



FOR YOUTH DEVELOPMENT  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

# LEVERAGING RESOURCES LOCALLY

HEALTHIER COMMUNITIES WEBINAR  
June 14, 2011



# WEBINAR AGENDA

## 1. WELCOME

- ACHIEVE Communities, PHC Communities, and Statewide PHC Communities

## 2. LEVERAGING RESOURCES THROUGH STRATEGIC PARTNERSHIPS

- A sharing of lessons learned and tips from our presenters

## 3. QUESTIONS

## THE WEBINAR WILL FEATURE:

**Frank Parisi**, Director of Strategic Partnerships for the City of Minneapolis, who works with public and private groups to coordinate and leverage resources

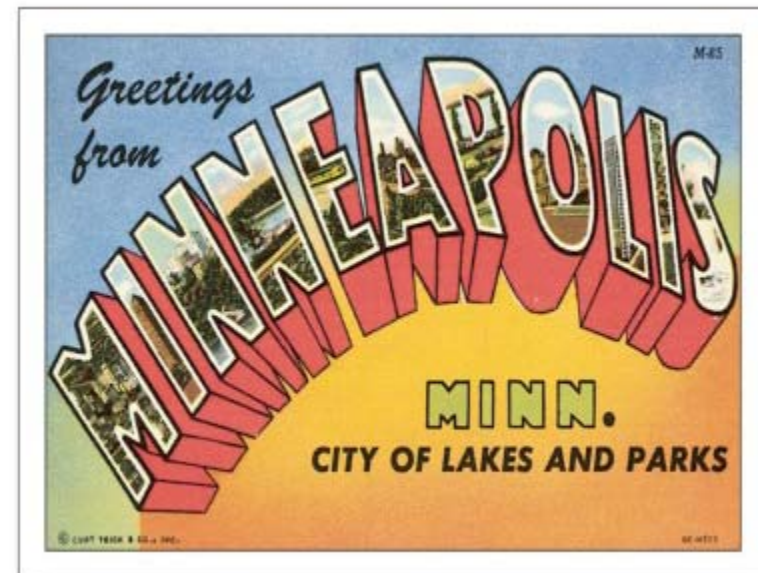
**Debbie Watson**, Vice President of the Winter Park Health Foundation and coach/member for the 2010 Winter Park, FL ACHIEVE team (CDC/NACDD)

**Webb Lyons**, Director of Initiatives at the Community Foundation of Greater Birmingham and Partner coach for the 2008 Birmingham, AL PHC team (Y-USA)

# FRANK PARISI, LOCAL GOVERNMENT

*What we've learned to date:*

- Being recognized as experts trumps good intentions.
- Share and show your expertise.
- Foundations and Corporations generally open to partnering – so long as the model being followed has a track record of success. (And the success doesn't necessarily have to be local.)
- Strategic Partnerships can/should be opportunistic.
- Funding partners are especially attracted to multiple-partner opportunities ( $1+1+1=5$ ).
- Education, economic development and youth programs most popular.
- It's not only about money.
- With every success a wider support base.



# DEBBIE WATSON, HEALTH FOUNDATIONS

There are over 200 philanthropic organizations across the U.S. that are known as “health foundations.”

- Most were formed with assets from a healthcare conversion (from merger or sale of a hospital, health plan or health system).
- Health foundations vary in size and scope (from \$2.4 million in assets to over \$3.5 billion).
- Health foundations are similar in approach to grantmaking/funding
  - limited geographical area
  - focused on health needs of the community
  - fund programs in health and health care (most commonly health promotion and disease prevention, access to care, behavioral health, public health, and capacity building of nonprofits).



# DEBBIE WATSON, HEALTH FOUNDATIONS

To find out if there is a health foundation in your community, consult Grantmakers in Health @ [www.gih.org](http://www.gih.org)

- Grantmakers In Health (GIH) is a nonprofit, educational organization dedicated to helping foundations and corporate giving programs improve the health of all people. Its mission is to foster communication and collaboration among grantmakers and others, and to help strengthen the grantmaking community's knowledge, skills, and effectiveness.
- GIH generates and disseminates information about health issues and grantmaking strategies that work in health.
- Briefs are published in conjunction with issue-focused forums, workshops, and annual meetings; as well as a variety of educational publications are available through the GIH website.



# DEBBIE WATSON, HEALTH FOUNDATIONS

Health foundations typically do much more than traditional grantmakers. Because they are perceived as neutral without a specific agenda, health foundations can play critical roles as...

- Conveners of the community around critical issues
- Conduits to other funders that may not routinely fund health
- Educators on how health has a far-reaching impact on the community at large (and is connected to many issues).
- Check out the National Convergence Partnership – a collaborative of funders focused on policy and environmental change and a multi-sectoral approach to help reinvent communities of healthy people living in healthy places. There are also regional convergence partnerships focused on efforts within 10 states.

[www.convergencepartnership.org](http://www.convergencepartnership.org)



# DEBBIE WATSON, HEALTH FOUNDATIONS

Tips for interesting a health foundation in your work...

- Point out the framework was developed by and is promoted as a best practice by the Centers for Disease Control and Prevention.
- Emphasize the collaboration and the breadth and reach of your leadership team/coalition.
- Stress the evidence-based strategies you plan to use as part of your Community Action Plan.
- Be sure you have a strong evaluation plan in place before you approach the foundation for support.
- Promote the CDC's investment to date as well as the cost-effectiveness of investing in policy and environmental/systems change vs. programmatic funding that often needs to be sustained over time.

# WEBB LYONS, COMMUNITY FOUNDATION

- Health Action Partnership – created in 2007
- PHC – established obesity as focus, and laid groundwork for future funding (HKHC, CPPW)
- Host of initiatives to “Make the Healthy Choice the Easy Choice”



# WEBB LYONS, COMMUNITY FOUNDATION

- Focus on outcomes
- Create opportunities for leverage
- Engage funders in proactive work
- Highlight strength of collaboration
- Demonstrate impact in multiple priorities



# QUESTIONS

# THANK YOU

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