that before.'"

Stephanie shared the story of a regular library patron who often visited with her daughter, a child on the autism spectrum. According to Stephanie, the mom shared that she tries to communicate with her daughter about these topics but struggles to know what to say and how to say it.

"This book is accessible to families who don't have a whole lot of other options," Stephanie said, noting some families feel they don't have the tools at home they need to support their kids.

Stories like these — where parents, kids, community members and municipal organizations are interwoven with programs like Priority Pups and "Frida's Fireworks" — continue to remind us communities grow stronger when we're working together, meeting the needs of those around us.

"A lot of families think of Priority Health as this organization people use when they're sick and need to visit the doctor, but...Priority Health is more than a resource for when we get sick. They're really invested in the community," said Stephanie.

"Frida's Fireworks" is printed in both English and Spanish and was co-authored by mental health experts Charletta Dennis, MD, medical director of behavioral health at Priority Health, and Nikki Brown, PhD, executive director of Canines for Change.



"My mommy calls me Frida Firework because I shine brightly. But sometimes I have explosive feelings that surprise my family, classmates and friends...Scout taught me that I can help myself and the friends around me by making my mind my priority."

– excerpt from Frida's Fireworks

For more information visit www.priorityhealth.com/frida



A pupdate: Meet the newest Priority Pups

Whether it's walking kids to class, being an encouraging reading buddy or providing deep pressure therapy to help with emotional regulation, Priority Pups are having a 'pawsitive' impact on students across Michigan.

This year, three Pups were placed in Metro Detroit schools:



Beau
at Covenant High
School Central in Detroit



Charlie
at Metro Detroit
Community Schools



Madden
at Wayne-Westland
Community Schools

"Madden has been so beneficial for our students so far this year," said Kelley Michels, principal of Hamilton Elementary School in Westland. "The opportunity to work with Madden has increased motivation and engagement in learning activities, while providing a comfortable and calm environment."

"Just talking to him kinda takes all the stress and anxiety out of me and since he's a dog he won't understand anything, so I don't have to feel embarrassed and he won't hold it against me, so that really helps just talking to someone," said Dean Hahn, 5th grader in Wayne-Westland

Research shows the benefits for children who interact with support animals during the school day include reduced stress levels, growth in confidence and improvement in reading and problem-solving skills, confirming just how important Priority Pups are to the fabric of the schools where they serve.

See how Priority Pups are **supporting mental health in schools across the state**.



