



FOUNDATION FOR A HEALTHY ST. PETERSBURG

FUNDED PARTNERS

2018 - 2019

2018 - 2019 GRANTMAKING

The Foundation's third year of grantmaking included two grant rounds: Empowerment Grants and Capacity-Building Mini-Grants.

TRANSFORMATIVE GRANTS:

Transformative grants are designed to tap community wisdom for the best ways to change the systems that create barriers to positive health outcomes that are equitable across populations. These multi-year funded projects reflect those working across the nonprofit, government, for-profit, and/or faith-based sectors for interventions that will positively impact population health using the broad social determinants of health framework.

2020 PLAN TASKFORCE

The 2020 Plan is a collective impact initiative to reduce the poverty rate by 30 percent by 2020 in South St. Petersburg, an area that occupies about one-third of the City of St. Petersburg and is the largest concentration of poverty in Pinellas County. The 2020 Plan is led by a network of 100 partners and is a poverty-reduction plan that aligns economic and workforce development with social services. This multi-year, general operating support funding is designated to build a strong and sustainable organizational infrastructure that will enable the 2020 Task Force to provide support that will have the greatest community impact.

GRANT AWARDED: \$450,000, MULTI-YEAR

GROW SMARTER INITIATIVE

Grow Smarter Initiative is an economic development collective impact model grounded in the principles of diversity, equity, and inclusion in the city of St. Petersburg. The Initiative is a comprehensive, data-driven community plan to enhance St. Petersburg's competitive position and provide quality, diverse economic growth. Grow Smarter has an emphasis on equitable economic development, with the understanding that the vibrancy of the entire community is determined by the wellbeing of all individuals.

GRANT AWARDED: \$1,217,016, MULTI-YEAR



HEALTH IN ALL POLICIES IN PINELLAS COUNTY

The Florida Department of Health in Pinellas County received a Transformative Grant to bring health and equity considerations into the development of policies, programs, and services of local governmental agencies. Planners trained in public health have been added to the staffs of the City of St. Petersburg, City of Pinellas Park and Pinellas County government to encourage the consideration of the health impacts of residents in all policy decisions. Health in All Policies is a cost-effective and evidence-based framework designed by the World Health Organization to foster an environment that promotes health and improves the mental and physical well-being of residents in communities around the globe.

GRANT AWARDED: \$1,552,507, MULTI-YEAR

SAFE AND HEALTHY SCHOOLS

This funding will support Equality Florida Institute's Safe and Healthy Schools Program to partner with Pinellas County Schools to implement nationally recognized best practices in support of LGBTQ students countywide. Although LGBTQ youth are currently the most targeted demographic for harassment in our schools, all students who experience bullying, and even the bullies themselves, face heightened negative health outcomes. The goal of this program is to reduce bullying of all students through an intersectional approach that recognizes the connectedness of factors such as race, ethnicity, religion, disability, social status, physical appearance, sexual orientation, and gender identity.

GRANT AWARDED: \$357,492, MULTI-YEAR

PINELLAS COUNTY MEDICAL-LEGAL PARTNERSHIP (CHCP)

The Pinellas County Medical-Legal Partnership Project will integrate legal professionals as specialists in Community Health Centers of Pinellas' health care setting. This partnership will allow care teams to detect and help address health-harming civil legal needs that affect a family's ability to live a healthy life. CHCP's collaborative partners — Bay Area Legal Services, Gulfcoast Legal Services and Stetson University College of Law — will contribute legal expertise and services. The integrated legal professional team will assist patients by providing legal services at their Patient Centered Medical Home, in a familiar and accessible setting, and at no cost to them. The overall goal of the Medical-Legal Partnership project is to improve population health through the provision of legal and medical services that will remove avoidable barriers to well-being.

GRANT AWARDED: \$1,040,967, MULTI-YEAR

PINELLAS COUNTY URBAN LEAGUE (PCUL)

This funding is designated to build a strong and sustainable organizational infrastructure that will enable the Pinellas County Urban League to build upon its successful programs and services for even greater impact. The grant allows PCUL to address urgent and emerging organizational issues, develop strategic and business plans, determine an oversight model, conduct leadership training, implement a staff and volunteer management system, and meet other needs based on the results of the iCAT organizational assessment, which was conducted in 2017 with support from the Foundation.

