



Foundation for a  
Healthy St. Petersburg



CENTER FOR  
HEALTH EQUITY

# 2022 ANNUAL REPORT



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# RACIAL EQUITY TO ACHIEVE HEALTH EQUITY: STEADY FOCUS, NEW BEGINNINGS

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The year of 2022 was a time of new beginnings, preparation, and growth at the Foundation for a Healthy St. Petersburg. We began the year continuing to serve as a COVID testing site through the worst of the winter's Omicron surge. We ended 2022 with a refined focus for achieving our mission – and the groundwork laid to reopen our Center for Healthy Equity to the community a few weeks into 2023. Throughout it all, we remained focused on our charge to achieve health equity through racial equity. The report that follows highlights some of the Foundation's 2022 work through grantmaking, strategic initiatives, convening, and preparation for the Center's reopening.

When COVID hit in 2020, the Foundation quickly pivoted to serve as a backstop of resources and support in a time of uncertainty. That work continued in 2022, through both our grantmaking and the continued repurposing of our Center for Health Equity as a reliable community testing site. In mid-February, however, after the worst of the Omicron surge passed, the Foundation was able to shift gears again, refocusing and adjusting our efforts to better serve the needs of our community in a post-COVID environment.

After winding down Department of Health COVID testing, Foundation staff members returned to our offices in March 2022 and began preparing for the future. Shifting the focus away from COVID, the Foundation worked to award and fund grants and also convene and lead initiatives designed to advance racial equity by influencing systems change, accelerating racial equity movements, and building community wealth to advance community health.

Staff members also planned for a grand reopening of the Center for Health Equity as a community-driven space for people to learn, connect and create to advance racial equity. This involved seeking out new platforms and technology, assembling a team to lead the Center, and creating a comprehensive strategic plan to maximize Foundation post-COVID efforts.

Through the tumult of the pandemic and the transitions and new beginnings that followed, the Foundation continues to strive to listen humbly, learn fearlessly and lead courageously as we pursue racial equity to achieve health equity. In 2022, we did this through grantmaking and convening, through strategic initiatives that we convened and led, and by carefully laying the groundwork for the Center's reopening and the Foundation's future.

On behalf of the Board of Trustees, our many trusted partners, and the communities we serve, I wish to express our heartfelt gratitude to our incredible staff and our fabulous leaders, Carl Lavender and Carol Martin Brown, for their creative and tireless commitment to this work. None of this would happen without them. Thank you, thank you.



To our health!

**Donna Petersen, PhD**

CHAIR, BOARD OF TRUSTEES





## THE CENTER: LAYING THE GROUNDWORK TO REOPEN

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Prompted by a community listening campaign, the Foundation launched the Center for Health Equity in the fall of 2019. The Center was created as a gathering place – a one-of-a-kind space dedicated to racial equity work that would foster learning, connections, collaboration, and creation.

Less than six months after the Center’s launch, however, COVID hit. Gatherings became virtual as we repurposed the space to serve as a lunch distribution site, a temporary call center for 211, and then a vaccination and testing location.

An opportunity for change came in 2022. With the worst of the pandemic behind us, the Foundation began planning in the spring for the space’s post-COVID future. That summer, the Foundation hired former Foundation trustee and staff member Marcus Brooks to serve as the first-ever executive director for the Center. A fourth-generation St. Petersburg resident and a graduate of Florida State University, Marcus brings to the role more than 15 years of nonprofit experience – from racial equity facilitation and partnership cultivation to fundraising and board development. He also brings a deep familiarity with the Foundation’s mission, a passion for racial equity, and a vision for how the Center could be used for people to learn, connect, and create.

Under Marcus’ leadership, the Foundation assembled a dedicated team of Center staff and began laying the groundwork to reopen to the public. The fall of 2022 brought intense and collaborative planning as we mapped out goals and what we needed to achieve them. Team members researched evaluation options and event management systems, worked on marketing materials and vision, drafted processes and timelines, and prepped the physical space to begin hosting community-driven racial equity events of varying sizes. By the end of the year, we had laid the foundation and were poised to welcome community members back into our Center for Health Equity space.

