

Hello!

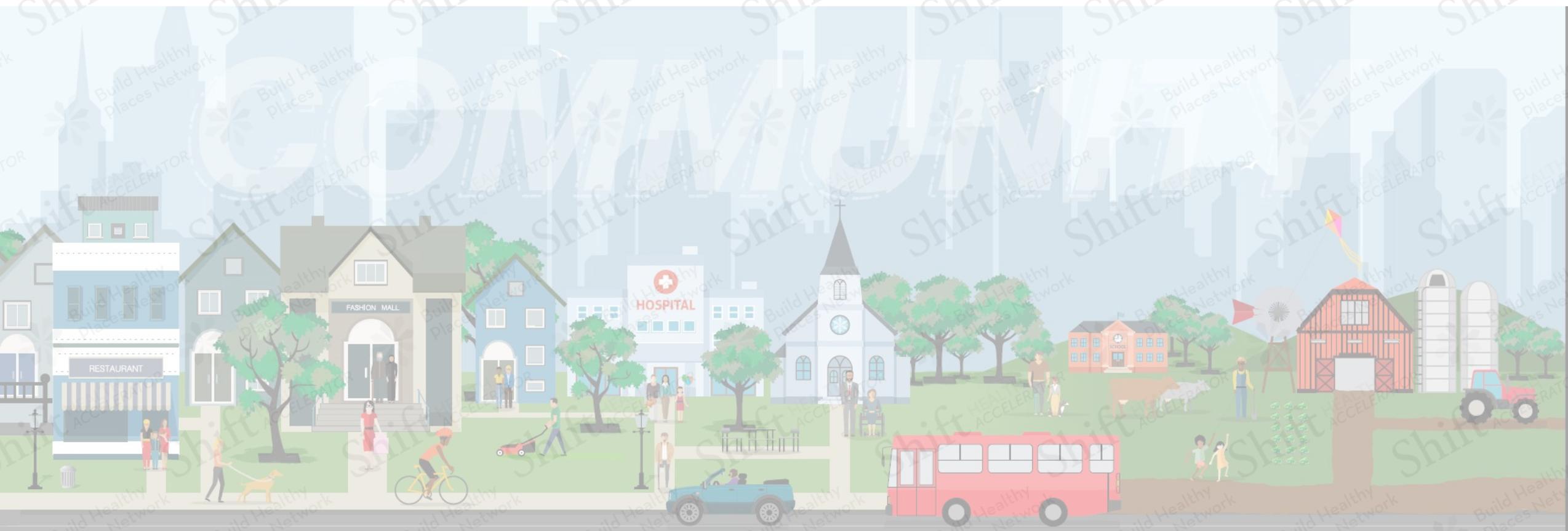
We have the option of interpretation for you. At the bottom bar where you see the chat icon, you will also notice a globe icon. Click on the globe, and a small window will open with the available languages. Select the language of your preference (the language in which you wish to listen).

Hola!

Tenemos a su disposición la opción de interpretación. En la barra inferior, donde se encuentra el ícono del chat, también verá un ícono de un globo terráqueo. Haga clic en el globo, y se abrirá una ventana emergente con los idiomas disponibles. Seleccione el idioma de su preferencia (el idioma en el que desea escuchar).

Resourcing community-led local health initiatives

October 2024



Checking in

In the chat, share your *glimmer*

Your glimmer is something that
is bringing you joy.

Vision: A Florida where everyone has the opportunity to prosper and thrive.

Mission: To collaborate with communities in the creation of enduring and impactful resources that support all Floridians in achieving the highest levels of health and well-being.

Guiding Principles:

Cultural Humility: Centering, embracing, and integrating lived experiences.

Enduring: Cultivating relationships and committing to long-term sustainable change.

Collaborative: Establishing trusting partnerships, shared goals and aspirations to help communities thrive.

Opportunity for all: Working together to improve access to resources.

Practical: Implementing solutions that are accessible, impactful, and replicable.

Transparency: Openly sharing findings, strategies and approaches.