GRANT AWARDED: \$450,000, MULTI-YEAR

PINELLAS INTEGRATED CARE INITIATIVE

This cross-sector initiative aims to address continuing gaps within the behavioral health continuum of care with an emphasis on those individuals served by multiple systems including the jail, county indigent health program, emergency rooms, homeless services, and behavioral health crisis care. The funding will support a collaborative partnership between Central Florida Behavioral Health Network, Florida Department of Health in Pinellas County, Personal Enrichment through Mental Health Services, Pinellas County Human Services, and Pinellas County Sheriff's Office.

GRANT AWARDED: \$1,650,000, MULTI-YEAR



THRIVE BY FIVE PINELLAS

The Early Learning Coalition of Pinellas serves as the backbone organization for a community-led initiative that brings together multiple sectors of the community to address one goal: increase the percentage of Pinellas County children developmentally on track for kindergarten and ready to succeed. This approach will establish an equitable, responsive and accountable early education system that will improve rates of kindergarten readiness by increasing accessibility, understanding of needs and engagement opportunities.

Collaborators working with the project include the City of St. Petersburg, Community Foundation of Tampa Bay, Feeding Tampa Bay, Florida Department of Health in Pinellas County, Healthy Start Coalition of Pinellas, Juvenile Welfare Board of Pinellas County, Lutheran Services, St. Petersburg Chamber of Commerce, United Way Suncoast, University of South Florida, among others.

GRANT AWARDED: \$538,625, MULTI-YEAR

TRAUMA-INFORMED INFANT-FAMILY MENTAL HEALTH INITIATIVE

This cross-sector initiative will bring trauma-informed infant-family mental health care and practices to Pinellas County prenatal, infant and early childhood services landscape. This long-needed intervention will increase responsive, trauma-informed infant-family mental health awareness, training, consultation and services to fundamentally transform the way our community views and supports child and family health. It will affect change by re-shaping how community programs and service providers understand and treat young children and families, cultivating awareness and building competencies for alleviating the enervating impact of trauma and toxic stress.

The University of South Florida St. Petersburg's Family Study Center will work with community partners, including Adoption Related Services, Community Health Centers of Pinellas, the Florida Department of Health in Pinellas County – Maternal and Child Home Visiting, Healthy Start Coalition of Pinellas, and Operation PAR to train professionals throughout the county to implement a consistent approach and care protocol based on best practices.

GRANT AWARDED: \$796,730, MULTI-YEAR

ZERO PINELLAS: A PINELLAS COUNTY PARTNERSHIP TO END HIV

The AIDS Healthcare Foundation, The AIDS Institute, BayCare, Empath Health and EPIC, Florida Department of Health in Pinellas County, and Metro Wellness and Community Centers formed a community partnership, Zero Pinellas, to reduce the number of new HIV infections in Pinellas County utilizing a “90-90-90-50” cascade model. The goal is that 90% of persons living with HIV know their status; 90% of persons diagnosed with HIV are linked to care and retained in antiretroviral therapy; and 90% of persons retained in treatment have a HIV suppressed viral load. As a result, there is at least a 50% reduction of new HIV infections in three years. Funds will support personnel, operation costs, outreach, testing and advocacy to implement the strategy.

GRANT AWARDED: \$2,207,694, MULTI-YEAR



EMPOWERMENT GRANTS:

The following organizations received Empowerment Grants totaling more than \$500,000. The Foundation's Empowerment Grants help smaller- to mid-sized nonprofit organizations launch new initiatives, build organizational capacity, expand or sustain a successful project, start or strengthen a collaboration, or convene and plan a future collaboration to impact community health in substantial ways.



Inner Explorer, Inc.

Funding will support promoting health and well-being at 24 Head Start and Early Head Start centers in the St. Petersburg area through a daily mindfulness practice.

GRANT AWARDED: \$65,000



League of Women Voters of Florida Education Fund, Inc.

Funds will be used to create the St. Petersburg Civic Health Index Report and fuel community solutions to the identified challenges. The efforts will provide civic education to the community as well as advocacy training with students to develop civic engagement leadership skills.