During all our preparation and planning, the Foundation continued its work to achieve health equity through racial equity by driving systems change and accelerating racial movements through our strategic initiatives and grantmaking.



*Photo from 2022 Get Hired St. Pete Career Fair of the St. Petersburg Anchor Institutions Initiative*

## STRATEGIC INITIATIVES

In 2022, the Foundation shared with the public our new Community Wealth to Health Anchors Initiative and continued our work convening and leading other strategic initiatives designed to move the needle on racial equity. We hosted a youth summit, conducted a community listening campaign, gathered stakeholders together to improve systems, and more. While we share some highlights on our key initiatives below, we recognize that none of this work would be possible without community and partner involvement and participation.

### St. Petersburg Anchor Institutions Initiative

In April 2022, the Foundation joined with four city institutions to announce the formation of a new collaborative designed to improve economic equity and population health in South St. Petersburg. These local leaders – St. Anthony’s Hospital, Johns Hopkins All Children’s Hospital, Bayfront Health, and the City of St. Petersburg – represent the inaugural members of the St. Petersburg Anchor Institutions Initiative, which is fueled and convened by the Foundation with advisory support from Marga, Inc. founder David Maurassee, Ph.D., who coordinates the national Anchor Institutions Task Force. Anchor institutions are hospitals, universities, and other enduring organizations that play a vital role in their local economy, providing a potentially vital and stable asset to the communities they serve. Our Anchors collaboration is the seventh of its kind nationally.

Believing they have the power to create change when they work together, our St. Petersburg Anchors have committed to collaborating on local hiring, procurement, and data-sharing in order to improve economic opportunities – and health outcomes – for South St. Petersburg residents. The group hosted its first job fair in the fall of 2022, hiring dozens of local residents, with more activities on the horizon for 2023.



*Photo from The Deuces neighborhood | Photo by the City of St. Pete; mural by Zulu Painter*

## Racial Equity Loan Fund

The Foundation's Racial Equity Loan Fund (RELF) is a \$2 million investment to support nonprofits working to advance racial equity in Pinellas County. Often, nonprofits do not have the cash to pay for expenses that would be eligible for reimbursement through a grant; this not only prevents these organizations from scaling their work but deters them from applying for funding all together. The RELF is designed to combat this roadblock, encouraging nonprofits to seek local, state, and federal grants (and other revenue sources) to, in turn, magnify resources available in Pinellas County.

Administered through a partnership with Tampa Bay Black Business Investment Corporation, the fund offers zero-fee interest-free loans to sustain operations, improve services, and/or make capital investments. The Foundation awarded \$823,925 through RELF in 2022.

## The CRA Listening Project: Centering Community

Using its listening framework, the Foundation convened and led the first phase of a grassroots listening project of the South St. Petersburg Community Redevelopment Area (CRA) in 2022 to explore community priorities about equitable economics, perceived opportunities, and ideas for improvement in the CRA. In a multisector collaboration with five groups, the Listening Project trained a team of 16 local community members to go out and talk with their neighbors about what's important to them, their lived experiences, their perception of local economic opportunities, the challenges and community strengths they saw, and their hopes for the future. The team wrapped up the listening portion of the project in December 2022 with a wealth of valuable data that helped identify local needs and priorities; that initial work also helped build connections between community members and project organizers. Phase two, planned for 2023, will work to raise awareness of findings and brainstorm community-led solutions for the challenges residents identified, which include issues of affordability, adequate housing, workforce and wages, development, and transportation.

This work would not have been possible without the collaborative efforts of Onyx Consulting, Nixon & Co., St. Petian Collaborative, Uncommon City, RDL Insights, and Building Reconciliation Inclusion Diversity and Gender Equity (BRIDGE).