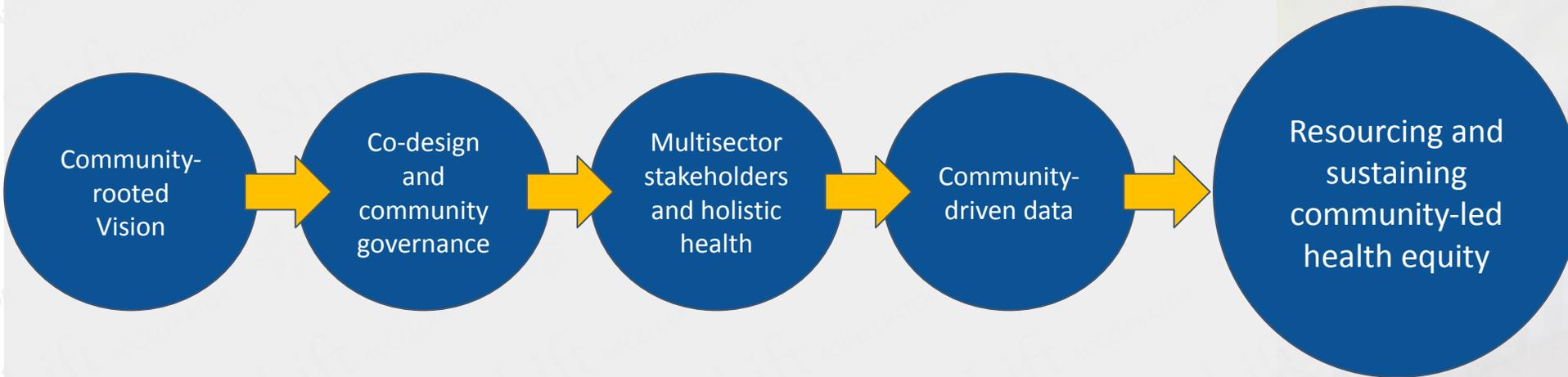
Welcome

Shift Health Accelerator is a national network of multidisciplinary leaders committed to community-led change as a pathway to accelerate health and racial equity.

Shift advances a three-pronged strategy to 1. support community leaders in building power to secure health investments, decision-making rights and data ownership, 2. hold health systems accountable to equity commitments, and 3. propel policy and systems change to create enabling conditions for investments in community-led efforts advancing racial justice.



Learning arc for Center training offerings



The Center is grounded in locally rooted visions of health equity and aims to support resourcing that vision of success and embedding community governance to ensure equity in what gets funded and how the work is done.



Session goals



1. Explore trends in the field for resourcing local health equity work
2. Learn about tools for developing your pitch
3. Reflect on your work to tell the story about the impact you're making in your community

Community Agreements



Small group introductions

Introduce yourself and select a key initiative that you're working on right now. Please share:

HEADLINE: In 2025, what is a headline you would like to see about your initiative?

What success did you achieve?

Who helped you achieve that impact?

Context: Trends in sustainability and funding

- Trust based philanthropy
- Participatory grantmaking
- General operating support
- Integrated, impact driven capital
- Holistic community health
- Multisector approaches
- Community-owned and power building models
- Endowment payouts / bond proceeds
- Notion of impact is shifting
- National and global challenges beg for new solutions

Questions to ask:

- Where are your funders exploring innovation?
- Where might you push to further their commitments?
- Where can your work shift the field?

Diversity of funding and financing approaches

Place-based investing

Designating a percentage of investible assets within investment portfolio across asset classes.