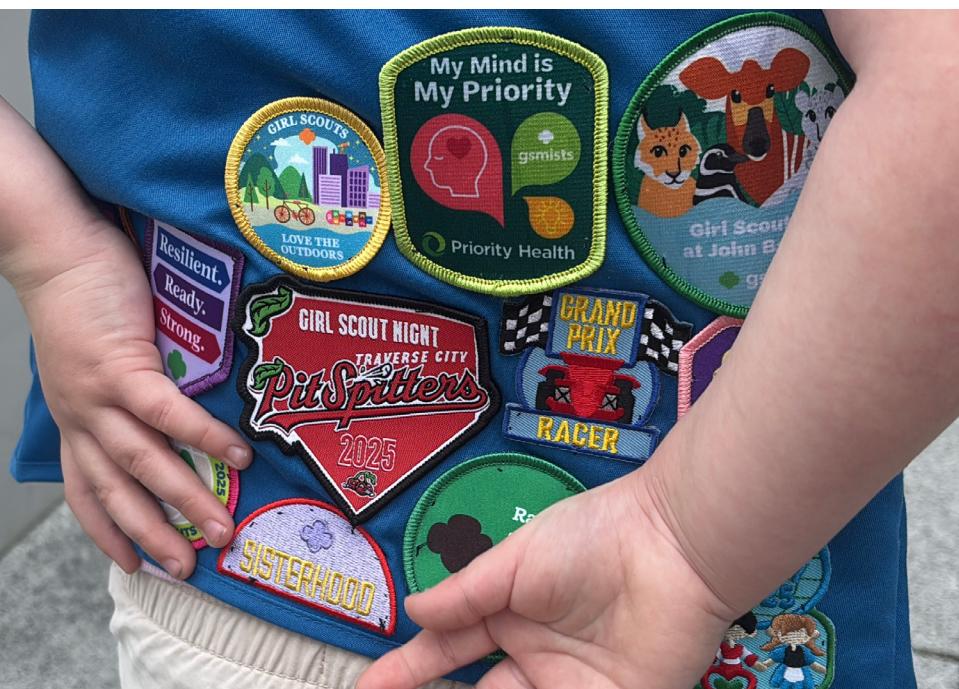
Today's learners, tomorrow's leaders

Mom Jill Miknos looks on proudly as members of her daughter's Girl Scout Troop giggle, take risks and encourage one another while working toward their latest patch. As a lifelong Girl Scout and current Service Unit Director, Jill knows the powerful impact focusing on **courage, confidence and character** can have on the mental health of kids.

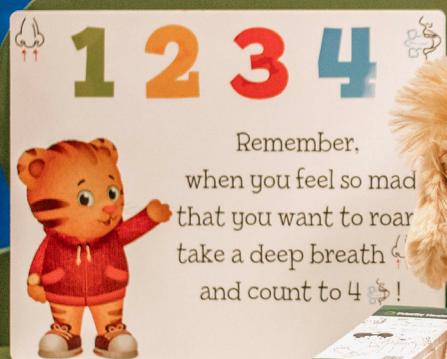
According to the CDC, girls experience mental health crises at nearly double the rate of boys, a disparity that fuels our partnership with **Girl Scouts of Michigan Shore to Shore**. Through sponsored programming, girls earn age-appropriate patches that teach them how to first understand and care for their own mental health, then how to support the mental health of those around them — taking them from a learning role to one of leadership as their mental and emotional resilience grows.

This year, Jill's troop put their learning into action by decorating a Little Green Library that Priority Health filled with copies of *Frida's Fireworks* and stationed at the **Priority Health Fitness Court** along the Boardman Lake Trail in Traverse City. Staff and community members from Priority Health, Girl Scouts of Grand Traverse County, Traverse Area District Library and local media stations celebrated the addition of this resource to the area.

"I think what this does...it really reinforces the importance of the community connections...the connection of mental health with physical health, the importance of access to books, the importance of diverse voices. I think it all ties in, being able to see yourself in a story, whoever you are," said Jill.



In total, **480 patches** were earned by scouts at Girl Scouts of Michigan Shore to Shore in 2025.



Supporting emotional development

To help kids develop healthy emotional regulation skills and build mental resilience, Priority Health partnered with Detroit's PBS Kids to place calming stations in six **Detroit Public Library** locations that serve about 16,000 kids annually.

The calming stations are tree-shaped bookshelves that include a patchwork of mental and emotional health resources: *Frida's Fireworks* and other children's books, a Yoto Listening Player with meditation audio cards, games, and sensory toys, along with a plush Priority Pup and Daniel Tiger to cuddle.

The calming stations can be found in these Detroit Public Library locations:



According to Vernadette McAlister, head children's librarian for Detroit Public Libraries, the calming stations "play a meaningful role in supporting the social-emotional well-being of the families we serve."



Fitness Courts = stronger communities

Through a partnership with the **National Fitness Campaign**, Priority Health continues to make exercise and healthy living accessible for tens of thousands of Michiganders.

Kibra VanHorn-Williams knows what it means to “fight for your health.” As a multiple sclerosis survivor, Kibra found relief through movement. Now she’s helping empower others on their own physical health journeys at the first **Priority Health Fitness Court** in Benton Harbor, Michigan.

Whether it’s yoga in the park, rotating reps at a free fitness court, attending an outdoor fitness class or simply going on a walk with neighbors — when people get out and get active, it helps bring communities together and strengthen them.



A fitspiration for all walks of life

As an International Sports Science Associated Certified Personal Trainer and owner of her own business, the Neon Movement Wellness Center, fitness didn't just change Kibra's body — it changed her life. She's using her personal experience and professional expertise to uplift a community that's too often overlooked.

