Informational Webinar
2012 Convergence Innovation Fund Initiative

June 28, 2012
12 – 1pm PT
Speakers

Shireen Malekafzali
Associate Director, PolicyLink

Curt McPhail
Program Officer, Mary Black Foundation

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
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
TA & Learning Community

- 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