

INVEST HEALTH

Strategies for Healthier Cities

A Project of the *Robert Wood Johnson Foundation*
and *Reinvestment Fund*



Strategies for Fundraising: from getting your foot in the door to closing the deal

Agenda

1. Workshop goals
2. Introductions
3. Tips and tricks
4. Invest Health City Discussants
5. Workshop activity

Workshop Goals

1. Share guidance from Invest Health teams on how to get projects funded, including:
 - Finding the right funder and type of funding;
 - Crafting a tailored and specific ask; and
 - Following up and finalizing terms.
2. Provide time and space for teams to brainstorm concrete fundraising strategies.
3. Foster peer learning and support within the Invest Health network.

Introductions

Invest Health City Discussants

- **Andi Crawford, Lansing, MI**
Neighborhood Resource Coordinator
- **Tom Hetrick, Youngstown, OH**
Neighborhood Planner, Youngstown Neighborhood Development Corporation
- **Jeremy Moore, Grand Rapids, MI**
Director of Community Health Programs, Spectrum Health

*Don't be afraid to
ask for*



Tips and tricks

When you have a compelling story, don't underestimate the value of cold calls

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**"I don't have any sales experience, but I think
I'd be very good at making cold calls!"**

Tips and tricks



*Networking is a slow burn,
but worth every minute*

WIIFM

What's in it for me?

Tips and tricks



*Will you call my name,
As you walk on by?
Will you call my name,
When you walk away?*

Grand Rapids, Michigan

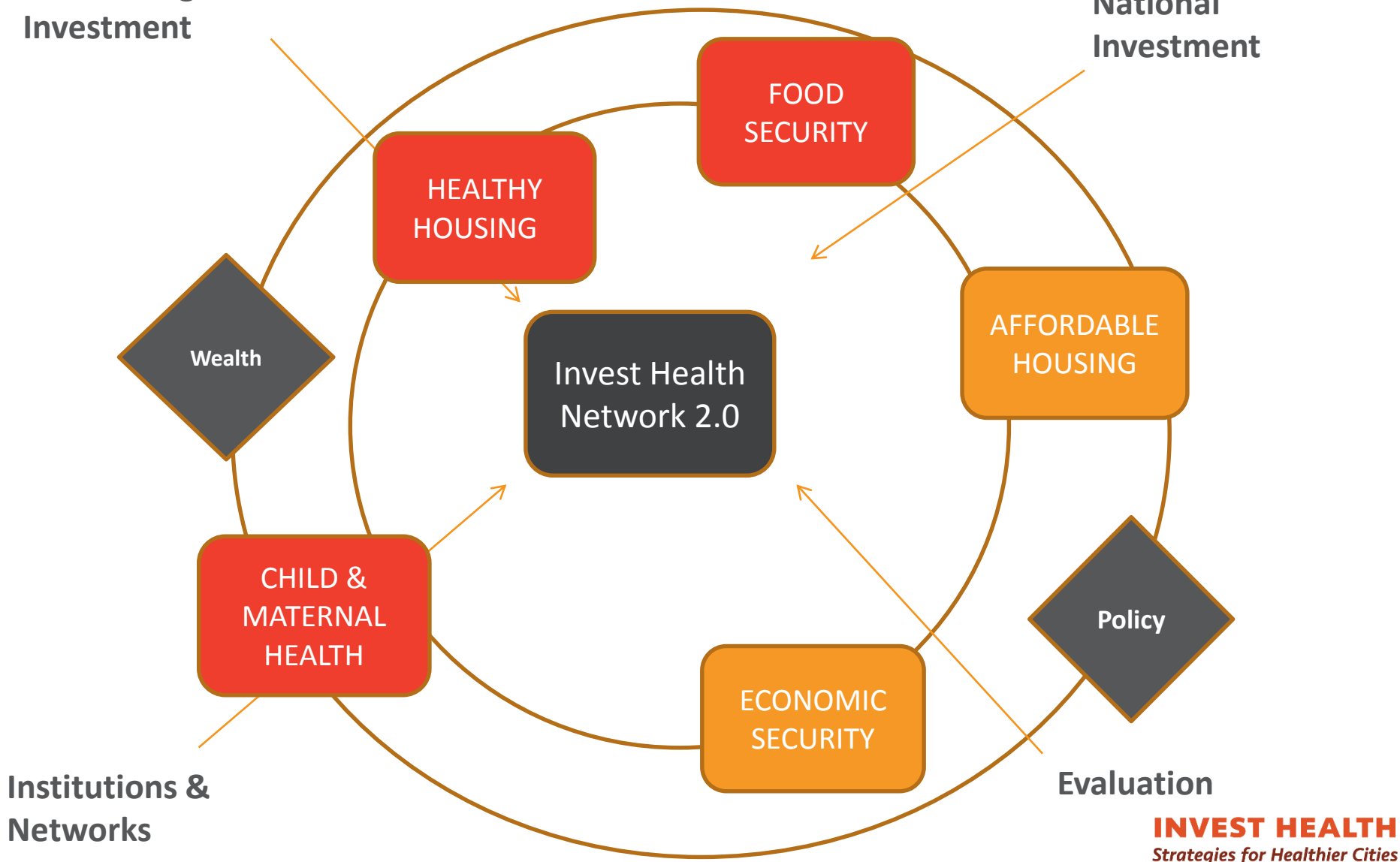


- Support good work in progress
- Connect dots to health
- Bring value and leverage
- Scale
- Create the collisions
- Support what comes out of the collisions

