



Health and Housing Funders' Forum

Meeting Summary April 18th and 19th, 2012

The Health and Housing Funders' Forum (Funders' Forum) meets annually to discuss its goals and plans, to share information, and to expand their knowledge about the intersections of housing and health. Mr. Robert Hilton (The McGregor Foundation) and Ms. Denise San Antonio Zeman (St. Luke's Foundation) hosted this year's meeting in Cleveland, Ohio—offering the participants a wealth of real-world programs and projects on which to base their planning and learning activities. A group representing the diversity of the



Denise San Antonio Zeman, Jeremy Johnson, Kara Vonasek, Osula Rushing, Susan Althans, Danyelle O'Hara, Pamela Shaheen, Tamra Fountaine

Funders' Forum participants joined the meeting (see Attachment 1 for the participant list). One of the meeting highlights was having lunch with the Mayor of East Cleveland, Gary Norton.

Day One – April 18th



Keymah Durden

The Funders' Forum annual meeting kicked off with three site visits to learn about “on-the-ground” practices that would help tee up the conversation for the following day. “Rid-All Green Partnership” is a Regional Outreach Training Center of the Growing Power, Inc. network, founded by Will Allen. The site, which features greenhouses and aquaponics systems, is in Cleveland's Kinsman neighborhood, sometimes referred to as the Forgotten Triangle. The Rid-All Green Partnership, formed by Damien Forshe, Randell McShepard, and Keymah Durden (pictured at left), was created to produce

healthy, tasty vegetables, farm-raised tilapia fish, and inner-city jobs for underserved parts of inner-city Cleveland. Sponsored by Will Allen's Growing Power Inc., the “Growing Power Environmental Science Commercial



Urban Agriculture Training Center” is expected to create 20-30 jobs in the next year and develop business relationships in Pennsylvania, Ohio and Indiana. The Center has already begun distributing harvests to the local community and hopes to soon sell their products in area restaurants and stores.

Next, Kim Foreman of Environmental Health Watch, led the group through a tour of the Buckeye Neighborhood, where the “Green Houses and Greenhouses” project is helping residents learn about community agriculture and healthy housing topics. The Buckeye Area Development Corporation and City of Cleveland are also working to create an urban eco-village in this neighborhood by supporting deep energy retrofits and healthy homes upgrades.



The field visits concluded with a visit to St. Luke’s Manor – the centerpiece of more than \$80 million in investment in one of the first US Green Building Council LEED certified neighborhood (LEED-ND). The former St. Luke’s Hospital has been redeveloped into 150 apartments for low-income seniors. The surrounding neighborhood includes a new school and library, walking paths, and community gardens. The tour culminated with a [viewing of an](#)

[outstanding video, funded by St. Luke’s Foundation](#), on the importance of housing for health. The video is available online at <http://youtu.be/ykBTTrMBqdu0>.

Day Two

The group opened with brief introductions, with each participant articulating how “they come at” the Health and Housing Funders’ Forum. David Fukuzawa welcomed the group and explained the genesis of the Funders’ Forum. Robert Hilton of the McGregor Foundation, and co-host of the event, described the work of McGregor and the relevance of healthy housing and communities to their clients. He noted that housing is “more than bricks and mortar,” and noted that funding is needed for planning for better housing and communities, and challenged funders to “step up” to the table.

Rebecca Morley presented a briefing paper developed by the National Center for Healthy Housing (NCHH), Public Health Law and Policy, the Center for Housing Policy, and the Trust For America’s Health for the funders consideration. The paper presented a framework of the ways

housing influences health to help anchor the group and enable them to visualize their roles the housing and health space.

The group discussed the need to start a national discussion about housing and health that to date, hasn't existed. We are seeing a convergence of themes that housing has an impact on health and we need to redefine what housing is in the philanthropic sector. David Fukuzawa coined the concept as "Housing 2.0" – the updated and upgraded version of housing to realize its true value and benefits.

The group reviewed a one page description of the Health and Housing Funders Forum. The purpose of the exercise was to articulate the value, purpose, and mission of the Funders Forum. The revised document is included as Attachment 3. For the remainder of the day, the group worked with the the meeting faclitator, Amy Murphy, to create a "Blueprint for Action." Initially, the group expressed concerned about whether a shared vision or consensus goals existed for the group. The facilitator gave the group the option of focusing solely on vision and goals for the remainder of the meeting, or moving into strategies and action. Ultimately, the group agreed that progressing with strategies would enable them to clarify the outcomes the group seeks. So as not to "start from scratch," the group began by reviewing the strategies and activities recommended during previous meetings (see Attachment 2).