*Photo from 2022 BIPOC Youth Leadership Initiative Summit with keynote speaker Dr. Michael Eric Dyson, Center for Health Equity Innovation Officer Kyandra Darling, and BIPOC youth leaders*

## Human Services Navigation Hub

With financial support from Bayfront Health and in collaboration with more than 25 community partners, the Foundation convened and organized a year-long study on a Human Services Navigation Hub to help streamline and coordinate care for Pinellas County residents in need of human services assistance. In 2022, the initiative first helped identify existing social service digital information and referral systems currently deployed in Pinellas County. Next, the Hub brought together a diverse, multi-sector group of stakeholders to examine current information and systems as well as opportunities to improve them. Finally, the Hub also gathered feedback and input about current systems and practices from residents and service providers and planned a major event for frontline care providers that was held in early 2023.

## BIPOC Youth Leadership Initiative

The BIPOC Youth Leadership Initiative seeks to identify and address barriers facing Black, Indigenous, and People of Color (BIPOC) youth and young adults – civically, economically, socially, educationally, and spiritually – in their quest to advance in their careers and in life. Through the initiative, the Foundation worked with thought partner Dr. Loretta Caldwell Thompson and a countywide committee of community leaders to host the BIPOC Youth Leadership Summit in October 2022, with more than 150 local youth ages 15-25 attending. At the Summit, young people from local high schools, colleges, universities, and community shared their experiences in seeking leadership opportunities, their areas of interest, their perceived obstacles, and how they engage; this sharing helped highlight their experiences and viewpoints for youth services providers in attendance so that youth offerings and programming could be improved. The Summit helped forge key connections between attendees and organizers that are already being leveraged to advance other racial equity engagement and work. Professor and author Dr. Michael Eric Dyson served as the event's keynote speaker.

## Courageous Conversation®

Courageous Conversation® is an award-winning protocol for effectively engaging, sustaining, and deepening interracial dialogue. Powerful and personally transformative, this two-day seminar helps people and organizations understand the impact of race on their lives, their work, and their overall growth. In collaboration with program creators, the Foundation has invested resources to provide Courageous Conversation® training to more than 800 people in the Tampa Bay area since 2017 with a goal of supporting a community of leaders with the skills and motivation to work toward a healthier and more equitable region. The Foundation hosted two trainings in 2022, with 47 people attending our virtual offering in May and 30 participants joining us in person in December.



*Photo from 2022 Speakers Who Inspire event featuring Heather McGhee*

## Speakers Who Inspire

Through the Speakers Who Inspire series, the Foundation seeks to connect the local community with nationally recognized speakers whose work relates to our mission of pursuing racial equity to achieve health equity with a goal of informing, inspiring, and motivating action toward a healthier and more equitable South Pinellas County. In 2022, more than 150 residents attended author Heather McGhee's keynote address on the moral responsibility of our time: undoing discriminatory practices to achieve true racial and health equity. The event also featured a Solidarity Dividend panel discussion in which business owners and leaders discussed concrete steps they have taken to make St. Petersburg more equitable. McGhee's book "The Sum of Us" takes readers on a journey across the country as she explores what we lose when we buy into a zero-sum paradigm, or the idea that progress for some of us must come at the expense of others.

## Supported Journalism

The Foundation continued its Supported Journalism initiative in 2022, providing funding for the Tampa Bay Times as well as the Black Media Alliance, which comprises The Weekly Challenger, Power Broker Magazine, and the St. Pete Bulletin. This initiative produced more than 85 articles focused on racial equity and social change across publications; the Black Media Alliance also highlighted dozens more equity-focused opportunities and events for their readers. During the grant period, the Tampa Bay Times produced at least 24 articles on racial and health equity, reaching 300,000+ readers in print and digital distribution. The Black Media Alliance reached more than 100,000 readers with more than 60 articles. In addition to news coverage and opportunity promotion, the grant also helped local media outlets build organization capacity in service of racial equity. Power Broker Media Group developed an Android app to grow the availability of news, events, and opportunities that foster advancement for the local Black community. The Weekly Challenger was able to grow its social media presence, redesign its broadsheet publication, and work with qualified writers to delve deeper into mental health and wellness in the Black community – a project that raised the publication's profile and allowed for collaboration with a local university.