GRANT AWARDED: \$99,642



Lighthouse of Pinellas, Inc.

Funding will support staff to help clients find employment, create a database of businesses that use Assistive Technology (AT) and are prepared to employ blind and visually impaired residents, and train potential employers for LHP clients.

GRANT AWARDED: \$50,000



Pinellas County Homeless Leadership Board, Inc.

Funding will help pilot an assessment and diversion program that offers flexible financial assistance to allow south county emergency shelters (St. Vincent de Paul Center of Hope Family Shelter; The Salvation Army St. Petersburg Emergency Shelter for Families; St. Petersburg Free Clinic Family Residence; and Community Action Stops Abuse [CASA] Shelter) to locate housing for families with minor children instead of using shelters or other homeless housing resources.

GRANT AWARDED: \$100,000



Foundation for a
Healthy St. Petersburg

Together, we can live fuller, longer, happier lives with fewer health concerns.
healthystpete.foundation | 727.865.4650



We Grow Great Grown-Ups.

Police Athletic League of St. Petersburg, Inc.

Funding will support opening a satellite location in the Jordan Park Housing Development for residents and the surrounding community, in partnership with the Pinellas County Urban League and the Pinellas County Housing Authority. The efforts will provide after-school programs for youth and pre-teens in the Jordan Park community.

GRANT AWARDED: \$100,000



Project Prosper, Inc.

Funding will be used to hire the first Executive Director for the organization, which provides financial services to support immigrants and refugees. The grassroots organization has served the community for 10 years and is ready to employ full-time leadership to serve the community and ensure sustainability of the organization.

GRANT AWARDED: \$50,000



Starting Right, Now

Funding will be used to develop a five-year strategic plan and improve the social media strategy to address youth homelessness in Pinellas County.

GRANT AWARDED: \$40,000



Foundation for a
Healthy St. Petersburg

Together, we can live fuller, longer, happier lives with fewer health concerns.
healthystpete.foundation | 727.865.4650

CAPACITY-BUILDING MINI-GRANTS:

The following 21 organizations received \$398,341 in grants ranging from \$10,000 to \$20,000 each to support one-time projects that will enhance their ability to advance community health.



211 Tampa Bay Cares, Inc. **NEXT GENERATION 211**

Funding will support the development of a comprehensive Next Generation 211 strategic vision plan.

GRANT AWARDED: \$20,000



Adolescent Sexual Health Collaborative **WEBSITE AND DIGITAL MARKETING**

Funding will support the development and launch of a website, digital marketing outreach, technology, and a two-year strategic plan for increased sexual health education and resource access in Pinellas County.

GRANT AWARDED: \$20,000



Boys & Girls Club of the Suncoast, Inc. **FEASIBILITY STUDY AND MARKETING PLAN**

The grant will support the development of a feasibility study and marketing strategy to boost the organization's awareness efforts.

GRANT AWARDED: \$20,000



Eckerd Youth Alternatives, Inc. **FROM DEPENDENCY TO INDEPENDENCE: SUPPORTING YOUTH ACADEMIC ACHIEVEMENT**

The grant will support a nine-month planning process to convene with community leaders and partner organizations to determine the best sustainable and replicable interventions for high risk youth in South St. Petersburg.

GRANT AWARDED: \$20,000



Family Resources, Inc. **CRM SOFTWARE & TRAINING AND SEO, GOOGLE ADWORDS, WEBSITE CONTENT ANALYSIS**

Funds will support the purchase of a Constituent Relationship Management software and companion Website Content analysis services to increase community awareness, online fundraising and digital marketing efforts.

GRANT AWARDED: \$18,827





Feeding Tampa Bay **CERES HANDHELD SCANNERS PROJECT**

Funding will support the upgrade of an agency-wide inventory system (CERES/Navision) to track and monitor the 48-plus million pounds of food that the organization manages across the region, including South Pinellas County.

GRANT AWARDED: \$20,000



Guardian ad Litem Foundation of Tampa Bay **CREATING CONNECTIONS TO HELP CHILDREN THRIVE**

Funding will support a streamlined and integrated children's needs request management software, development of measurable program outcome assessment, development of an evidenced-based lending library, and provide community training.