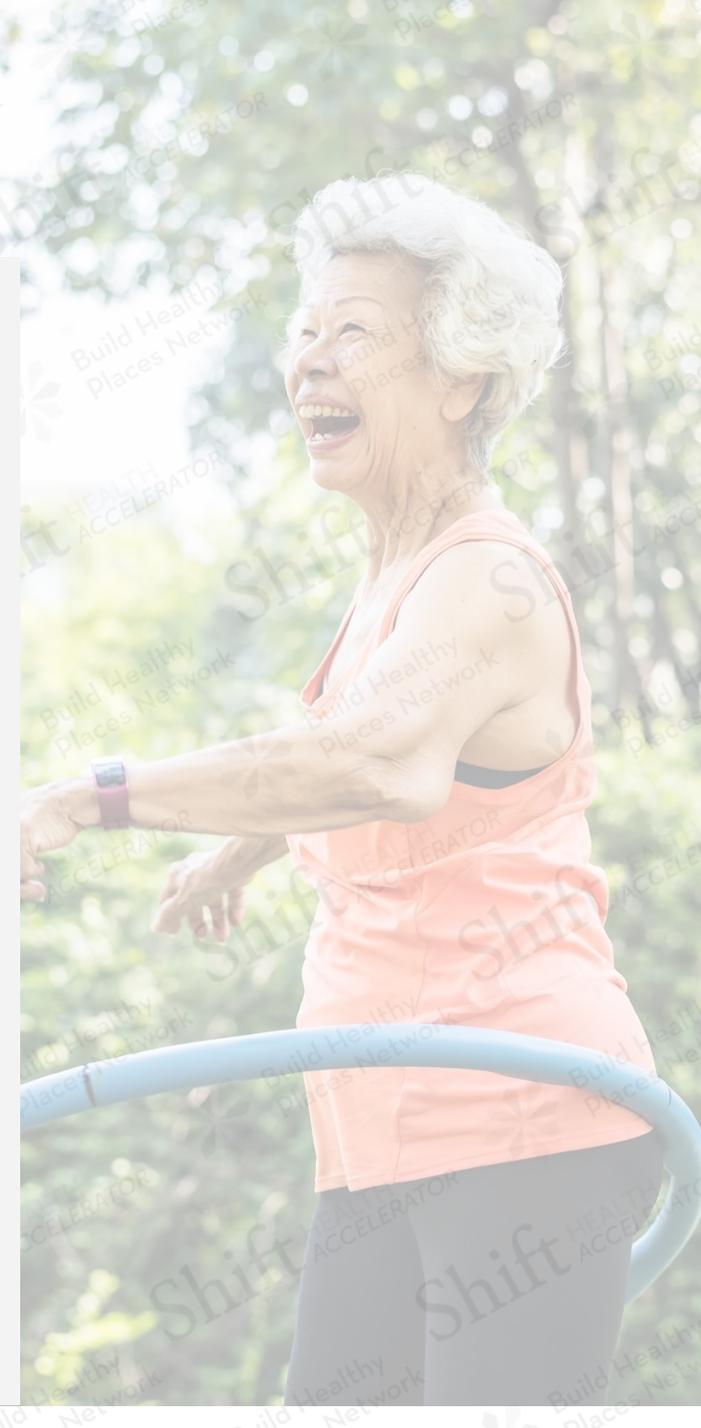
**COMMUNITY
BENEFIT**

**PLACE-BASED
INVESTMENT VEHICLES**



No financial return,
Positive social and/or
environmental return

Market rate of return,
Positive social and/or
environmental return



How Do We Get There? Flipping the script on sustainability

Community-driven vision

Cultivating new narratives for locally rooted visions and co-design



Value proposition

Assessing institutional resources and the value of investing



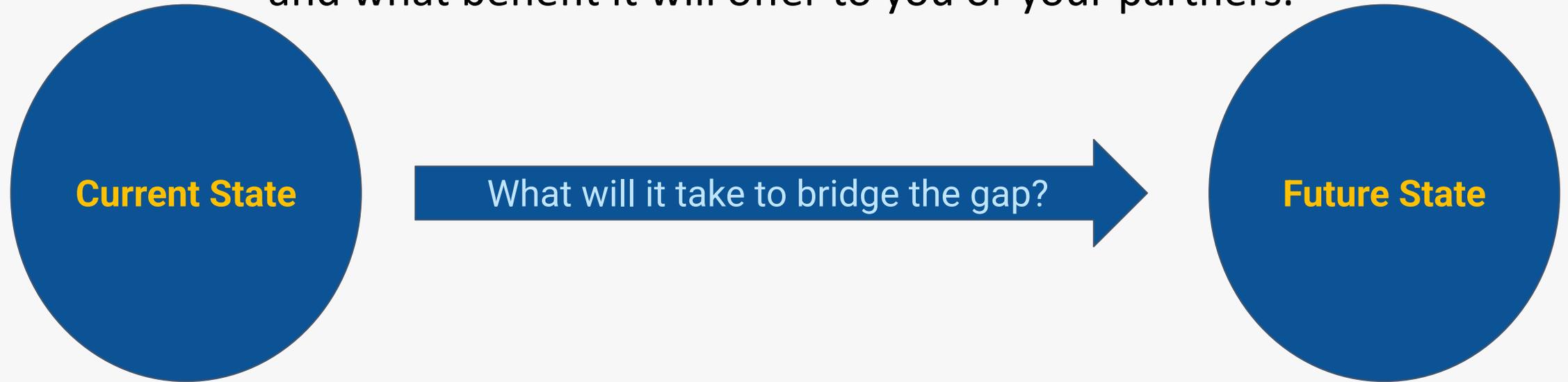
Diversified funding

Pitching your work to funders for breadth and depth



Small groups: Value proposition

A value proposition helps articulate what it will take to get to your vision and what benefit it will offer to you or your partners.



Recall your headline initiative and think of a key partner you need with you for success. What will they see as the value of closing the gap and achieving your vision?

Assessing your \$

- Money likes other money
- Getting a grant is sometimes the best time to pull in other contributions
- If you just got \$20k, imagine what you could do with \$100k
 - Get more work done
 - With more people
 - Over a longer time
- Mapping out your funding and revenue needs helps you create a pitch



Nonprofit is not the same as no revenue

Different kinds of revenue models

- Grants
- Fee for service
- Individual & corporate contributions/memberships
- Idea/Product sales and licensing
- Commissions
- Being a line item in someone else's budget

Questions to ask:

- Where do you get the biggest bang for your buck? (i.e., your time in, \$ back)
- Which models are you positioned well for?
- Which models match your revenue needs?



Making the Case for \$

- Casemaking is just a form of storytelling
- People are investing you & your vision, not just the work
- Share why your community is GREAT!
- Invite people to VISUALIZE themselves with you in your community
- What your community NEEDS
- What you WANT TO DO
- How your work builds from what is GREAT to meet a NEED
- Activate all the senses (visuals, factoids, emotions)
- Build trust and relationships



Shaping your pitch to health funders

- Identify and connect with the potential health system funders for your work

Outcome: Scan of health system funders and their priorities regionally

- Define the likely outcomes and impact your work can have in across short and long-term timelines in your terms & terms to interest health funders

Outcome: Set of community-relevant outcomes “translated” with complementary health outcomes

- Build the pitch materials (e.g., proposal concept and presentation) for a presentation to one or more health system funders utilizing the local context, outcomes and opportunity