## Latino/a/e Strategy

In collaboration with Estrategia Group and MiGente MiPueblo Movida, the Foundation continued a strategy in 2022 to engage the Latino/a/e community through gatherings, affinity spaces, and the capacity-building of Latino/a/e-serving or Latino/a/e-led organizations. Over the course of 2022, 207 Latino/a/e community members participated in MiGente MiPueblo Movida. In addition, the project supported the planning and implementation of the Hispanic Outreach Center Diversity Conference with 471 registered and 320 virtual participants. The Estrategia Group, with Foundation support, also held a series of 30 community sessions to work on narratives about racial equity within the Latino/a/e community, engaging with various organizations and businesses throughout the county.





*Photo by Pinellas Remembers; St. Pete Lynching Memorial*

## GRANTMAKING

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In 2022, the Foundation continued to fund existing grants and issue new awards, putting roughly \$1.3 million out into the community in grants throughout the year. Funds were allocated to groups working to vaccinate Black, Indigenous, and People of Color (BIPOC) community members who were most vulnerable in the COVID-19 pandemic despite the rise in vaccination rates. Other grants went toward building the capacity of various organizations, funding leadership opportunities for BIPOC community members, and supporting other work in the community to advance racial equity.

### **Pinellas County Urban League: Confronting Local Histories of Racial Terror**

In 2022, the Foundation continued supporting efforts to raise awareness of local histories of racial terror with Pinellas County Urban League (PCUL) through a lynching memorial and associated communications and fundraising efforts. During the pandemic, PCUL worked with Pinellas Remembers, the Community Remembrance Project Coalition, and the Equal Justice Initiative to install a historical marker for John Evans, a Black man lynched in St. Petersburg on November 12, 1914, at the intersection of Old Ninth Street (now Martin Luther King Jr. St.) and Second Avenue South. In 2022, PCUL continued efforts to bring local awareness to that devastating history of racial terror, believing awareness is crucial to recovery, healing, and racial reconciliation. The group also held its first gala in 2022, elevating and bringing attention to their efforts and securing support to pursue future work on racial healing.



*Photo by Leadership St. Pete*

## **Building Capacity: Suncoast Center and the Wellness Connection**

The Wellness Connection is a countywide collaboration of behavioral health stakeholders working to create a universal entry point to care and seamless processes for connecting people with the behavioral health resources they need. The Foundation provided support to build the capacity of the group and fund equipment, salaries, and marketing efforts to raise awareness of the Wellness Connection as a community resource. By the end of its initial grant period, which began in 2020, the Wellness Connection was fielding an average of 110 calls per day, seven days a week, from community members seeking behavioral health assistance.

In 2022, the Foundation awarded an additional grant to Suncoast Center on behalf of the Wellness Connection that will be used in 2023 as bridge funding to help sustain a senior project manager staff position. The position is intended to help bring BIPOC practitioners into the Wellness Connection to expand community access to culturally responsive services. Grant funding will also help identify systems and processes for proper storage of electronic medical records, database integration, and impact reporting.

## **Leadership St. Pete: A More Diverse Leadership Landscape**

The Foundation continued its support of the Bay Area Chamber Foundation in 2022, providing capacity building for Leadership St. Pete to broaden outreach to and inclusion of BIPOC community members. The funding helped to remove barriers and create equitable opportunities for BIPOC community members to participate in leadership training, professional networking, and community service opportunities through Leadership St. Pete. One of the oldest leadership programs in the country, Leadership St. Pete offers a dynamic, intensive, interactive, six-month experience designed to enhance community acumen to develop the future leaders who will assume roles in the Chamber and other community organizations. Participation in the program can yield powerful connections as well as opportunities for professional development and growth. With the Foundation's support, Leadership St. Pete was able to recruit the most diverse class of participants the program has ever seen.



*Photo from Community EFX Black Male Affinity Group: Celebrated Not Tolerated*

## **Capacity Building: Faith-Based Organizations through the Pinellas Opportunity Council**

With Pinellas Opportunity Council serving as the fiscal agent, the Foundation funded a grant to accelerate racial equity in Pinellas County by building the capacity of faith-based human services organizations. Each organization participated in the Core Capacity Assessment Tool (CCAT) process through the Nonprofit Leadership Center to better understand strengths and areas of opportunity within their organizations. The organizations – Collective Empowerment Group of Tampa Bay (CEGTBA), Cross & Anvil, and Mt. Zion Human Services –are now better positioned to meet the unique needs of local BIPOC community members accessing services and programs.

