

# Seed-And-Scale Match Innovation Grant

Wednesday, April 24, 2024  
10:30 – 11:30 AM

# Welcome Community Partners!



## **Community Engagement Officer/Presenter**

- Kimberly Daye-Hardy

## **Grantmaking Committee Members 2024**

- Deb Bookman
- Valerie Martin
- Charrisse Allen
- Kristen Bennett
- Gwen Dickinson
- Bill Shaw

## **The Alliance for Health Equity Team**

- Kevin Ressler, President and CEO
- Kimberly Daye-Hardy, Community Engagement Officer and Point of Contact for Grantmaking
- Alyssa Kotzmann, Marketing and Communications Director

# Why the Seed-And-Scale Match Innovation Fund?



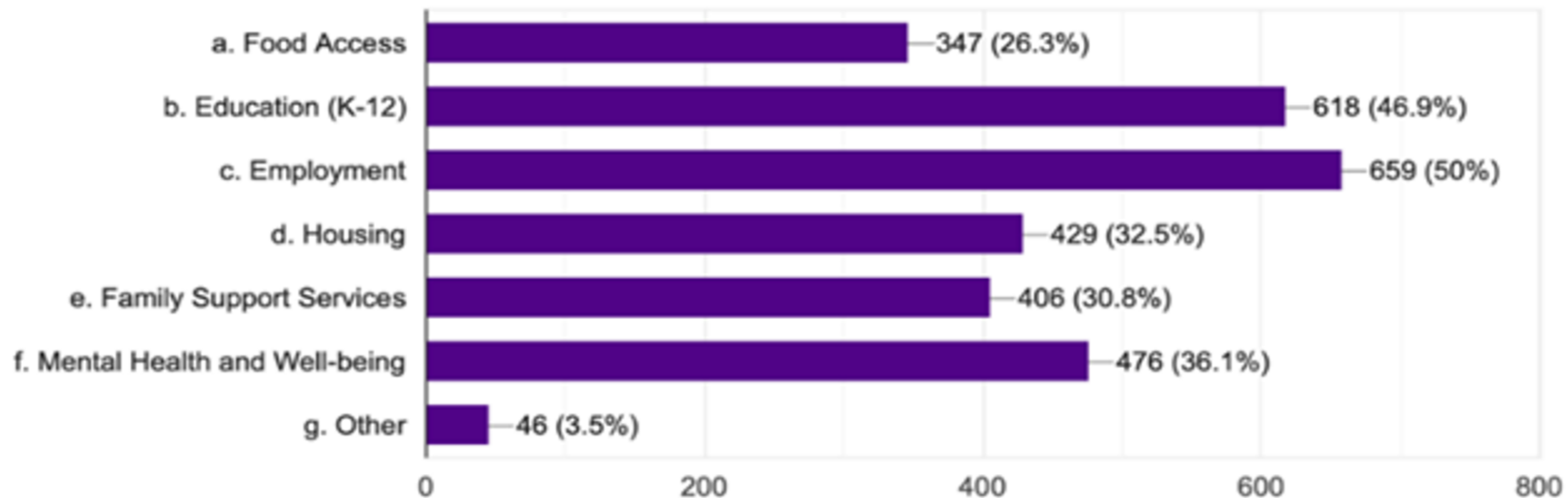
- The Alliance for Health Equity remains committed to a focus on positive health outcomes through a lens of Social Determinants of Health and Wellbeing in our community through creative, solution-focused ideas.
- Our recent work, including a community wide health assessment in response to the closure of Brandywine Hospital and leading a yearlong collective impact cross-sector partnership initiative, sought to address and support gaps in service.
- Launching the Health Equity Center (April 2024) supporting integrated health services readies us to support innovative and ready to scale projects in Greater Coatesville.
- AHE continues to utilize "trust-based philanthropy" approaches supporting partners in Greater Coatesville. The 2024 Seed and Scale Innovation Grant + Match will provide programmatic and general operating support over 18-months (June 30, 2024- December 10, 2025) to fund innovative and/or scalable approaches addressing community challenges in the Greater Coatesville area.

# Review of Data Outcomes/Survey Results



1. The greater Coatesville community, pre-COVID-19, struggled with basic needs. Almost a year later, what would you say are the most pressing community needs?

