

# MIKE CONAWAY

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## LIFE MISSION

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To connect the unconnected so together, we can change communities.

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Take a servant's heart, an innate talent for organization and the energy to make things happen. The result is Peachtree City, GA, charity executive Mike Conaway.

### Private Sector Foundation

Mike spent 20 years in the corrugated industry in the U.S. and Central America, first as an engineer, then in sales and finally, as a business owner. The leadership skills he gained through sales and business were put to greater use when he became an ordained minister and coordinated a Peachtree City congregation's outreach programs that included a "car care" that performed basic automotive services for needy individuals with many donated materials recruited by him. Another program provided after-school backpacks filled with food and necessities to children of working or absent parents.



### Nonprofit Creativity/Flexibility

Conaway's community outreach led him to a 501c3 nonprofit community health service, Healing Bridge Clinic, that provides healthcare to the underserved communities of central Georgia. First recruited to the board of directors, he became full time executive director in 2018. Conaway led the organization through the 2020 pandemic shutdown while sustaining needed funding and increasing the impact made on the local community. Not hesitating to join forces with other financially stretched charitable organizations, he co-founded the Fore Our Community Charity Golf Classic – a partnership between two nonprofits serving the same community, coming together to raise money for both. Proving his creativity and flexibility, the Healing Bridge Clinic transformed its annual fundraising dinner to a virtual event that saved expenses while generating substantial monies for the organization. Additionally, the HBC's services continued to expand while the pandemic provided a pause that allowed more creative administration of free medical services.

### Fundraising Champion

Conaway exploited a local enthusiasm for clay and pheasant shooting for its fundraising potential and the HBC now hosts an annual charity shoot. Other funding sources generated by Mike's creative energy: the celebration of HBC's 15<sup>th</sup> anniversary, when the clinic drew upon Atlanta's Porsche mystique. Among the ticket packages, with dollars benefitting the HBC, were demonstration laps at the Porsche Experience Center!

**Since taking leadership of the HBC the value of free medical care provided to the community has increased from \$241,400 in 2017 to \$2,720,000 in 2025, with patient encounters exceeding 7,700 annually.**

### **Community Partner**

Tirelessly championing the cause, Conaway has brought together a diverse group of community partners to reach those in need of health care, as well as those that provide care. An example is The Giving Kitchen, an Atlanta-based organization that provides emergency assistance to food service workers. Together, the Healing Bridge Clinic and the Giving Kitchen have sponsored a series of “Pop Up Doc” events that reach restaurant workers to deliver basic diagnostic care, including treatment specific to the industry, such as podiatry, behavioral health and lifestyle medicine screenings.

### **Unlimited Vision**

With the Healing Bridge Clinic reaching its 15<sup>th</sup> year, Conaway recognized that the facility housing the clinic’s two examining room capacity, limited the organization’s ability to meet the need of patients who qualify for the clinic’s services. Not content to stay within the existing floor plan and therefore, the HBC’s existing service level, Conaway recognized the potential to double, even triple, the number of patients served, with a “simple” renovation and expansion within the footprint of the existing building at 215 Willowbend Road, Peachtree City, GA. In the first 12-months after the renovations were completed, the HBC saw double-digit growth in every trackable category of patient care, most notably their patient encounters grew by 45%!

### **Peachtree City PhenoMEN**

Mike Conaway believes that independent charitable institutions can serve communities as well or better than bureaucracies with appropriate support; that a helping hand at an appropriate time in an individual’s life can lead them to greater control of their future and perhaps, to financial independence and an opportunity to pay it forward to others.

In 2022 Mike’s community impact was recognized when he was featured in Fayette County Lifestyle Magazine as one of Fayette County’s PhenoMENal men.

Mike Conaway has been married for 42 years to wife Shirley and has one adult son, Shawn. He has an A.S. degree in industrial technologies from Vincennes University and completed the University of West Georgia Nonprofit Leadership Institute in 2023.