

HEALTH *by*  
DESIGN

# IMPACT REPORT

# 2025



## MISSION

Health by Design collaborates across sectors and disciplines to ensure communities in Indiana and beyond have neighborhoods, public spaces, and infrastructure that promote healthy, active living.

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# LETTER FROM THE CEO



**MARC  
MCALEAVEY**

CEO

We've amplified the voices of residents, elevated public health in government processes, and brought partners together across sectors to imagine a more vibrant future. It's work that's both practical and profound. As we look toward our 20th anniversary in 2026, we are filled with gratitude for the funders and advocates who have believed in our mission and stood alongside us. Thank you for walking, rolling, organizing, and dreaming with us. We can't wait to mark this milestone year with you—and continue the work of designing systems and spaces that put people first.

As we close out 2025 and prepare to celebrate 20 years of Health by Design in 2026, I find myself both humbled and energized by the work we've done together. This past year has been one of deepened partnerships, meaningful progress, and continued momentum toward creating communities where health and safety are built into the very design of our streets, systems, and shared spaces. In 2025, we strengthened our statewide reach and impact. From expanding our Safe Routes to School work and hosting hands-on walk audits, to convening regional partners through the Indiana Road to Zero Academy. Our team has been out in communities—listening, supporting, and building alongside local champions.

**Every policy we shape  
and every voice we  
amplify brings us closer  
to a future where health  
and safety are built into  
the foundation of every  
community.**

# MEET THE TEAM



Ashlyn Devine, MA  
Director of Advocacy & Grants



Iliana Enriquez  
Director of Social Innovation & Community Engagement



Taylor Firestine, MUD  
Director of Healthy Communities



Marjorie Hennessy, AICP  
Chief Impact Officer



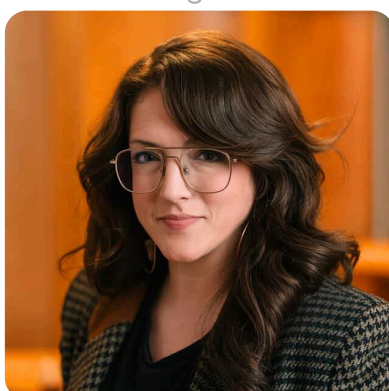
Abby Highsmith  
Director of Administration & Logistics



Marc McAleavey, MSW  
Chief Executive Officer



Anne-Marie Taylor, MPA  
Chief Operating Officer



Andrea Watts  
Director of Communications



Fatma Yousif  
Director of Workforce Development



# 2025 BY THE NUMBERS

This year, Health by Design worked across Indiana to turn community priorities into tangible progress, advancing safer streets, healthier public spaces, and stronger local capacity. By partnering with residents, supporting local leaders, and facilitating cross-sector collaboration, we helped communities implement people-centered design that supports health, mobility, and connection. These efforts strengthened relationships statewide, elevated local voices, and demonstrated what's possible when communities have the tools and support to shape environments where everyone can move comfortably and safely.



## 2 REGIONAL WORKSHOPS

hosted in Gary & Terre Haute

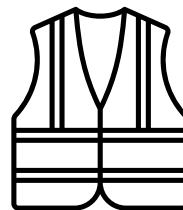


**1,465 PUBLIC MAP COMMENTS**  
during Vision Zero  
Community Engagement



## 16 PRESENTATIONS

given at statewide or  
national conferences



## 9 WALK AUDITS

comprehensive evaluation  
of pedestrian conditions  
within a specific area



**160 ATTENDEES**  
at the Health Equity Summit



## \$285,493

20 grants for Safe Routes to  
School awarded across Indiana



## 90 STAKEHOLDERS

Participated in our statewide Safe  
Routes to School Community of  
Practice

# OUR STRATEGIC PRIORITIES IN ACTION



- \* Hosted traffic safety workshops through the Indiana Road to Zero Academy in Gary and Terre Haute, building local capacity to implement Vision Zero strategies and safer street designs.
- \* Provided policy advising to the Town of Cumberland to develop a Tactical Urbanism Policy supporting quick-build, community-led safety projects.
- \* Led walk audits in Clermont, Indianapolis, Terre Haute, and Zionsville to evaluate pedestrian conditions and identify opportunities for safer, more accessible routes.

## BUILT ENVIRONMENT & LAND USE



- \* Continued to support communities across Indiana in making it safer and easier for children to walk, bike, and roll to school. Through statewide participation in *Walk & Roll to School Day* and *Bike & Roll to School Day*, we celebrated the importance of active transportation and youth safety.
- \* Awarded 20 grants totaling **\$285,493** across Indiana's southern, central, and northern regions to fund both infrastructure and non-infrastructure projects—helping communities build safer crossings, improve sidewalks, and promote walking and biking education.
- \* Convened over **90 stakeholders** for our statewide Community of Practice, sharing resources, best practices, and success stories that continue to strengthen Safe Routes to School efforts across the state.