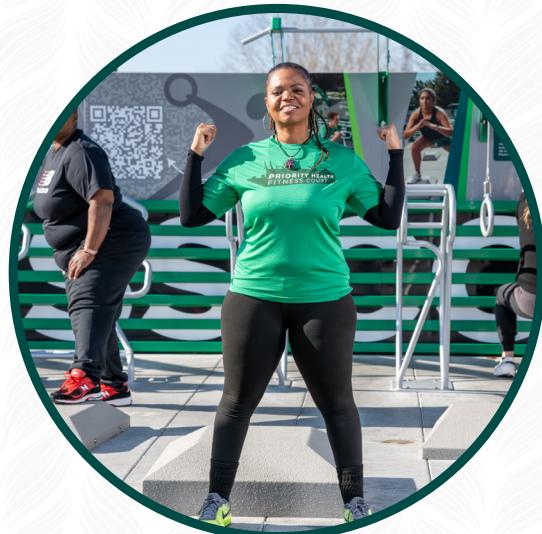
Kibra's mission is bigger than just physical fitness. She is fighting to address systemic issues like poverty, generational health struggles and sedentary lifestyles. As an influential Black woman in the local fitness community, Kibra views her work as a steppingstone to breaking these cycles and fostering a legacy of community wellness. By interweaving all aspects of health — mental, emotional, social, and financial — she aims to create a healthier, more resilient Benton Harbor.

"In Benton Harbor, where gym memberships are a luxury, the Fitness Courts are a lifeline," Kibra said. "They're a blessing to this place."

Through a collaborative partnership with Priority Health, Kibra hosts free classes at Benton Harbor's Fitness Court. These classes teach others in the community how to use the equipment, letting them work out on their own and live a healthier lifestyle.

"I see all types of people using the Fitness Courts," Kibra noted. "We have quite a few unhoused people in the community, and I even see them coming to use the Fitness Courts to work out."

Kibra's efforts are clearly making a positive impact in the community she calls home. As she explained, "There's a guy named Paul that's been coming since June, and he's lost fifty pounds doing his own workouts. I told him about the Priority Health Fitness Court app and he's very appreciative. He shared that he was very overweight and depressed but once he realized that the Fitness Courts were free to use, he managed to turn his life around. He shared that it has taken him away from bad thoughts."



Kibra VanHorn-Williams

33 Fitness Courts and counting

With a strong belief in the interconnected power of exercise and healthy living, Priority Health opened its 33rd Fitness Court this year.

Priority Health also opened its first two Fitness Court Studios in the state. A Fitness Court Studio is an outdoor gym with seven exercise stations, giving participants the ability to complete a full workout using just their body weight. They also double as a second outdoor wellness classroom for a variety of fitness classes like dance, Zumba, yoga and even Pilates.

While the work is far from finished, it's rewarding to take a step back, reflect and show gratitude to all the partners and team members who have made the last five years of progress possible since the initiative began in 2020.



Learn more about **Priority Health Fitness Courts**.





More sets, more reps, more free fitness classes

From Benton Harbor to Detroit, Grand Rapids to Lansing, Priority Health continued to work with neighbors and local organizations to establish free fitness classes and accessible gathering places for neighbors to come together, connect, workout and live their best lives.

Detroit's Riverfront Conservancy hosted Yoga in the Park, Unwind and Align classes and even Moonlight Yoga. The Free Outdoor Summer Fitness Series celebrated its tenth year of cardio, dance and yoga classes in Grand Rapids. And Priority Health's own Kristen Wilson helped the Playmakers Run Club go the distance every week in Lansing.

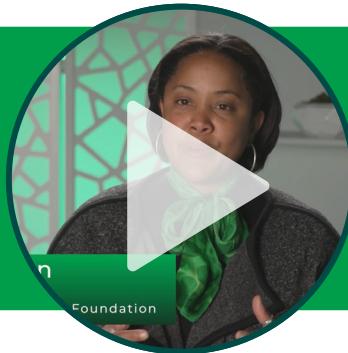


Sharing in the resurgence of Detroit: Priority Health Total Health Foundation

A message from the executive director

The Priority Health Total Health Foundation has been proud to contribute to the tremendous resurgence of Detroit. At the end of our sixth and final year of existence in a planned spend-down, we reflect on the immense impact we've had, partnering with carefully chosen grassroots nonprofits working in the heart of Southeast Michigan to elevate the lives of its residents.

Our fervent mission has been to improve those areas in Detroiters' everyday lives that hit the hardest, such as food insecurity, lack of housing, health care quality, digital connectedness and maternal and infant health —areas that directly influence overall health and well-being.



