Two years ago, when I accepted the position as President and CEO of Brandywine Health Foundation, I knew that developing a new strategic plan would be one of the top priorities on my long to-do list. This was fueled by the board’s desire to have a more substantial role in long term solutions that would transform the health of our community. I was certainly up for the challenge. I had been through the process many times throughout my career and looked forward to creating a new direction for the Foundation that would approach our work using a lens of equality, shift our philanthropic priorities to anticipate and facilitate change that would create long term cross sector partnerships, all with one goal in mind, to improve the health and well-being of Greater Coatesville. The process itself has been very much what I expected, but what I didn’t anticipate was the gracious support and level of commitment from this community.

As I have travelled around Greater Coatesville speaking to people new to the area as well as those who have lived here for generations, it quickly became clear that residents really care about the community and simply want health to be the easy choice. It was evident that the Foundation could play a role in simplifying better health options. Not only did they talk freely about their challenges, but they asked thoughtful questions and often engaged in creative problem solving, trying to come up with solutions to some of what they considered the biggest community challenges. Most comments seemed to come not from a place of self-interest, but from a genuine care and concern about how to make sustainable community improvements that would benefit everyone.

Moving forward, along with the continued support of our donors and grant partners, I consider the residents of Greater Coatesville our biggest asset and partner in improving the health and wellness of our community. It is my hope that our strong community engagement and collaboration continues to be the thread that connects all of our efforts in creating a just and equitable culture of health.

Yours in health,

Vanessa B. Briggs
President and CEO
Brandywine Health Foundation