

Opportunities for Philanthropic Partnerships

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Opportunities for Philanthropic Partnerships

- Reframe the project as Community-Based Participatory Research (CBPR)
 - An approach to doing research where community members work in an equal partnership with researchers to address a health or social problem of concern to the community

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- Collaborate with other groups or organizations – particularly those outside of health care
- Slant the proposal so it focuses on other community benefits besides those pertaining to health

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- Break the project into “chunks” and seek several sources of funding
- Start small and use the smaller grant to leverage funding for a large project
- Emphasize your rural location and the need for rural projects

CBPR in a Small, Rural Community (Madras)

- Community Health Improvement Partnership formation began Spring 2006
- Priorities identified as part of the community assessment included Prevention of Chronic Disease through Obesity Reduction in Adults and Children
- Initial NWHF/CBPR Grant Application submitted Fall 2006, and not funded

We Learned...

- Research Partnership went back to original proposal, based on feedback from NWHF Project Manager
- Changed setting and focus to schools and community
- Resubmission Fall 2007 was successful for a CBPR Planning Grant
- Currently carrying out BMI surveillance in schools and Head Start settings

Proposal Strengths

- Community assessments drove the focus of the project, including gaps in knowledge
- Project improved community capacity for collaboration, research, and data collection
- Community has significant demographic differences from other areas, including rural designation, ethnic diversity, poverty, and health disparities

Subsequent efforts

- R21 NIH Proposal for CBPR that addresses health issues in underserved areas
- NWHF Fall 2008 CBPR and Policy Implementation Grant Application
- Local Foundation applications for specific projects and initiatives

Other Lessons Learned

- Starting small, and leveraging for larger projects and dollars
- Diversity of sector and discipline is key with community collaborators
- Framing the proposal for non-healthcare benefits is key for local and regional funders

Other Lessons Learned

- Local resources take time, education, and relationship cultivation, but can provide a funding resource
- Academic partners must have an understanding and affinity for rural perspectives and challenges
- Plan for the future - diverse funding sources will assure project continuation

Final Lessons Learned

- Take advantage of opportunities that various foundations provide for grant-seeker education, including Ford, OCF, MMT, and NWHF
- Build on previous efforts, whether successful for funding or not

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Who is the Northwest Health Foundation?

Four Priority Areas:

- Access to Care / Health System Reform
- Public Health
 - Strengthen Public Health Infrastructure
 - Reverse the Obesity Epidemic
 - www.communityhealthpriorities.org
- Nursing Workforce
- Social Determinants of Health (Kaiser Permanente Community Fund)

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Guiding Principles

- “Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity”
- “Public health is what we do collectively as a society to assure the conditions in which people can be healthy”
- “Interventions to improve access to medical care and reduce behavioral risk have only limited potential for success if the larger societal and economic context in which people live is not improved”

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General Guidance Regarding Proposals:

- How did the need for the proposed project arise? Were the needs, assets, and methods identified by the community, or by an outside agency?
- Is the methodology described likely to produce the desired outcomes?
- What sort of partnerships or collaboration between organizations exists to ensure programmatic goals are met?
- What is the strategy to fully fund and sustain the project? Would NWHF be part of a diverse base of funding partners, or is the applicant asking NWHF to fund the entirety of the project?
- How would the impact of the project be evaluated?
- Would the project ultimately build community capacity to successfully address other health and social concerns?

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Identifying Potential Funding Partners

- NWHF is just one of several hundred foundations in Oregon – others may be interested in your work, as well
- First, step back and look at your proposed project as a funder would.
- What do you hope to accomplish?
- Think beyond traditional health-focused jargon and objectives. For example:
 - Will your project create community capacity?
 - Will you advocate for better public policy?
 - Will you promote greater social equity?

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How do we learn of potential funding partners?

- Oregon / Washington Foundation Databooks
- Foundation Center online
- Grantsmart
- Chronicle of Philanthropy
- Professional affiliations (WVDO, AFP)
- Word of mouth from professional colleagues
- Other channels?

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Cultivation – Initial contact through solicitation

- You and your funders are partners working together to improve community health – you are not a salesman or a supplicant.
- Make good use of your contacts – have specific objectives you aim to achieve with each one.
- Ask questions to guide the development of your proposals, and *use the answers!*
- Offer a site visit, ask if proposal was sufficient to answer all questions, determine next steps.

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After you learn of the funding decision

- If you weren't funded, seek honest feedback of how your proposal could be strengthened
- If you are funded, keep your funders informed of your successes, progress, and unanticipated challenges
- Be honest about problems you encounter – ask for advice if you need it
- If you are pursuing other funding, ask your committed funder if they would write a letter on your behalf

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