## **Stetson Youth Civic Engagement Program**

With Foundation grant support, Stetson Law hosted 19 high school students during the summer of 2022 for a week-long civic education program focused on human rights, civil dialogue, community advocacy, activism, and social change. Students, most of whom identify as BIPOC youth and had never stepped onto a college campus, were introduced to the Stetson Law campus and courtroom engagement. Students reported feeling significantly more comfortable and confident in their abilities to present an argument, advocate for themselves, and advocate for others after attending the program.

## **Community EFX Black Male Affinity Group**

The Foundation continued its support of Community EFX, Inc., which has created extraordinary spaces for Black males to feel comfortable, courageous, and safe in sharing the joys of being an African American male in society through the Black male affinity group “Celebrated Not Tolerated.” With bi-monthly meetings, Celebrated Not Tolerated provides an opportunity for Black men ranging from teens to elders and from all walks of life to gain deeper understandings of each other and build camaraderie and brotherhood. Over the course of the group’s 2021 grant, which was largely funded and carried out in 2022, about 125 unique men participated in six workshops. The group partnered with Boyd Hill Nature Park, My Brother’s Keeper, the City of St. Petersburg, Kappa Alpha Psi, the Pinellas County School Board, and other groups. With additional Foundation funding awarded in 2022, the group aims to increase participation to 250 before the end of 2023.





*Photo from CALL (Community Assistance & Life Liaison) Program*

## **Community Assistance & Life Liaison (CALL) Program Evaluation**

CALL is a partnership between the St. Petersburg Police Department and Gulf Coast Jewish Family and Community Services (GCJFCS) designed to divert non-criminal, non-violent emergency calls from the St. Petersburg Police Department emergency communication center and instead route them to GCJFCS-employed community navigators, known as the CALL Team. Awarded Foundation funding in both 2021 and 2022, CALL has conducted much of its funded work in 2022 with more planned for 2023. With Foundation support, the University of South Florida Center for Justice Research and Policy (CJRP) is independently evaluating the extent to which the CALL program was implemented equitably. The CJRP team is conducting a comprehensive process evaluation of procedures and implementation data relevant to issues of equity to determine whether implementation protocols were vulnerable to discriminatory practices, implicit bias, or inadvertent oversight; they are also examining whether the data indicates the program is serving the communities with relevant needs. The group shared evaluation results with government and community stakeholders in late 2022 and early 2023 and will continue to pursue academic publication.

## **Strategic Partnership: Pinellas Education Foundation**

In 2022, the Foundation continued its strategic partnership with the Pinellas Education Foundation (PEF) to improve racial equity in education. With Foundation funding, PEF produced research and data reports identifying the needs of local students to better understand the educational equity landscape and then worked to proactively co-create solutions. PEF also deepened and continues to deepen its own organizational understanding and capacity around equity in education, seeking out learning opportunities as well as equity-focused talent and expertise, and developing policies and practices aligned with advancing educational equity. In 2022, the group used data to drive PEF decisions around interventions and practices that resulted in more equitable outcomes for students and is beginning to see increased Board and staff ownership around equity, diversity, and inclusion practices. Intentional equity-focused outreach resulted in an 8% increase in applications from BIPOC students to its Take Stock in Children program.



*Photo from the Healing While Black Summit by New Visions of the Well*

## **Dr. Carter G. Woodson African American Museum**

The Dr. Carter G. Woodson African American museum is a cultural institution in St. Petersburg that aims to engage the community as it preserves, presents, and interprets African American history. It also works to promote local respect for and valuation of diversity and foster equal rights and social justice. The Foundation awarded funds in 2022 to help support the museum as it enters its campaign to build, open, and endow a new facility. The Woodson African American Museum of Florida will be the first museum in Florida built expressly to display African American history, art, and culture; it will serve as a valuable cultural hub and community resource for racial equity-based learning and engagement.