The group reviewed the goals in the one page document, which were as follows:

1. Align health and housing funding and leverage investments.
2. Strategically and effectively communicate how and why place/housing matters for health and vulnerable populations;
3. Promote system level change to improve health by addressing the root causes of disease and injury;

Lunch with Gary Norton, Mayor of East Cleveland

The group enjoyed a lunchtime discussion with Gary Norton, Mayor of East Cleveland. The topics of discussion included lead poisoning prevention, addressing blight and abandoned homes, and other ways the Mayor is working to revitalize East Cleveland. When asked how to encourage other local elected officials to care about lead poisoning prevention, the Mayor joked "have me talk to them" and then added on a serious note, that "it's about building the best kids; having a future workforce; and savings to the education, penal, and safety systems." When all else fails, he added, remind them that about the funding for free home repairs.

When asked what's the most important thing philanthropy can do, the Mayor answered "Be willing to listen. People listen to big cities. Understand that a small city can be four times worse than a big city on a per capita level. Appreciate scale or the lack thereof."

The Mayor closed by discussing how tearing down vacant houses can protect children from predators, drugs and physical hazards. "You get rid of abandoned houses, you get rid of havens for crime." He also discussed how removing dilapidated abandoned properties creates green spaces. "Kids who live in concrete don't do as well as kids who live in green spaces."

4. Cultivate 'thought leadership' in the philanthropic community at the intersection of housing and health.

Next, they identified obstacles to achieving the goals. Examples of obstacles included:

- Crowded media space
- Lack of knowledge of other philanthropic ideas
- Policy makers need to have short-term wins
- Limited capacity for implementation
- Who is in charge?
Responsibility,
Resources, Competing interests
- Misaligned funding incentives and policies
- Determining/balancing locals leadership/ownership
- Lack of ownership and accountability
- Turf wars
- Siloed sectors
- Ineffective partnerships
- Success measurements discourage integration of housing and health
- Overwhelmed by enormity of the problem
- Lack of ROI evidence
- Political complexity
- Diminishing resources (Federal)
- Massive capital required
- False sense of success e.g. lead poisoning
- Lack of coherent message to advance an integrated approach to health and housing
- Generational and socioeconomic biases, structural biases
- Housing-related stereotypes are deeply imbedded
- Lack of a productive framework to communicate the healthy housing agenda



After developing an exhaustive list of obstacles, the group answered the question, "What innovative and substantial actions will address the obstacles and move us toward our vision?"

Collectively, the group created a set of strategies and activities that could overcome the noted



barriers and help to achieve the group's goals. Each strategy and activity was posted with colored paper on the board.

Finally, after arranging and re-arranging the action items and fine-

tuning our objectives, Denise San Antonio Zeman eloquently summed up our desired outcomes.

Outcomes:

- A comprehensive Healthy Housing field of practice exists at the intersection of housing and health.
- The Healthy Housing story is told in a compelling way to promote action across all sectors.
- Investments in Healthy Housing are aligned to maximize funding.
- A targeted Healthy Housing policy agenda is effective in promoting system-level change.

The meeting concluded with each member of the group identifying items on which they would like to work (See attachment 3 for the Blueprint for Action).

Conclusion and Next Steps:

The Cleveland meeting enabled the Funders Forum to define itself in terms of its purpose and “value add.” The participants identified seven core areas of activity that if fully executed will lead to four concrete outcomes. The next step for the group is a webinar to review the results of the Cleveland meeting with the full membership of the Funders Forum. The tentative date and time for this event is June 13th at 2:00 PM. During the webinar we will further define the steps needed to accomplish each of the items on the Blueprint, and identify those that are the highest priorities.