See and hear
how **lives
have been
transformed in
Metro Detroit**

Since 2020 we've helped with:

177
nonprofits

More than
**\$18
million**
in grants



With grants to 177 different nonprofits totaling more than \$18 million, the number of Detroiters who benefited is in the untold thousands. People like Annbryelle, Tiarra and Dr. Sonuyi, whose stories are told on these pages, showcase the monumental impact the Priority Health Total Health Foundation made in such a short time.

As our foundation has sunset, we are more encouraged than ever that our efforts have improved the health and well-being of those who call Detroit and Southeast Michigan home.

Meanwhile, Priority Health isn't going anywhere and will remain active in the community through sponsorships and volunteering opportunities — because Detroit and the spirit of its residents have wholly captivated our hearts.

Sincerely,
Shannon Wilson



Executive director, Priority Health Total Health Foundation
Vice president of population health and health equity, Priority Health

Out of the cold and into transformation

***“Anything could have happened,” said Annbryelle Wilder.
“We were just parking in front of people’s houses at night.”***

Wilder recalls the frightening conditions she and her young daughter were in this past winter.

“We were living in our car and just trying to get more blankets because it was so cold,” she said.

Everything turned around when she learned about Brightmoor Connection in Detroit’s Brightmoor neighborhood, a community and resource center funded by the Priority Health Total Health Foundation to uplift one of Detroit’s most underserved neighborhoods.

“Without the funding from the Priority Health Total Health Foundation we could not have helped Miss Wilder,” said Reverend Roslyn Bouier, executive director of the Brightmoor Connection who added that 20 other families have also been housed with the funding. The center also offers a food pantry, clothing closet and women’s transitional housing center.

“When I walked out of there, I knew I was going to be okay,” said Wilder.

Wilder is now living a transformed life, employed and in her own apartment with her daughter, thriving and forever grateful to Reverend Bouier and the Priority Health Total Health Foundation.



Annbryelle Wilder

Tiarra Dianescu



Furnishing peace and comfort

Tiarra Dianescu never imagined she would face housing instability — especially while caring for her two teenage daughters.

"I was separated, lost my job and we ended up in a shelter," she explained.

When housing arrangements were eventually made for Tiarra and her daughters, they were excited to move into their own space — except it was a very empty space. Women leaving shelters usually only have the clothes on their backs and a few personal belongings with them.

The Priority Health Total Health Foundation gave a resounding “yes” to Humble Design when they applied for a grant. The nonprofit designs and furnishes homes for families coming out of shelters using their vast storehouse of gently used donated household goods and furniture.

Now, with a house that feels like home, Tiarra is overwhelmed at the gift she received.

Dodging a bullet... literally

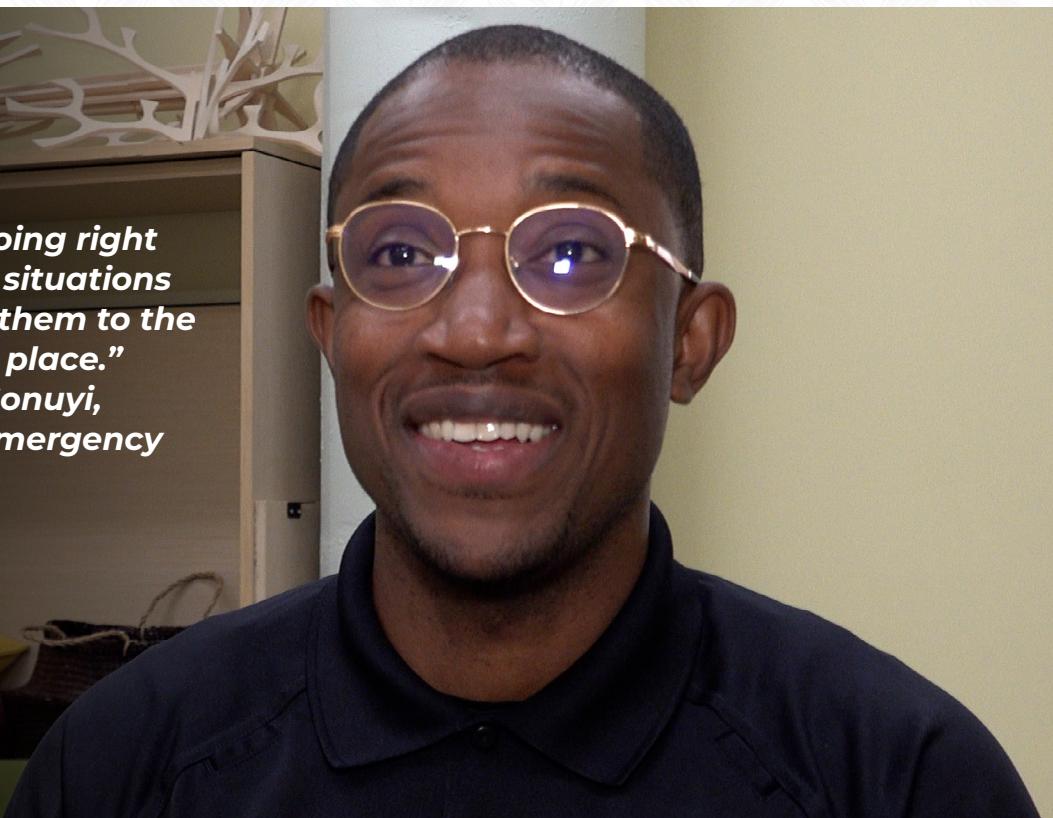
Dr. Tolulope Sonuyi, emergency room doctor at Detroit's Sinai Grace, had seen too many repeat patients who ended up in the ER a second and third time after initial treatment for gunshots, stab wounds and assault.

