Informational Webinar
2012 Convergence Innovation Fund Initiative

July 10, 2012
Speakers

Shireen Malekafzali
Associate Director, PolicyLink

Justine Choy
Director of Grantmaking, Health Trust

Catherine Collen
Senior Philanthropic Advisor, Tides Foundation
Agenda

- Brief description of the Convergence Partnership
- Overview of 2010 Innovation Fund Initiative
- Presentation from 2010 Grantee
- Review Innovation Fund Request For Proposals
- Q&A
The Convergence Partnership

• A collaborative of funders whose goal of policy and environmental change will help reinvent communities of healthy people living in healthy places.

• **Convergence Partners**
  – Ascension Health
  – The California Endowment
  – Kaiser Permanente
  – Kresge Foundation
  – Nemours
  – The Robert Wood Johnson Foundation
  – The W.K. Kellogg Foundation
  – Centers for Disease Control and Prevention (technical advisor)

Visit [www.convergencepartnership.org](http://www.convergencepartnership.org) for more information.
The Vision: Healthy People, Healthy Places

- Where we live impacts how we live
- Not all places are created equal
- **Built Environment**
  - Zoning, comprehensive planning, regional transportation, and local transit planning, violence prevention through environmental design, brownfield redevelopment, etc.
- **Healthy Food Access**
  - Grocery store attraction, urban agriculture, food hubs, corner store conversions, farmers’ markets, etc.
The Innovation Fund (IF): Overview

• **Aims to support foundations in creating sustainable changes in their grantmaking in order to advance equity and health through innovative policy and environmental changes in low-income communities and communities of color**

• **Specifically, the IF provides catalytic resources for grantmakers to support new initiatives or projects focused on:**
  – Supporting equitable, healthy land use/built environments
  – Improving access to healthy food
  – Promoting equity
  – Focused on policy and environmental changes
  – Creating non-traditional partnerships and collaborations

• **Provides 50% matching funds, up to $200,000, for three years**
2010 Innovation Fund Initiative

- Launched in May 2009
- $2 million was granted to 15 local foundation partners between January 2010 and January 2012
  - Note: the 2012 Initiative has been expanded to three years based on feedback from the previous cohort
- Initially matched by $4.4 million in local foundation support
- The grants ranged from $30,000 to $200,000 each
- Geographically diverse partners
2010 Cohort: Impacts Achieved

- Foundation partners made significant changes to their grantmaking
- Over 50 policy and environmental changes in low-income communities and communities of color
- Approximately $16 million leveraged
2010 Cohort: Challenges & Lessons Learned

• **Effective Implementation of Policy and Equity Initiatives**
  – Effectively operationalize a focus on equity
  – Meaningfully engage and partner with low-income communities and communities of color
  – Make the case for the importance of complex new policy and equity initiatives

• **Requirements and Structure of the IF Initiative**
  – Staff time
  – Technical assistance
  – Evaluation requirements

More information available at: www.convergencepartnership.org/InnovationFund
Presentation from 2010 Grantee

Justine Choy
Director of Grantmaking
Health Trust
2012 Innovation Fund: Call for Proposals
2012 Innovation Fund: Call for Proposals

• Provides a maximum of 50 percent matching dollars, up to $200,000 total, for three years

• Deadline for proposal submission: 5pm PDT, August 9, 2012

• Notification of grant awards: anticipated in September 2012, with the grant period beginning in October 2012 and ending October 2015

• Direct questions and submissions to: convergence@policylink.org
Expected Outcomes

- **Foundation Impact**
  - Expansion of local foundation commitment to promotion of equity and policy change strategies

- **Community Impact**
  - Policy and environmental changes in low-income communities and communities of color that promote health and equity
  - Leadership and participation from low-income people and communities of color in decision-making processes
Description of Requirements for: Matching Funds, Reporting and Planning Period

Catherine Collen
Senior Philanthropic Advisor,
Tides Foundation
Provisions for Matching Funds

- A foundation may provide the full match itself or pool funds with other grantmaking institutions or donors.
- Lead applicants must provide a letter signed by the foundation CEO, Executive Director, or equivalent leadership figure, guaranteeing the commitment of funds.
- At least half of the total match must be procured by the application submission.
- Full match must be procured by January 18, 2013.
- Foundations may calculate a portion of staff time toward the matching requirement – no more than 10% of the total match.
Reporting and Planning Requirements

• **Reporting Requirements**
  – Calls with Convergence staff every six months to discuss progress
  – Annual grant reports

• **Planning Period**
  – Required three- to six-month planning period within three-year timeframe
  – Up to $15,000 of the total grant dollars received from the Innovation Fund can be directed toward this planning period
• Each grantee will have an assigned Convergence staff person or consultant available to provide them with technical assistance as needed

• Two in-person gatherings

• Quarterly calls among the cohort of grantees

• Topical webinars, and

• Opportunities to inform the strategies of the National Partnership
Applicant Eligibility

• Local or regional philanthropic institutions

• Dedication to equity and policy
  – Tipping point for committing to supporting policy change efforts to advance equity and health

• Foundation commitment
  – Support from foundation leadership

• Staff capacity and commitment
  – Adequate staff capacity for successful implementation and full participation in learning cohort
  – Capacity to share IF efforts and progress with foundation leadership, board, and donors
Eligible Efforts

- New grantmaking initiatives or projects focused on healthy food access and/or healthy built environments, policy and environmental change, and promotion of equity

- Demonstrate innovative strategies for achieving health and equity outcomes

- Invest in low-income communities and communities of color
  - High poverty rates
  - Lack of healthy food retail outlets
  - Abundance of vacant land
Eligible Efforts Cont.

- Equity as a key outcome
- Clear policy and environmental change targets
- In-depth community participation and leadership
- Emphasis on multi-field collaboration
Areas of Particular Interest

• Applicants that apply in partnership with:
  – Community-based organizations, federally funded initiatives, or other philanthropic institutions

• Applicants serving rural areas and/or the US southern belt

• Intent to develop a multi-field advisory committee and/or include communities of color in significant leadership roles in the initiative

• Initiatives that address economic development and/or violence prevention within the context of improving built environments and healthy food access

• Grants or policy agendas that are developed by community leaders

• Demonstrate significant board engagement and commitment
Ineligible Activities

- Curriculum development
- Research studies
- Clinical interventions
- Educational programs
- Major capital construction costs
- General operating support
- Legislative lobbying
Application Instructions

• RFP Cover Sheet (template provided)

• Narrative
  – Organizational Information
  – Description of how applicant eligibility criteria are met
    • CEO commitment letter
  – Description of partner organizations
  – Proposal for the development of a new grantmaking initiative
  – Proposed Foundation Team

• Budget (template provided)

• Relevant support letters will also be accepted

• Submit all application materials (Cover Sheet, Narrative, Budget, Support Letters) in one email to convergence@policylink.org
Overview of Selection Process

- Only complete and timely submissions will be reviewed

Applications will be judged by:
  - Adherence to eligibility criteria
  - Demonstrating promise to make a long-term commitment
  - Ability to target projects that meet the IF criteria
  - Potential to advance health and equity by creating policy change in low-income communities and communities of color
  - Expanding participation of vulnerable populations in decision-making
  - Level of innovation
  - Geographic and project diversity – ensuring a mix of urban, rural, and regional geographic representation

- Notifications to go out in late September or early October
- Grants begin in October 2012 to October 2015
For more information visit www.convergencepartnership.org/InnovationFundCall