



Informational Webinar

2012 Convergence Innovation Fund Initiative

July 10, 2012

Speakers



Shireen Malekafzali
Associate Director,
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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 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

- **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
 - Approximate timeframe: Sept. 2013, Sept. 2014, Nov. 2015

- **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

- **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

- **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



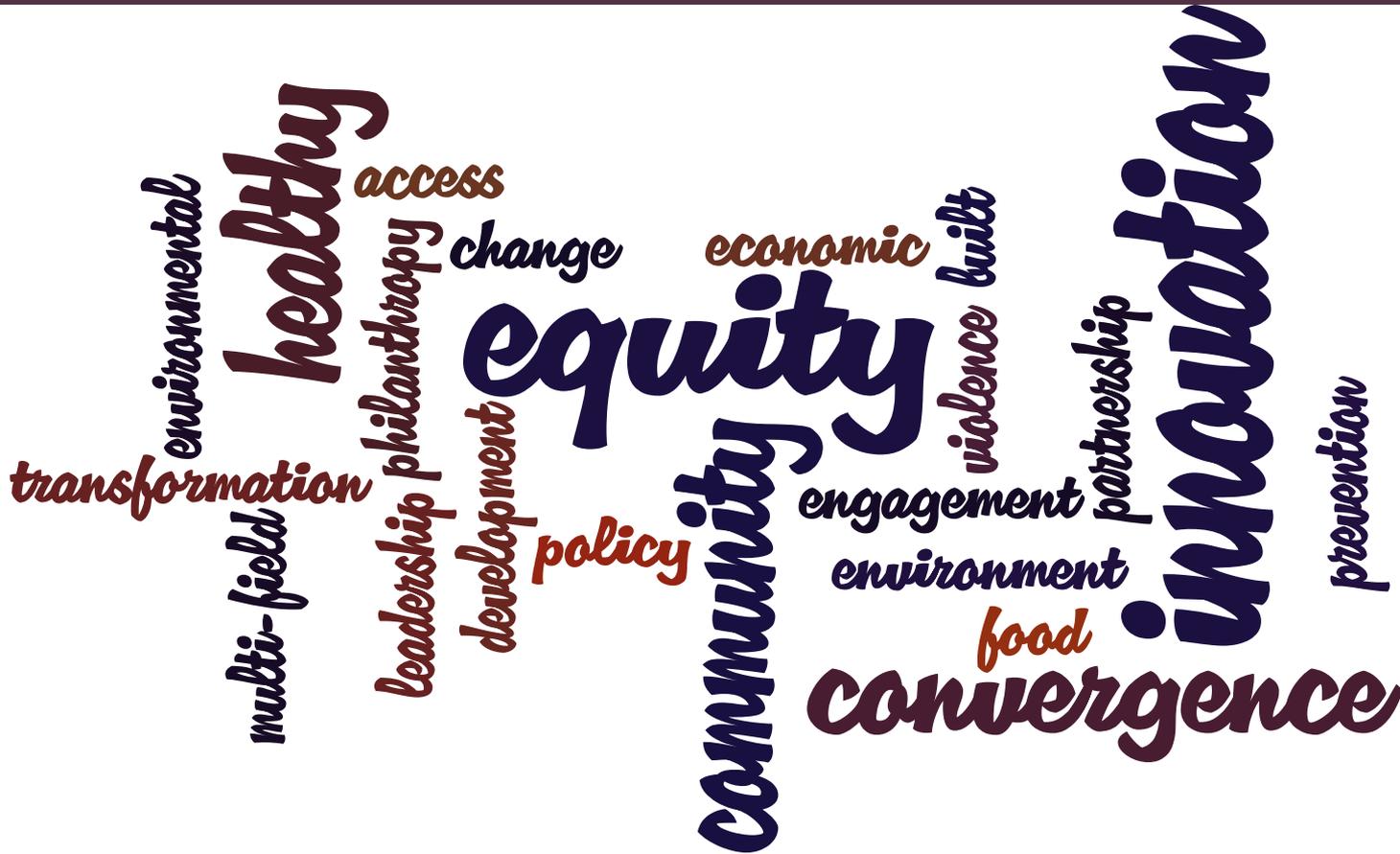
- **RFP Cover Sheet (template provided)**
- **Narrative**
 - Organizational Information
 - Description of how applicant eligibility criteria are met
 - CEO commitment letter
 - Description of partner organizations
 - Proposal for the development of a new grantmaking initiative
 - Proposed Foundation 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**

Q & A



For more information visit www.convergencepartnership.org/InnovationFundCall