In response he founded DLIVE (Detroit Life Is Valuable Everyday) to engage with these victims, whose ages range from 18-35, through mentoring, counseling and group programming to set them on a new and safer path.

“When DLIVE applied for a grant with the Priority Health Total Health Foundation, I knew it was a definite yes. The work Dr. Sonuyi and his team is doing is unparalleled and rare across the country,” said Shannon Wilson, executive director of the Foundation. ***“We wanted to invest in these young people and give them a chance to live purposeful, productive and healthy lives.”***

“Through the help we received from the Priority Health Total Health Foundation numerous young people’s lives have been turned around who otherwise would have returned to the danger in the streets and most likely more violence,” said Dr. Sonuyi.

“They were going right back into the situations that brought them to the ER in the first place.”
***Dr. Tolulope Sonuyi,
Sinai Grace Emergency
Department***



Employee Citizenship at work

At Priority Health, every act of service is a thread that strengthens the fabric of local communities. Because employee citizenship is about more than just volunteering. It's about creating a healthier, more interconnected future for all.

As **Priority Health for Good** celebrated its 6th annual Giving Week, generosity and selflessness were interwoven throughout partnerships with **Wedgewood Christian Services**, the National Alliance of Mental Illness (**NAMI**) and **Reach Out and Read**. Team members gave back through wellness activities, time, donations, and a whole lot of elbow grease.



See what's so good about **Priority Health for Good Giving Week**





The Little Green Library program builds on the momentum of the **National Little Free Libraries** campaign with a fun and unique Priority Health twist.

Wedgwood Christian Services helped teens build real-world skills and experience as they worked together to custom build little library kits in hands-on woodshop classes. Priority Health team members assembled the libraries and then brought them to life with vibrant, hand-painted murals – each one a reflection of creativity, care and commitment to mental wellness and literacy. They are a real labor of love and community collaboration.

And, copies of Priority Health's own children's book, **Frida's Fireworks**, were placed in every Little Green Library as a special free resource to support childhood mental health.



Sweat, service and strengthening communities

For some, philanthropy is stitched into the fabric of who they are as a person. Nishanth Alluri (“Nish for short”) is one of these people. A business development advisor at Priority Health, Nish has been volunteering and giving back for as long as he can remember.

From providing meals to youth experiencing homelessness at Covenant House of Michigan and volunteering at Priority Health Fitness Courts openings to helping the Detroit Free Press Marathon run smoothly – Nish has taken full advantage of the many employee volunteering opportunities during his time at Priority Health.

This past year for Priority Health for Good Giving Week, Nish donated his time and energy to help build Little Green Libraries alongside colleagues and local community members.

Why Little Green Libraries? “It perfectly embodies the spirit of like-minded individuals coming together as a community to engage and address social determinants of health, including literacy, education, and access and making lasting change through compassion and collaboration”, he explained.