## **New Visions of the Well: Center for Trauma Recovery and Healing Justice**

The Foundation awarded and issued funding to New Visions of the Well in 2022 for the planning and implementation of a Center for Trauma Recovery and Healing Justice with a focus on BIPOC families and individuals. Funds helped support capacity building, program development, the conducting of focus groups, and access to the National Alliance of Trauma Recovery Centers, which offers technical assistance and capacity development through learning opportunities, partnership, and materials to support training and implementation. With Foundation funding, New Visions of the Well was also able to build engagement with the group's advisory council and local stakeholders and contract a consultant to help prepare a proposal for American Rescue Plan Act (ARPA) funds. In addition, New Visions of the Well engaged community members in two events for the National Day of Racial Healing that were attended by approximately 90 people. These events facilitated healing dialogues and performances that highlighted stories of healing, strategies for attaining and maintaining safety and well-being, and affirmations supporting investment in self-care and well-being with an emphasis on BIPOC communities.



*Photo from Taking It to the Streets event*

## **African American Heritage Association: Taking It to the Streets**

Through its Taking It to the Streets program, the African American Heritage Association worked to raise community awareness about the policies, practices, decisions, and abuses of power that reinforced unequal treatment of and inequitable outcomes for Black residents in St. Petersburg. With Foundation grant support and using the Structural Racism study commissioned by the city as a framework, Taking It to the Streets hosted listening sessions as well as community awareness events like workshops, study circles, and presentations. In the process, the group raised awareness of the study's findings, explored different perspectives, and gathered varied lived experiences of various St. Petersburg residents.

## **Supportive Equity Connections of Tampa Bay: Building Capacity for ARPA Funds**

With Foundation support, Supportive Equity Connections worked with grant writers to help BIPOC-led and smaller equity-focused organizations apply for city and county American Rescue Plan Act (ARPA) funds. A good deal of ARPA funding is being distributed by the federal government, and applying for federal funding can be complex and time-consuming. Contracting grant writing professionals to help groups with more limited staff and capacities helps these groups, possibly in collaboration, access a significant funding source. Together, the city and county are awarding more than \$30 million locally. With assistance from Supportive Equity Connections, three organizations were awarded \$206,374 during the first ARPA funding round. Supportive Equity Connections will also identify other capacity building needs that may help inform Foundation funding in 2023.





*Photo by Hispanic Chamber of Commerce Pinellas County*

## **Hispanic Chamber of Commerce Pinellas County**

With Foundation support, the Hispanic Chamber of Commerce of Pinellas County hosted their inaugural Arriba Conference in 2022, the first all-day Hispanic business conference for the local community. The event focused on what the Hispanic Chamber identified as three pillars of a happy and successful life: business, health, and relationships. The event was designed to motivate, educate, empower, develop partnerships between, and unite current and prospective Hispanic business owners to ultimately help build participants' wealth and health. The group also worked with Pinellas County Schools to sponsor attendance for Hispanic high school seniors, believing the event could help inspire the next generation of local business owners. A total of 126 people attended the conference; the Hispanic Chamber plans to expand capacity in 2023 to accommodate up to 200 participants.

## **Digital Inclusion Project through St. Petersburg Innovation District and Community Foundation Tampa Bay**

Founded in February 2020 just as the pandemic was poised to expose a deep digital disparity in our community, the Digital Inclusion Project aims to expand access to the internet, equipment, and technology training and support so that all residents, regardless of age or economic status, can thrive in our increasingly digital world. In 2022, the Foundation continued to fund a grant through the St. Petersburg Innovation District for the Digital Inclusion Project to help residents take advantage of the federal Emergency Broadband Benefit to help offset internet costs. The Foundation awarded additional funding in 2022, which the City of St. Petersburg matched, to help hire a full-time program director for the project; support the Community Foundation of Tampa Bay as the project's 'backbone' or 'home' organization able to accept donations; and expand fundraising to achieve a full operational budget for the project. The city also passed a resolution elevating the importance of and reiterating their support of the Digital Inclusion Project's work.