Examples of Blue Print for Action Partner Commitments:

Hire Frameworks to tell the new story of Housing 2.0 - *The Kresge Foundation, Saint Luke's Foundation, and the National Center for Healthy Housing*

Investment in ROI evaluation, documentation, and dissemination - *The Kresge Foundation, the Pew Health Impact Project*

One-stop info highway for all audiences - *Community Foundation of Greater Buffalo, Newark's Strong Healthy Communities Initiative*

Member commitment to co-fund joint initiative - *Community Foundation of Greater Buffalo, Pew Health Impact Project, Saint Luke's Foundation*



Health and Housing Funders' Forum

Attachment 1 – Contact List

Tonya Allen
Vice President
Skillman Foundation
100 Talon Centre Drive, Suite 100
Detroit, MI 48207
313.393.1185
tallen@skillman.org

Susan Althans*
Senior Associate
Foundation Management Services/McGregor
Foundation
1422 Euclid Avenue, Suite 627
Cleveland, OH 44115-1952
216.621.2901
salthans@fmscleveland.com

Jocelyn Ancheta
Senior Program Officer
Blue Cross Blue Shield of Minnesota Foundation
1750 Yankee Place, N-159
Eagan, MN 55121
651.662.2894
Jocelyn_L_Ancheta@bluecrossmn.com

Monique Baptiste*
Project Director
Newark's Strong Healthy Communities Initiative
P.O. Box 32711
Newark, NJ 07102
973.685.6772
nugaea@hotmail.com

Joan Cleary
Board Member
NCHH
1975 Bayard Avenue
St. Paul, MN 55116
612.250.0902
joanlcleary@gmail.com

Clotilde Dedecker
President & CEO
Community Foundation of Greater Buffalo
712 Main Street
Buffalo, NY 14202
716.852.2857
clotilded@cfgb.org

Phillip Dodge*
Marketing & Development Officer
NCHH
10320 Little Patuxent Parkway, Suite 500
Columbia, MD 21044
443.539.4168
pdodge@nchh.org

Carol A. Farquhar
Executive Director
Grantmakers in Aging
7333 Paragon Road, Suite 220
Dayton, OH 45459
937.435.3156
cfarquhar@GIAging.org

Karla Fortunato
Associate Director
Health and Environmental Funders Network
4805 St. Elmo Avenue, 2nd Floor
Bethesda, MD 20814
301.656.7650
kfortunato@hefn.org



Health and Housing Funders' Forum

Tamra Fountaine*

Program Associate

The Kresge Foundation

3215 West Big Beaver Road

Troy, MI 48084

248.502.0553

tjfountaine@kresge.org

David Fukazawa*

Program Director, Health

The Kresge Foundation

3215 West Big Beaver Road

Troy, MI 48084

248.643.9630

ddfukuzawa@kresge.org

Kathy Gerwig

Vice President, Workplace Safety and

Environmental Stewardship Officer

Kaiser Permanente

One Kaiser Plaza, 21-B

Oakland, CA 94612

510.271.6917

kathy.gerwig@kp.org

Susan Hill, MSPH

Vice President of Programs

Caring for Colorado Foundation

4100 East Mississippi Avenue, Mountain

Towers, Suite 605

Denver, CO 80246

720.524.0770 [main]

shill@caringforcolorado.org

Rob Hilton*

CEO

The A.M. McGregor Group

14900 Private Drive

East Cleveland, OH 44112

216.851.8200

rob.hilton@mcgregoramasa.org

Anthony Iton

Senior Vice President, Healthy Communities

The California Endowment

1000 North Alameda Street

Los Angeles, CA 90012

510.271.4310

aiton@calendow.org

Sandra Jibrell

Board Member

NCHH

156 F Street SE

Washington, DC 20003

202.536.5061

jibrellbrock@gmail.com

Jeremy Johnson*

Philanthropic Liaison

City of Newark/Council of NJ Grantmakers

920 Broad Street, Room 218

Newark, NJ 07102

201.532.1902

jeremyjo@optonline.net

Elaine Laughlin*

Director, Philanthropic Partnership Group

Pew Charitable Trusts

901 E Street NW, 10th Floor

Washington, DC 20004

202.540.6662

elaughlin@pewtrusts.org

Earl Lui

Program Director

The California Wellness Foundation

6320 Canoga Avenue, Suite 1700

Woodland Hills, CA 91367

415.908.3000

elui@tcwf.org



Health and Housing Funders' Forum

Cara Matteliano*
Vice President, Program
Community Foundation of Greater Buffalo
712 Main Street
Buffalo, NY 14202
716.852.2857
caram@cfgb.org

Dr. Stephanie McGencey
Executive Director
Grantmakers for Children, Youth & Families
8757 Georgia Avenue, Suite 540
Silver Spring, MD 20910
301.589.4293 x7
smcgencey@gcyf.org

Faith Mitchell, Ph.D.
VP, Program and Strategy
Grantmakers in Health
1100 Connecticut Avenue, NW, Suite 1200
Washington, DC 20006
202.452.8331
fmitchell@gih.org