Grand Rapids, Michigan

Local & Regional
Investment

National
Investment



Institutions &
Networks

Evaluation

INVEST HEALTH
Strategies for Healthier Cities

Grand Rapids, Michigan

Return on Investment

\$300K + time = \$10M to target areas



- Community engagement
- LIHTC research
- Healthy housing pilot
- Food security research & mapping
- Adult leadership development
- Enrollment support for child/maternal health

Youngstown Invest Health Project:

- Lead hazard housing
- Healthy food access
- Health education
- **Park improvements**
 - **Goal:** Improve city parks to increase physical activity at parks and improve health outcomes of city residents
 - **Process:** Engaged neighborhood groups and elementary students to identify desired improvements
 - **Plan:** Document improvements needed, estimated costs, and potential funding sources
 - **Fundraising:** Grant applications

Park Improvement Plan: Research Strategy

Improvement	Timeframe	Funding Source	Priority	Cost Estimate
Make Tod Ln. shelter house ADA-accessible	2017-2018	Ytn. Foundation – Hine	High	\$6,000
Repair Homestead pavilion (roof, masonry, windows)	2019-2020	Ohio Dept. Nat. Resources	High	\$100,000
Install outdoor fitness equipment	2017-2018	Com. Foundation – Swanston	Medium	\$35,000
Bicycle safety programming at summer day camp	2017-2020	Ohio DOT – Safe Routes to School	Medium	\$15,000
Install LED lighting	2017-2018	Wean Foundation – Neighborhood SUCCESS	High	\$5,000
Incorporate adjacent vacant lots into park	2018-2019	Mahoning County Land Bank	Low	\$2,000

Funding received based on plan

- Swanston Fund: Awarded **\$150,000** in 2017
 - Fitness equipment, climbing structures, lighting, basketball court and walkway resurfacing, cameras
- ODOT Safe Routes to School: Awarded **\$30,000** in 2017
 - Bicycle safety programming – bike rodeos
- Hine Fund: Awarded **\$17,500** in 2017
 - ADA-accessible walkway
- Neighborhood SUCCESS: Awarded **\$2,500** in 2017
 - Lighting
- Western Reserve Health Foundation: \$200,000 requested
- Swanston Fund (2018): \$200,000 requested
- Ohio NatureWorks: \$100,000 to be requested in 2018
- Healthy Communities Partnership: to be requested in 2018

Youngstown, OH

Before:



After:



Youngstown, OH



INVEST SOUTHWEST LANSING, MICHIGAN

PLEASANT VIEW NEIGHBORHOOD

Investment Opportunities

Beacon Southwest

Construction of a 120' x 60' , lighted, artificial turf, sided soccer area that allows continuous, open enjoyment of outdoor soccer; a Kaboom™ playground; a half-mile walking trail with exercise equipment and seating areas; and an environmental learning area featuring Michigan native plants.

Town Square

Installation of public art, benches, trees, and other landscaping features for public enjoyment at the busy commercial intersection of Pleasant Grove Rd. and Holmes Rd.

1910 Market Expansion

Expansion of a 2,000 sq. ft. corner grocery store into a 5,000 sq. ft. Green Grocer market with outdoor market space, cold storage, façade beautification, and interior upgrades.

Senior Assisted Living

Construction of assisted living units for seniors.

Vacant School Development

Rehabilitation and reuse of the 33,000 square foot former Pleasant Grove School located at 2130 W. Holmes Rd.

Lansing, MI

- Pitched the neighborhood as one of the Block by Block neighborhoods and was selected. Received designation from Mayor's Office and critical dedicated staff time and grant preferential treatment.
- Awarded the Arts Impact Award through the City of Lansing and the Arts Council. \$75,000 public art project.
- Selected as a Love Your Block grantee received \$5,000 award for architectural renderings and community engagement events.

Lansing, MI



Lansing, MI



Keys to YES!

- Identify existing community efforts and building on partner efforts.
- Set a grand vision for the entire area and a menu of partnership funding opportunities from which to choose.
- Identify staff time from either the city or a partner (preferably both) that will spend the time to do meaningful community engagement work.
- Find tangible ways to communicate.
- Do visible things often.

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Workshop Activity

- Select a project to workshop for this activity
- Brainstorm three potential funders for this project and a plan for each one:

	Funder #1:	Funder #2:	Funder #3:
Ask: What is our specific ask to this funder?			
Outreach: What steps can we take to help get our foot in the door?			
“What’s in it for me”: What does this funder care about most?			
Next steps: What should we prepare to make this pitch successful?			

- Plan out your next steps to get your fundraising plan off the ground