*Photo from I Love the Burg; Saturday Morning Shoppes at Tropicana Field*

## **Saturday Morning Shoppes**

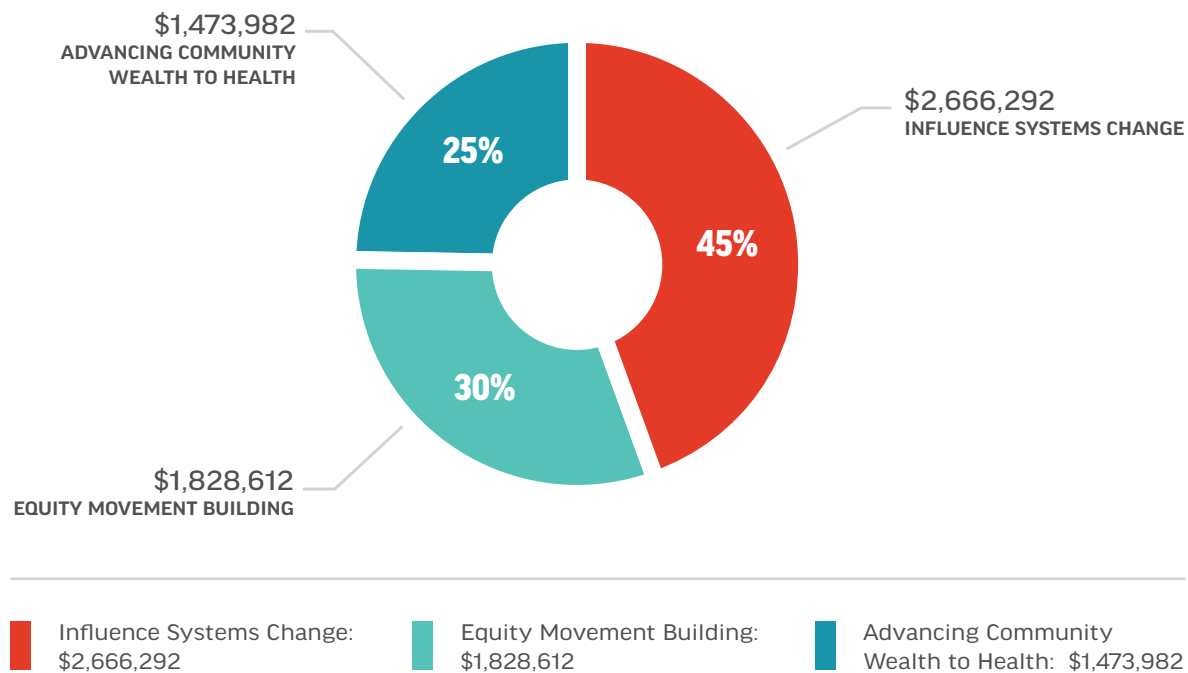
The Foundation believes that the advancement of community wealth leads to advancements in community health. For that reason, the Foundation supported the Saturday Morning Shoppes' Vendor Academy in 2021 and awarded additional funding to the group in 2022. Approximately 20 vendors attended the academy in its first year; on average, participants saw a 43% increase in their revenue and a 62% profit margin increase after learning in the academy how to buy direct wholesale. With a waiting list of 83 vendors, FHSP sustained its support of Saturday Morning Shoppes in 2022 to continue offering vendor academy trainings. The new award will help build the capacity of Black-owned businesses and Black vendors by funding their participation in a business academy offering help with product/service development, finances, marketing, and more. Working in alignment with One Pinellas, Saturday Morning Shoppes has a goal of creating a pipeline toward new vendor certifications and opportunities as well as the CareerSource Pinellas apprenticeship program.