“By the end, I was sweaty but proud knowing that our teamwork created something that would benefit our communities for years to come; It was totally worth it!”

*Nishanth Alluri,
Market Development Advisor,
Priority Health*



Priority Health's involvement in these partnerships in 2025 reflects our ongoing commitment to promoting healthy lifestyles, supporting 192 community events across the state and building stronger, more vibrant communities across Michigan.





A sweet summer celebration at the 2025 National Cherry Festival

Our annual tradition of sponsoring the Priority Health 5k race in Traverse City continues to be a highlight of the summer. Participating team members enjoyed free or discounted race entries, and all racers were given a cooling towel to encourage physical activity in the summer sun.

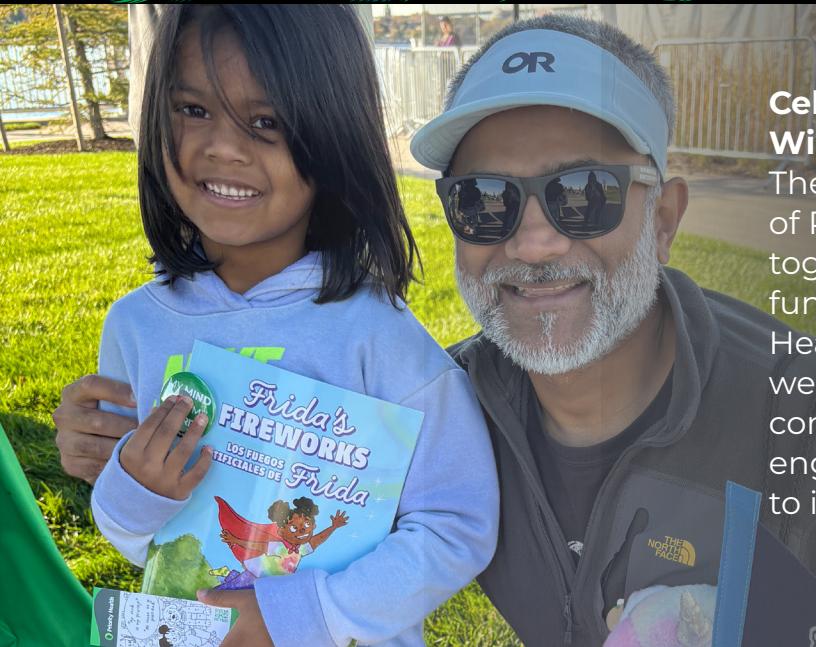
Supporting maternal and infant health at Little Guide Detroit's Stroller Rolls