Rebecca Morley*
Executive Director
NCHH
10320 Little Patuxent Parkway, Suite 500
Columbia, MD 21044
443.539.4159
rmorley@nchh.org

Danyelle O'Hara*
Program Consultant
The Funders Network
1500 San Remo Avenue, Suite 249
Coral Gables, FL 33146
405.253.0016
danyelle.ohara@gmail.com

Anna H. Powell
Community Affairs Manager - MD, DC & VA
Wells Fargo Philanthropy Team
1300 I Street NW, 11th Floor
Washington, DC 20005
202.414.3315
anna.powell@wellsfargo.com

Brenda Price
Program Director for Detroit
John S. and James L. Knight Foundation
200 South Biscayne Boulevard
Miami, FL 33131
313.964.1114
price@knightfoundation.org

Osula Rushing*
Program Director
Grantmakers in Health
1100 Connecticut Avenue NW, Suite 1200
Washington, DC 20036
202.452.8331
orushing@gih.org

Denise San Antonio Zeman*
President & CEO
Saint Luke's Foundation
4208 Prospect Avenue
Cleveland, OH 44103
216.431.8010
dzeman@saintlukesfoundation.org

Kathy Sessions
Director
Health and Environmental Funders Network
4805 St. Elmo Avenue, 2nd Floor
Bethesda, MD 20814
301.656.7651
ksessions@hefn.org



**Health and Housing
Funders' Forum**

Pamela Shaheen*
Consultant
The Kresge Foundation
3215 West Big Beaver Road
Troy, MI 48084
517.655.5879; 517.230.3895
pshaheen@umich.edu

Beatriz Solís, Ph.D.
Director, Healthy Communities (South Region)
The California Endowment
1000 North Alameda Street
Los Angeles, CA 90012
213.928.8736
bsolis@calendow.org

Scot Spencer*
Associate Director
Annie E. Casey Foundation
701 St. Paul Street
Baltimore, MD 21201
410.223.2904
SSpencer@aecf.org

Martha Vela Acosta
Program Officer
The Kresge Foundation
3215 West Big Beaver Road
Troy, MI 48084
248.643.9630
msvela-acosta@kresge.org

Kara Vonasek, MPH*
Project Manager, Health Impact Project
Pew Charitable Trusts
901 E Street NW, 10th Floor
Washington, DC 20004
202.540.6379
kvonasek@pewtrusts.org

Aaron Wernham, MD
Director, Health Impact Project
Robert Wood Johnson Foundation/Pew
Charitable Trusts
P.O. Box 2316
Princeton, NJ 08543
202.540.6012
awernham@pewtrusts.org

*Attended Cleveland Meeting



Health and Housing Funders' Forum

Attachment 2 - Revised One Pager – May 1, 2012

Mission

The Health and Housing Funders' Forum fosters collaboration among philanthropic organizations to make a significant impact in the area of healthy housing and healthy communities. The Funders' Forum seeks to re-envision housing so that it leads to better health for vulnerable populations. The participants of the Funders' Forum serve as ambassadors in their spheres of influence--creating a multidisciplinary ripple effect in areas such as health equity, sustainability, housing and community development, and public health. The Funders' Forum is a non-dues paying collaborative, which provides its members with a range of opportunities, tools, and resources, including for example, webinars, peer networking, and conferences.

Background

The Funders' Forum was founded by The Kresge Foundation and the National Center for Healthy Housing (NCHH) in 2009 to align philanthropic funding plans and priorities in the housing and health space. The idea for the Funders' Forum stemmed from the 2009 National Healthy Housing Policy Summit where several philanthropic partners saw the value of partnering to advance investment in healthy and safe housing. A subsequent meeting in February 2010 brought together many of these leaders, (www.nchh.org/Policy/Healthy-Housing-Funders-Collaborative.aspx) where the group identified a set of needs and opportunities for philanthropy to meet them.

Outcomes

At the most recent meeting in April 2012, the group agreed on the following four outcomes:

1. A comprehensive Healthy Housing field of practice exists at the intersection of housing and health.
2. The Healthy Housing story is told in a compelling way to promote action across all sectors.
3. Investments in Healthy Housing are aligned to maximize funding.
4. A targeted Healthy Housing policy agenda is effective in promoting system-level change.

Get Involved

Each Spring, the Funders' Forum holds its annual in-person meeting. It also runs a bi-monthly webinar series and holds occasional events to coincide with national philanthropic meetings. To learn more about the Funders' Forum, please contact NCHH's Marketing & Development Officer, Phillip Dodge at 443-539-4168 or pdodge@nchh.org or visit www.nchh.org/Policy/FundersForum.aspx.