1,319 responses



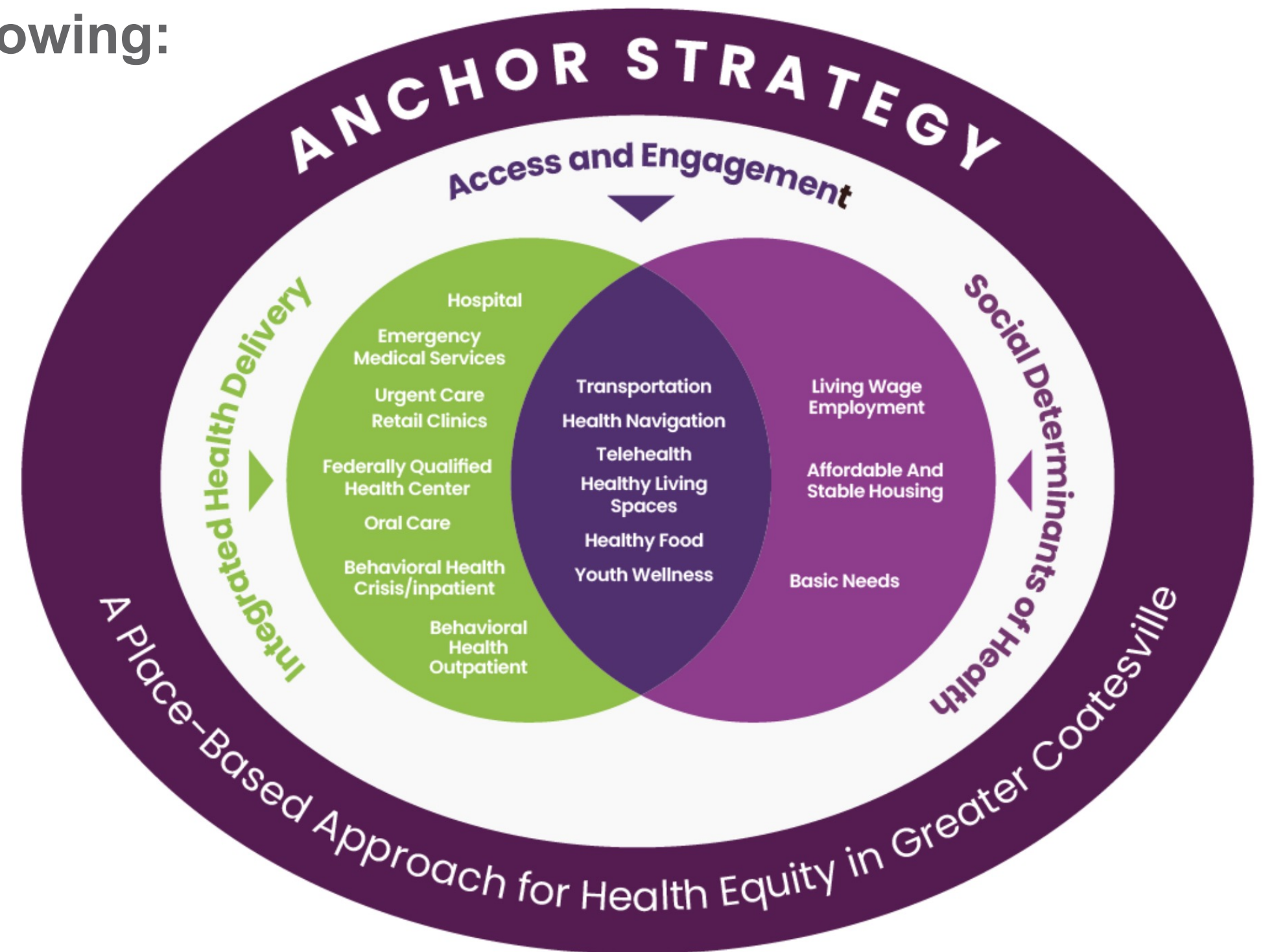
Data Source: *The Alliance for Health Equity Community Survey, April 2021 and CASD 2021 Comprehensive Plan.*

# Social Determinants of Health (SDoH)



Grants must focus on one of the following:

- Health
- Well-Being
- Education
- Employment
- Housing
- Livable Wages
- Healthy Food
- Transportation



# Eligibility

# Eligibility



- Organizations will have the opportunity to apply to grants that provide financial support to them over an 18-month timeline project.
- They will receive an initial grant in full to begin planning or implementation.
- For 12 months, they can raise funds towards their project eligible to be matched dollar for dollar with further Alliance for Health Equity Funds.
- In line with a “Trust-Based Philanthropy” perspective, we will ask organizations how they already track or intend to track the impact and that is the data we will collect.
- The grants must be for programming, staffing or purchase towards a project that is ultimately scalable.

Submissions must focus on Social Determinants of Health with strong preference given towards areas of:

- Mental and Behavioral Health Attainability
- Workforce Development Education
- Accessible, Safe, Quality Housing
- Outcome focused, impact trackable projects
- Transformative operational approaches

- 501(C)3 Organizations
- Small Organizations encouraged to apply
- In process, or already filed 990 and previous year audit required
- Active BCO-10 required
- Projects must be non-sectarian, non-partisan, and cannot include lobbying BUT orgs themselves may be religious institutions, civic clubs, activist groups, etc.)

**Grant Amounts  
+ Timeline  
+ Fundraising**



# Grant Amounts + Timeline + Fundraising



- Up-To \$250,000 Total Grant Pool
- Initial Grant Application is for \$10,000 to \$50,000 Grant, paid in full by June 30, 2024
  - Should be able to fully fund planning and/or launch of project
- Match eligible period of grant from July 1, 2024 – June 30, 2025
  - Fundraising routed through a localized portal we provide will be matched dollar for dollar on a monthly basis.
  - Outside, eligible grants focused on the project matched upon demonstration of commitment.
  - Other, board restricted fundraising matched at conclusion of match period within 30 days of June 30, 2025.
- Total Match eligibility = Total Amount of Initial Grant

Capacity Support: We are committed to supporting organizations in their fundraising efforts through technology, training, and collaborative group events

Our goal is not to be a further burden, but to put our community in positions of greatest success through support of our grantee orgs

Innovation: to us can be either something wholly new, or something transformative about something established. We believe the status quo for our community is not good enough, and that requires continual improvement in services and supports provided, as well as systemic change requirements.

Scalable: the ability for a project, in its design, to greatly increase its outputs for the purpose of outcomes with minimal reinvention and minimal infrastructure development.

# Submission and Interview Process



## ***AHE Seed and Scale Match Innovation Scoring Rubric:***

Will be used to assess each submission. We are looking for submissions that:

- Meets the funding opportunity requirements
- Demonstrates a strong approach to integrating social determinants of health
- Demonstrates stable organizational finances

## ***Grant Decisions (April- May 2024)***

- Grant Awards will be announced: June 2024
- Grant Award Period: June 2024-December 2025(18 Month Funding)

# Q & A

The Alliance for  
**HEALTH**  **equity**

STRENGTHENING COMMUNITY

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**Thank you!**