## SAFE ROUTES TO SCHOOL



# OUR STRATEGIC PRIORITIES IN ACTION



## TRANSPORTATION EQUITY

- \* Health by Design served as a co-applicant with *Central Indiana Cycling* for an *America Walks* programming grant supporting Week Without Driving, which included a kickoff panel discussion and a follow-up book club to foster dialogue around transportation access, safety, and car-free living. We also cohosted the World Day of Remembrance.
- \* Collaborated with partners at the national level by signing on to advocacy letters spearheaded by *America Walks* and continuing partnerships with *IndyGo*, *Fort Wayne Citilink*, and *Central Indiana Cycling* to advance shared goals in transit access and safety.



## HEALTH, DATA, & ACCESSIBILITY

- \* Contributed to the Indy Health District Walkability & Park Audit Dashboard in partnership with IU Health and the Polis Center, providing new insights to identify and address gaps in neighborhood access and activity opportunities.
- \* Collaborated with an epidemiologist and GIS expert to analyze and visualize crash data, strengthening data-driven approaches to transportation safety.
- \* In September, more than 160 partners, advocates, and community leaders came together at Martin University for the Indiana Health Equity Symposium.

# OUR STRATEGIC PRIORITIES IN ACTION



## COMMUNITY EMPOWERMENT & MEDIA ADVOCACY

- \* Through comprehensive Vision Zero engagement across all nine townships this spring in collaboration with Burgess & Niple on behalf of the City of Indianapolis, convening the Vision Zero Roundtable in September, and ongoing participation in the Task Force and the Complete Streets Advisory Group, Health by Design strengthened collaboration and advanced shared goals for safer streets across Indianapolis.
- \* In August, we hosted People Powering the Purpose at Guggman Haus Brewing Co., bringing together friends, partners, and new faces to celebrate the people driving public health, transportation, and community change. The event was an inspiring reminder of the collective energy behind our shared mission.
- \* Health by Design strengthened its media advocacy, positioning the organization as a thought leader through editorials—like one in the Indianapolis Business Journal on Next Level Trails funding cuts—and other earned media coverage that elevated public awareness of people-first infrastructure.

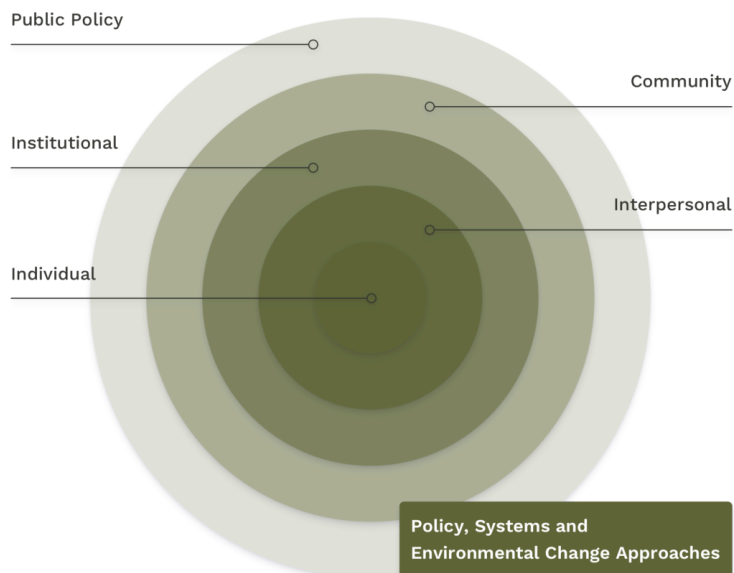


## INDIANA PUBLIC HEALTH ASSOCIATION

- \* Since 2019, the Indiana Public Health Association has partnered with Health by Design through a professional services agreement to provide leadership, operational, financial, and development support in managing organizational activities. This successful collaboration has continued for six years, strengthening both organizations' capacity to advance public health across Indiana.
- \* The Indiana Public Health Association hosted virtual Monthly Meet-Ups for members and partners, along with ongoing virtual meetings focused on Policy & Advocacy and the Health Equity Action Team (HEAT). These gatherings, complemented by Community Conversations, advocacy alerts, and media statements, addressed key public health issues such as Health First Indiana funding cuts and CDC leadership challenges.



# POLICY & SYSTEMS IMPACT



## THE CHOICES PEOPLE MAKE ARE DRIVEN BY THE CHOICES THEY HAVE.

The work of Health by Design is grounded in the Social Ecological Model (SEM), a theory-based framework used to understand public health and health behavior. The model recognizes that many factors, at multiple levels, interact to influence health outcomes.