## **Local Holiday Support: Dr. Martin Luther King Jr. Day, Juneteenth, and Kwanzaa**

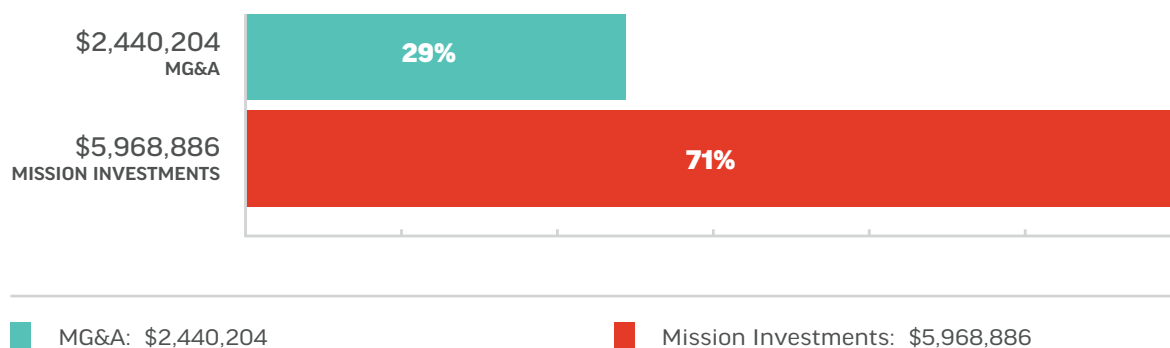
In 2022, the Foundation provided funding support for various local groups conducting holiday-focused activities or programming for Dr. Martin Luther King Jr. Day, Juneteenth, and Kwanzaa. In celebration of Juneteenth, the Foundation funded the creation and distribution of three unique 30-second video ads honoring and building awareness of the holiday. The Foundation also provided funds to various community organizations to support Kwanzaa celebrations throughout South St. Petersburg that offered a space and opportunity for residents to honor and celebrate African American culture within our community.

# MISSION INVESTMENT REPORTS

## MISSION INVESTMENTS TOTAL – \$5,968,886



## OPERATING EXPENSES TOTAL – \$8,409,090



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The Foundation has allocated program expenses to the following strategic objectives:

## **Influence Systems Change:**

The Foundation seeks to identify and change elements of multisector systems that result in discriminatory outcomes, and actively works to influence social policy through data, analysis, and solutions. Those solutions require advocacy efforts to inform and engage those systems leaders who can change policies impacting racial equity. In order to thoroughly support the policy analysis, the Foundation includes research and data collection, evaluation, public education, and other initiatives to influence policies in pursuit of the organization's mission. The costs of operating the Center for Health Equity are allocated to Influence Systems Change.

## **Equity Movement Building:**

The Foundation accelerates social change to advance health equity through racial equity. Moving along the continuum from awareness of inequity to action in the fulfillment of a social change mission involves a multi-faceted, multi-sector approach to community engagement. This includes education and awareness building with multi-platform messaging, gauging community needs through convenings, and cultivating opportunities for deeper engagement in racial equity.

## **Advancing Community Wealth to Health:**

The Foundation adopts a theory of change in which the advancement of community wealth leads to advancements in community health. The Foundation defines community wealth comprehensively, including financial wealth, opportunity, and resilience, all of which are required to counteract decades of racist systems. During 2022, the Foundation advanced its initiative to convene anchor institutions around issues of racial equity in wealth and health, invested in a community listening initiative to identify areas of greatest need in the South St. Petersburg Community Redevelopment Area, and awarded grants in support of economic development for BIPOC businesses, non-profits, and communities.



*Photo from 2022 BIPOC Youth Leadership Initiative Summit*

## CLOSING REMARKS

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It's been a year of transitions, change, and new beginnings at the Foundation and the Center. As we've shifted out of the pandemic and laid the groundwork to reopen our Center to the community in 2023, we've been filled with gratitude for the Pinellas County community we strive to serve. The pandemic tested us all, but we've been uplifted by the resilience, sense of community, and desire to achieve change that we've seen in people each day.

We at the Foundation continue to be guided by our values and mission to achieve health equity through racial equity by listening humbly, learning fearlessly, and leading courageously to impact systems change. As the Foundation looks forward to another year ahead, we'll continue to facilitate and fuel that work through our strategic initiatives, our grantmaking, and our Center for Health Equity.



**Foundation for a  
Healthy St. Petersburg**



**CENTER FOR  
HEALTH EQUITY**

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