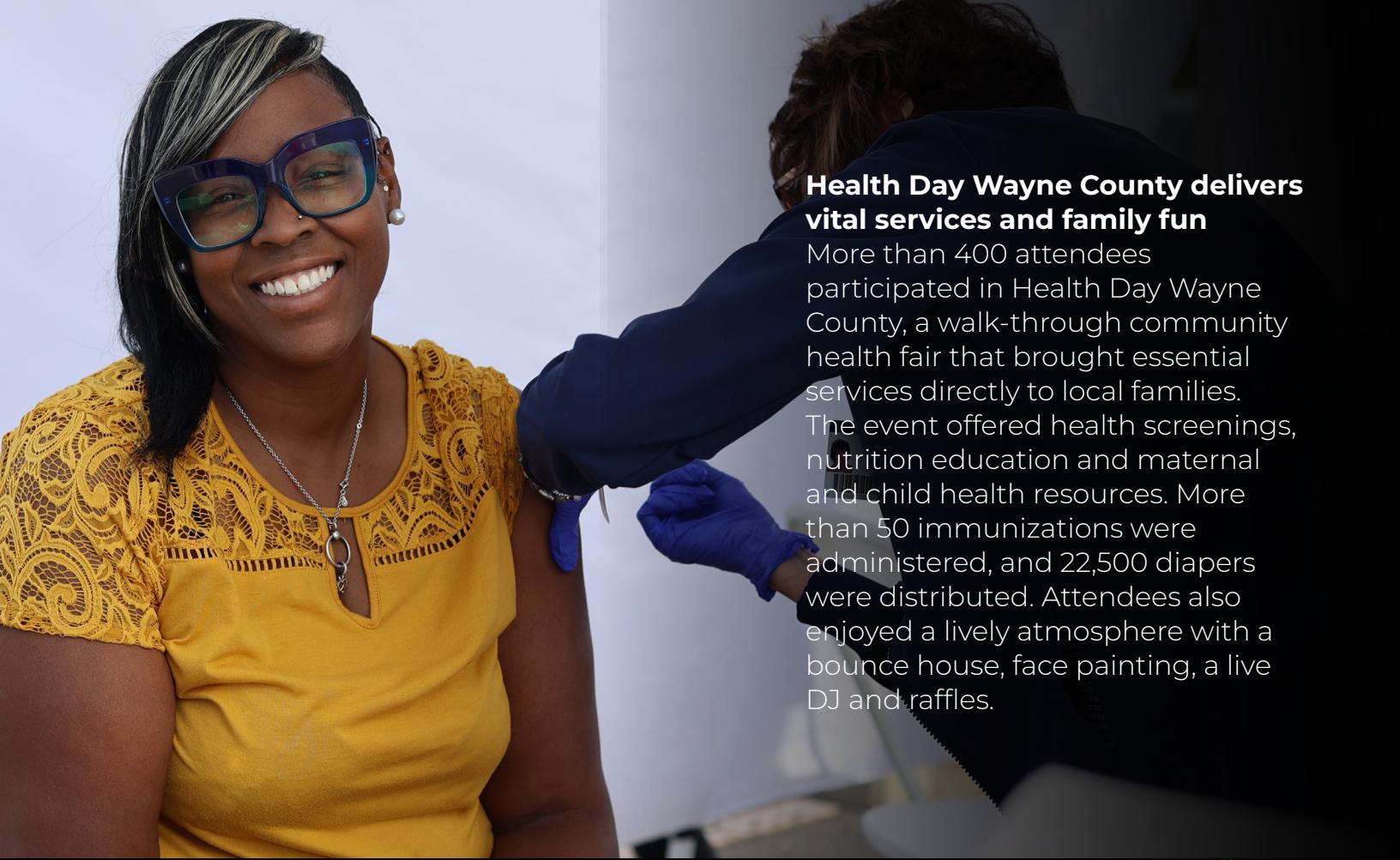
These fun, free events in southeast Michigan brought families together to enjoy the outdoors, get active and connect with their communities in a welcoming, fun atmosphere. More than 22,000 diapers and wipes were distributed in partnership with the Detroit Diaper Bank to help meet the essential needs of caregivers and their children.



Celebrating community at Detroit's Ralph C. Wilson Jr. Centennial Park Opening

The Harvest Festival during the grand opening of Ralph C. Wilson Jr. Centennial Park brought together thousands of families for a weekend of fun, wellness and community connection. Priority Health and Corewell Health team members were on hand to welcome more than 55,000 community members to the Adventure Trail, an engaging, movement-focused activity designed to inspire play and foster healthy habits.





Health Day Wayne County delivers vital services and family fun

More than 400 attendees participated in Health Day Wayne County, a walk-through community health fair that brought essential services directly to local families. The event offered health screenings, nutrition education and maternal and child health resources. More than 50 immunizations were administered, and 22,500 diapers were distributed. Attendees also enjoyed a lively atmosphere with a bounce house, face painting, a live DJ and raffles.



Encouraging youth fitness at the 2025 Detroit Free Press Kids Marathon

Students from five Detroit Public Schools Community District schools trained and raced the final mile of the Detroit Free Press Marathon, building healthy habits and working toward long-term fitness goals. In preparation for race day, 300 students received new running shoes, coaching and mentoring from our partners, the Detroit Free Press Marathon, Black Men Run and Running Lab.





School's in for the summer:

Maranda's Park Party Recess events

Priority Health teamed up with Maranda from WOOD TV8 to celebrate the hard work being done by students in summer school across West Michigan. From Holland to Kentwood to Kalamazoo, the Park Party Recess events featured inflatables, games, giveaways, music and ice cream.



Warming hearts and hands in Northern Michigan

When areas of Northern Michigan experienced widespread, multi-day power outages after a once-in-a-generation ice storm, Priority Health was able to deliver much-needed necessities, including water, diapers, hygiene items and paper products, to New Life Pregnancy Resource Centers and Otsego Memorial Hospital in Gaylord, thanks to a partnership with Catholic Charities West Michigan.

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