Those factors are shaped by public policy; systems of power and oppression; community, institutional and neighborhood assets or barriers; friendships and familial relationships; and individual characteristics.

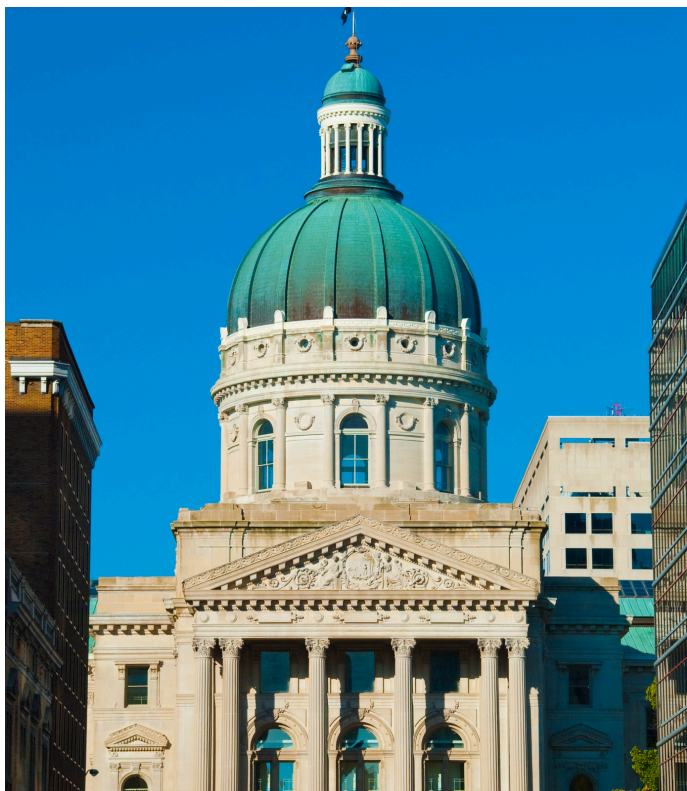
The model explains an increasingly understood reality: that our zip code is more important than our genetic code in determining how well and how long we live.

## COALITIONS

Health by Design actively participated in several state and national coalitions—including the YMCA's **Top 10 Coalition** and the **Vision Zero Network**—to advance shared goals for safer and healthier communities.

## INFORMING PLANS THAT SHAPE HEALTHIER COMMUNITIES

Health by Design leveraged its expertise and technical knowledge to inform major planning efforts across the city, including the City of Indianapolis Vision Zero Action Plan, ProPEL Indy, Greenways Strategic Implementation Plan, updates to the Regional Center Design Guidelines, and Indianapolis MPO projects. Through this work, we helped ensure that health and safety remain central to community design and transportation planning.



# FINANCIAL OVERVIEW



## ANNUAL INCOME

Program services  
29%

Grants & Contributions  
53%

Professional Services  
18%

ALL FINANCIAL FIGURES REPRESENT THE JULY-JUNE FISCAL YEAR AND ARE UNAUDITED

## FUNDING PARTNERSHIPS THAT POWER OUR WORK

Health by Design was grateful to sustain meaningful funding partnerships in 2025 with the Indiana Department of Health, the Indiana Criminal Justice Institute, and the Marion County Public Health Department, among others. These partnerships, along with municipal contracts or subcontracts make it possible to advance our shared vision of safer and more active communities across Indiana.



**Indiana**  
Department  
of  
**Health**



**MARION COUNTY**  
PUBLIC  
HEALTH  
DEPARTMENT



**BURGESS & NIPLÉ**  
Engineers ■ Architects ■ Planners





# LOOKING AHEAD

## STRATEGIC PLAN

In July, Health by Design began a strategic planning process with Taylor Advising to define the organization's next chapter and strengthen oversight of the Indiana Public Health Association. The process examines culture, staffing, strategic positioning, and financial resilience — all aimed at ensuring Health by Design is meeting the moment. The plan focuses on building a more sustainable future with less reliance on federal grants and greater focus on diversifying revenue streams. The completed strategic plan will be ready in January 2026.

## WALK & BIKE SUMMIT

After being postponed in 2025, planning continued for the 2026 Indiana Walk & Bike Summit—set for May 5–6, at the Omni Severin Hotel in Indianapolis. This will be the first event of its kind since 2018, bringing together transportation professionals, advocates, and community leaders from across the state for two days of hands-on learning, collaboration, and inspiration. The summit will feature panel discussions, interactive mobile workshops, and opportunities to build momentum toward safer, more walkable and bikeable communities across Indiana.



# STAY CONNECTED



## FOLLOW US ON SOCIAL MEDIA



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