Outcome: Funding prospectus + Pitch PPT deck and intended audience



Pitch deck ideas

Our Community at a Glance:
IMAGE/MAP OF COMMUNITY

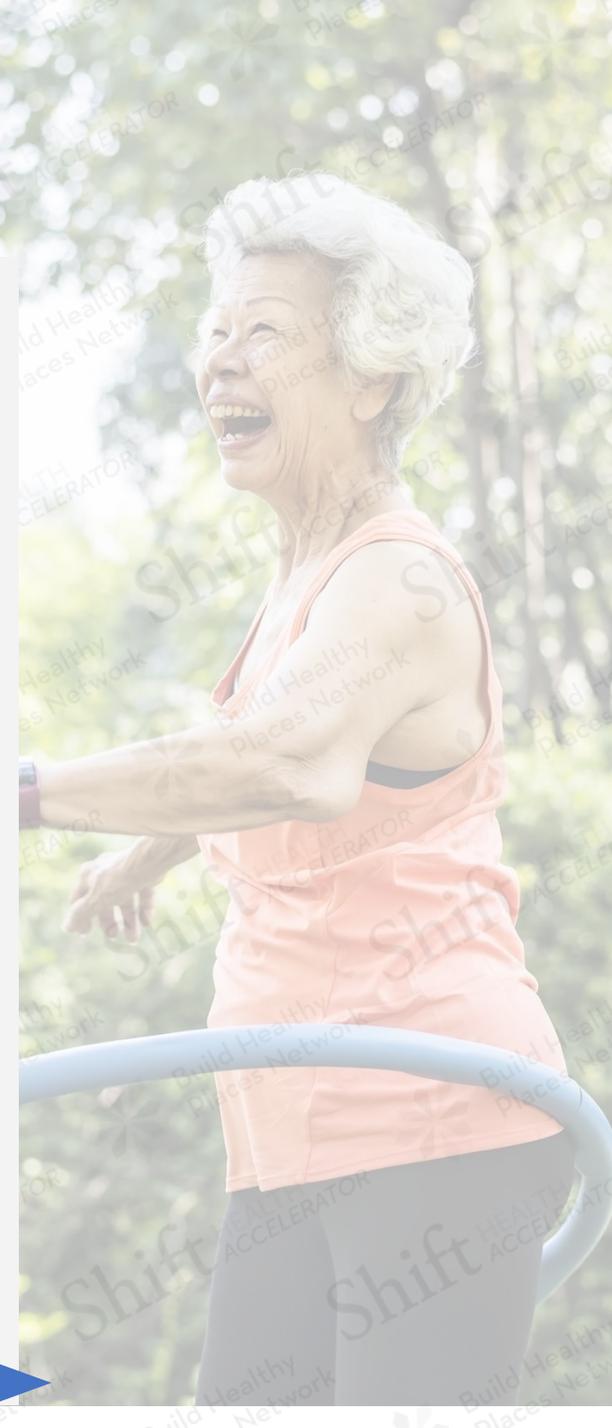
We All Need Each Other:
DATA/STORIES

Approach and Vision:
YOUR BOLD VISION AND WORK (why/what)

Opportunities to work together:
SHARED GOALS AND VALUE PROPOSITION

Impact and Investment:
OUTCOMES AND POTENTIAL CHANGE

Invitation to connect:
BUILDING A RELATIONSHIP



Small group reflections

A woman with long dark hair, wearing a wide-brimmed hat and a striped top, is looking at a smartphone. The background is a blurred outdoor setting with a brick wall and some greenery. The image is overlaid with a semi-transparent white box containing text.

In small groups, recall the specific funder or partner you thought of in the pre-work that you want to engage further to support your work. Please share:

- Who is your audience?
- What type of ask are you interested in crafting?
- Prepare initial thoughts on a potential angle for your ask.

Others will respond to the initial ask with feedback and questions

Reflection



What next steps do you want to take for your pitch?
What support do you need?

Resources

Community Centric Fundraising

<https://communitycentricfundraising.org/ccf-principles/>

Sustaining Improved Outcomes: A Toolkit

<https://nyhealthfoundation.org/wp-content/uploads/2017/11/sustaining-improved-outcomes-toolkit.pdf>

Value Proposition Narrative Toolkit

https://rethinkarchive.rippel.org/wp-content/uploads/2019/08/RTH-ValuePropToolkit_1302019-1.pdf

Othering and Belonging Institute Narrative Power

<https://belonging.berkeley.edu/narrative-power>

Nurturing Sustainability Toolkit

<https://www.nwcphp.org/docs/learning-lab-toolkit/resources/Nurturing-Sustainability.pdf>



Learning Journey Series

Session 1-April 30: Engaging Communities in Local Health Initiatives

Session 2-June 18: Crafting a Community Vision of Health

Session 3-August 7: Measuring Impact of Community-Driven Initiatives

Session 4-Oct. 15: Resourcing Community-Led Health Initiatives

Bonus Session 5: Grant-Writing 101 facilitated by ReGina Newkirk-Rucci

December 11th, at 12PM EST

This final workshop of the Center's four-part learning journey series is designed to provide organizations with insights and tips when applying for funding and other resources to support community initiatives. You'll learn how to construct a grant, including standard grant components, write a compelling program description, learn about evaluation frameworks, and essential considerations for crafting a budget and budget narrative



FLORIDA HEALTH JUSTICE PROJECT
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