



BUILDING HEALTHY COMMUNITIES - RICHMOND SPRING 2011 UPDATE

Background

In early 2009, The California Endowment (TCE) launched Building Healthy Communities (BHC), a 10-year partnership with 14 communities throughout the state to create meaningful and lasting improvements in the health of children and youth. Richmond, with a focus on the neighborhoods of Belding Woods, Coronado, Iron Triangle, Pullman, and North Richmond, is one of the 14. Local leaders have joined together under the banner of Healthy Richmond to develop a vision and plan for creating a healthier community. A community planning process engaged approximately 1700 people, mostly adult and youth residents, to prioritize the outcomes and strategies to guide the work over the next two to three years. The initial areas of focus include: access to quality health care; ensuring safety in our homes and communities; creating vibrant schools that promote health and success; and supporting healthy economic revitalization. This detailed plan (comprised of a logic model and narrative) is available at the Healthy Richmond website: www.healthyrichmond.net.

The Hub: A Structure for Coming Together

Healthy Richmond presents a unique opportunity to bring different parts of the community together around a shared vision and plan for making change happen. The creation of a “hub” or central table is vital for this function. The hub’s role is to support the active participation of the community, especially youth and adult residents, in a collaborative process of building local leadership and capacity to implement the Healthy Richmond plan over 10 years. Bay Area LISC, working in partnership with the Community Housing Development Corporation of North Richmond (CHDC), will serve as the “host” for the hub. At this writing, LISC, CHDC and others are working to develop the infrastructure for the hub, including hiring a hub manager, who will staff the collaborative, and determining a process for seating a new Healthy Richmond steering committee. The goal is to have the hub up and running by summer 2011.

The Grantmaking Process

As designed by TCE, the hub is only one part of the implementation strategy. In addition to supporting the hub’s development and ongoing role, TCE will make multiple grants in the site with the purpose of moving the strategies identified in the plan forward. Grants will be made to individual organizations and/or collaborative efforts. TCE will not use a Request for Proposal (RFP) process to make grants. Rather, the program manager will identify strategic opportunities and invite grant proposals for consideration. As part of this process, the program manager will talk with local leaders to better understand the local landscape and will seek to build upon existing efforts that have greatest potential to achieve the kind of changes sought in the Healthy Richmond plan.

It is important to note that the hub will not be making strategy grants. The hub has access to \$12,500 a year for the next two years to support discrete community building activities. The hub's relationship to the grantmaking is indirect in that, over time, it will continue to update the community plan, which serves as the blueprint to guide grantmaking. Moreover, organizations funded to advance the Healthy Richmond plan are required to provide regular updates on their work through the hub. TCE intends to work closely with grantees and hub participants to develop transparent and meaningful ways to learn from what is happening and assess collective progress towards identified outcomes.

How to Apply

If you are doing work that might advance the strategies in the Healthy Richmond plan, the first step – after reviewing the plan - is to have a conversation with TCE's Program Manager for Richmond, Diane Aranda. The conversation is meant to help TCE understand, among other things:

- what you do and how you do it;
- the degree of alignment with Healthy Richmond's vision, outcomes, and strategies;
- how your work fits within a larger context of community and systems change;
- and the scope, scale and potential impact of your work

There are no deadlines for proposals as grants will be made on a rolling basis, subject to funding availability. For the current fiscal year 2011-12, the available grant budget for Richmond is approximately \$1 million. If a proposal is invited, an application, which includes a narrative, detailed work plan and budget, will need to be submitted through TCE's online system. Once a proposal is submitted, the internal review and determination process can take anywhere from 2-3 months.

Grantees will submit progress reports to TCE, which will be shared with the hub steering committee. Grantees will also be expected to participate in statewide and regional learning and networking sessions organized by TCE.

Building a Healthy California

BHC intends to reshape the way that California understands and invests in health. As such, TCE also is initiating a range of statewide efforts that are intended to unlock and propel local innovation. Many of these efforts will have a direct impact in Richmond. For example, TCE is launching the California FreshWorks Fund (CAFWF), a public-private partnership loan fund created to increase access to healthy food in underserved communities. The fund will finance grocery stores and other forms of healthy food retail and distribution across the state. CAFWF is but one example of the additional resources that will be made available to implement the vision for building a healthy Richmond.

For more information please contact:

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