GRANT AWARDED: \$13,000



Gulf Coast Jewish Family and Community Services, Inc. **LEARNING MANAGEMENT SYSTEM IMPLEMENTATION**

Funding will support the adoption of a Learning Management System in order to increase organizational efficiency, bolster staff retention and development, and better monitor agency compliance.

GRANT AWARDED: \$20,000



Gulfcoast Legal Services **HOLISTIC LEGAL SERVICES ASSESSMENT & TRAINING**

Funding will support the creation of a systematized legal needs checkup, and recruitment and training in progressive legal delivery methods and holistic services.

GRANT AWARDED: \$20,000



Healthy Start Coalition of Pinellas, Inc. **FUND DEVELOPMENT PLAN**

Funding will support the creation and implementation of a fund development/fundraising plan that includes increased access to grant opportunities, improved donor and sponsor recruitment, engagement, and tracking.

GRANT AWARDED: \$20,000



League of Women Voters of Florida Education Fund, Inc. **VOTER GUIDE WEBSITE REDESIGN & MARKETING**

Funding will support enhanced web development and digital marketing efforts for the 2018 Voter Guide.

GRANT AWARDED: \$20,000



**Foundation for a
Healthy St. Petersburg**

Together, we can live fuller, longer, happier lives with fewer health concerns.
healthystpete.foundation | 727.865.4650



Lealman and Asian Neighborhood Family Center **TECHNOLOGY ADVANCEMENTS**

The grant will provide computer and electronic upgrades, software upgrades, and the introduction of new programs.

GRANT AWARDED: \$10,000



PACE Center for Girls, Inc. Pinellas **PACE NEW VENTURES**

Funds will support the design and implementation of organizational resource development planning and long-term program vision through engaging the community and stakeholders.

GRANT AWARDED: \$20,000



Pinellas County Homeless Leadership Board, Inc. **HOMELESS CONTINUUM OF CARE TRAINING CURRICULUM**

Funding for the project will ensure that all homeless Continuum of Care agencies' leadership and staff that are serving homeless individuals and families are trained in strategies that support the Housing First philosophy and provide low barrier shelter and services.

GRANT AWARDED: \$20,000



We Grow Great Grown-Ups.

Police Athletic Leagues of St. Petersburg, Inc. **WEBSITE REFRESH**

Funding will support a refresh to the website and improve the online giving platform.

GRANT AWARDED: \$19,888



RCS Pinellas INC **RCS CAPACITY-BUILDING PROJECT**

Funding will support an internal training program to assist leadership in addressing the needs of those facing homelessness.

GRANT AWARDED: \$19,681



Society of St. Vincent de Paul South Pinellas, Inc. **SVDP CARES LEADERSHIP FOR CHANGES**

Funds will be used to build a culture of philanthropy by diversifying funding and securing long-term financial sustainability to end homelessness and poverty.

GRANT AWARDED: \$20,000



**Foundation for a
Healthy St. Petersburg**

Together, we can live fuller, longer, happier lives with fewer health concerns.
healthystpete.foundation | 727.865.4650



Starting Right, Now SRN APP

Funding will create a cell phone app to be utilized by the homeless, unaccompanied students, and staff to allow for quick dissemination of information.

GRANT AWARDED: \$20,000



The Salvation Army LEARNING MANAGEMENT SYSTEM FOR IMPROVED QUALITY OF CARE

Funding will allow the implementation of a new learning management system to improve the quality of service administered to clients, strengthen compliance, and increase employee and volunteer retention.

GRANT AWARDED: \$17,102



The Well for Life, LLC BUILDING THE WELL

Funds will be used to improve board infrastructure, enhance technology enhancements, and create a strategy for revenue generation opportunities.

GRANT AWARDED: \$20,000



WestCare Gulfcoast-Florida, Inc. WESTCARE WIRELESS ACCESS

Funds will support the installation of wireless technology components to increase access to assessment and treatment tools by clients with substance use and behavioral health disorders.

GRANT AWARDED: \$19,843



Foundation for a
Healthy St. Petersburg

Together, we can live fuller, longer, happier lives with fewer health concerns.
healthystpete.foundation | 727.865.4650