Health and Housing Funders' Forum

Attachment 3 – Blueprint for Action

<i>What innovative and substantial actions will deal with the obstacles and move toward our vision?</i>	
Develop a Coherent Message and Compelling Brand	<ul style="list-style-type: none"> • Create a common accessible campaign (create a story). • Identify <u>all</u> key/essential audiences (including community not affected). • Well-organized communications strategy. • Support ad PSA campaign. • Hire Frameworks to tell the new story of Housing 2.0 - <i>The Kresge Foundation, Saint Luke's Foundation, and the National Center for Healthy Housing</i> • What's our story? – <i>The McGregor Foundation to develop our story</i> • Distill current literature to fund diverse frames and messages that work. • Philanthropy needs to improve a well designed message. • Brand "Healthy Housing" and attach to national pilots. - <i>The McGregor Foundation to attach to National Pilots</i> • Develop a variety of ways to get the word out (fact sheets, videos, etc.). • Campaign focuses on news media, local, state and national.
Provide Convincing Evidence for Investing in Healthy Housing (ROI)	<ul style="list-style-type: none"> • Investment in ROI evaluation, documentation, and dissemination - <i>The Kresge Foundation, the Pew Health Impact Project</i> • Build business case with evidence and ROI metrics. • Acquaint health + housing funders with research on how best to talk about social determinants of health. • Research on existing policies and practices that work – to show ROI.
Aggregate/Manage and Make Available in User-Friendly Format Housing/Health/Etc. Data & Information	<ul style="list-style-type: none"> • One-stop info highway for all audiences - <i>Community Foundation of Greater Buffalo, Newark's Strong Healthy Communities Initiative</i> • Mapping of healthy housing investments. • Searchable database of healthy housing investment examples (by sector, geography, population, \$ amount, etc.). • Collect all information (scientific, ROI, etc.). • Develop H.H. funder database and facilitate connections - <i>The Funders Network for Smart Growth and Livable Communities</i>
Develop Engagement Strategies to Expand the Breadth and Depth of Stakeholders	<ul style="list-style-type: none"> • Engage local Community foundations and place-based philanthropy - <i>Community Foundation of Greater Buffalo, Grantmakers in Health, The Funders Network for Smart Growth and Livable Communities</i> • Expand the table (e.g., Hilton, RWJF, Macarthur). • Syndicate funding forum concept. • Recruit additional national, state, and local funders to this work - <i>Newark's Strong Healthy Communities Initiative, The Kresge Foundation, The Funders Network for Smart Growth and Livable Communities</i>

<i>What innovative and substantial actions will deal with the obstacles and move toward our vision?</i>	
	<ul style="list-style-type: none"> • Convene national conversation – Phil and NFP’s.
Identify, Document and Disseminate Best Practices	<ul style="list-style-type: none"> • Draw from success and replicate to scale (How?) - <i>Pew Health Impact Project, Newark’s Strong Healthy Communities Initiative, National Center for Healthy Housing</i> • Pull in academia. • Develop case studies and examples of successful local implementation • Research on policies that work - <i>The Funders Network for Smart Growth and Livable Communities</i> • Public/Private Partnerships with Real Money Behind Them: <i>Pew Health Impact Project</i> • Develop H.H. Funder toolkit.
Establish a Common Fund to Capitalize Housing 2.0	<ul style="list-style-type: none"> • Public/private partnerships with real \$\$ behind them! • Create HH Social Innovation Fund. • Member commitment to co-fund join initiative - <i>Community Foundation of Greater Buffalo, Pew Health Impact Project, Saint Luke’s Foundation</i> • Promote integration as deliverable for public \$.
Implement Targeted Policy Agenda	<ul style="list-style-type: none"> • Target a few high impact policy targets (e.g., regional planning grants) - <i>Pew Health Impact Project, Policy Agenda – Pamela Shaheen, National Center for Healthy Housing</i> • Identify, recruit, and develop national political champion - <i>The McGregor Foundation, Create an Advocacy Guidebook (Healthy Housing for Dummies): National Center for Health Housing</i> • Create an advocacy guide book (healthy housing for dummies). • Identify “quick wins” on a HH pathway - <i>Newark’s Strong Healthy Communities Initiative</i> • Create a “what works” agenda for policy makers.