



Foundation for a
Healthy St. Petersburg



CENTER FOR
HEALTH EQUITY

2023 ANNUAL REPORT



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A NEW CHAPTER IN HEALTH FOR OUR COMMUNITY

The health of our beloved community is inextricably linked to the health of the people who live here. When people can achieve their highest levels of health and well-being, they can contribute more fully to the rich tapestry of our city. They share their gifts, their unique perspectives, their whole selves, and we are a stronger community as a result.

The Foundation's vision for our community—a city in which all of us, regardless of our race, ethnicity, geography, or income, can thrive in optimal health—remains constant and clear. While we are steadfast in our vision, 2023 marked the start of a new chapter in our Foundation's history as we deepened partnerships, strengthened collaborations, and connected with our community in new ways to further our mission to achieve health equity through racial equity in St. Petersburg.

In 2023, we reopened our Center for Health Equity, a community-driven space in which people come together to learn, connect, and create in service of health and racial equity. So much thought, effort, collaboration, and learning went into the relaunch of this critical community asset. We're grateful to everyone who engaged with us in this work by attending, co-creating, proposing, or contributing to an experience or offering. The work of our Center is about partnership, and we couldn't do it without you.

Also during this past year, we deepened our work with the St. Petersburg Anchors Collaborative, a partnership between the Foundation, our local hospitals, and our city, designed to elevate health and economic equity in South St. Petersburg. This type of collaborative work has the power to shift outcomes in lasting and meaningful ways, and it takes time. We're so appreciative of the institutions willing to commit to this paradigm-shifting opportunity.

Partnership was a hallmark of 2023. Grantmaking was defined by a transformative partnership with Orlando Health Bayfront Hospital, as we joined forces (and funds) to jointly award \$3 million to nonprofits working to advance health and racial equity in our community. I hope you'll read on to learn more about our unique request for proposals and our fabulous community-serving funded partners.

Finally, 2023 marked a new chapter (and a full-circle moment) for me. Earlier in my career, as a healthcare executive, I helped create the conversion foundation that gave rise to the Foundation for a Healthy St. Petersburg. In June, I returned to lead the Foundation as president and CEO. It's an honor for which I am immensely grateful and a privilege by which I am deeply humbled. It's my great pleasure to lead in partnership with our community as we move toward a healthier and more equitable tomorrow. I'm excited to share the impact of our work and look forward to sharing more stories of equity-enhancing change and transformation in the years to come.



Yours in Service,

Dr. Kanika Tomalin

PRESIDENT & CEO, FOUNDATION FOR A HEALTHY ST. PETERSBURG



Foundation for a Healthy St. Petersburg team at the Center for Health Equity

FOUNDATION FOR A HEALTHY ST. PETERSBURG

Our mission at the Foundation for a Healthy St. Petersburg is to achieve health equity through racial equity so that all Pinellas County residents can thrive. 2023 marked an exciting new chapter in our history as we identified our 2023 and 2024 priority focus areas, deepened our impact with a post-pandemic return to full staffing and new leadership, strengthened key partnerships, and expanded touchpoints for community engagement and collaboration. Read on to learn more about our work to advance health and elevate equity in the South St. Petersburg community we're proud to call home.

A Strengthened Team, Looking Ahead

As a healthcare executive, Dr. Kanika Tomalin helped create the conversion foundation that gave rise to the Foundation for a Healthy St. Petersburg you see today. In June, after an extensive community-informed national search campaign, she returned to lead our work, bringing with her more than two decades of leadership, including eight years of experience as deputy mayor of St. Petersburg and four serving as city administrator.

Dr. Tomalin's selection as president and chief executive officer of the Foundation is a direct reflection of a community listening campaign, through which we gathered feedback and input from residents via surveys and focus groups. Participants asked for a leader of integrity, who knew and cared deeply about the community we serve and would provide stability and leadership. We are deeply grateful to all who lent their voices and time to this process and believe Dr. Tomalin is a true embodiment of the community's desires – and ideally suited for the job. As a fifth generation St. Petersburg resident, Dr. Tomalin's commitment to and passion for St. Petersburg runs deep. Her professional career has centered on opportunity creation, improved health and a stronger, more equitable community. Her leadership at the Foundation has already strengthened our impact in ways we, and the community we call home, will benefit from for years to come.

In addition to onboarding Dr. Tomalin, the Foundation also hired several other key positions in 2023, bringing on Chief Strategy Officer Lisa L. Brody, Esq., as well as team members focused on strategic initiatives, community partner support, communications, and administration. A post-pandemic return to full staffing levels has allowed us to engage with the community in new ways through our Center for Health Equity, strategic initiatives like our Anchors Collaborative (see page 28), participation in community-centered events, the creation of research resources, and more. It's also allowed us to plan more fully for our future.



Marcus A. Brooks, Dr. Kanika Tomalin, Lisa L. Brody, Ricky Howell at the Center for Health Equity.

A Transformative Partnership

Because we believe partnerships and collaboration are key to driving impact and change, the Foundation's leadership team worked closely in 2023 with counterparts at Orlando Health to identify ways in which we could work together to serve our shared mission of improving health in our community. Ultimately, the discussions led us to a powerful grantmaking partnership that doubled our grant awards with a dollar-for-dollar match of Foundation grantmaking funds (see page 8). This strengthened transformational partnership extends beyond grantmaking alone, however, with renewed opportunities to support equity-impacting innovation and equitable growth in our community in the years ahead. Stay tuned for more on this partnership in 2024.



Research and Evaluation Manager Dr. Susie Paterson talks through research findings to attendees of the Data Walk: Economic Equity and Justice event in August 2023.

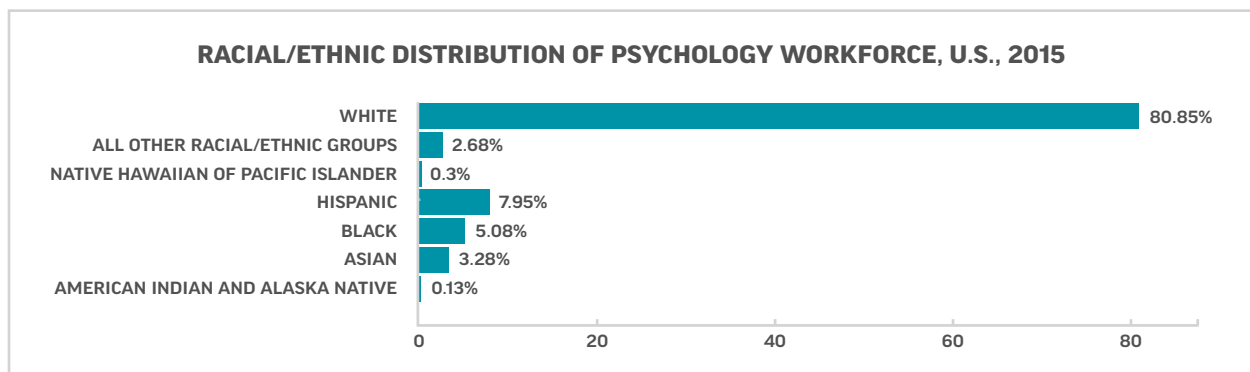
A Researched Focus

In 2023, the Foundation identified Mental Health and Wellness for Black, Indigenous, and People of Color (BIPOC) and Economic Equity and Justice as our two priority focus areas for the year. These strategic areas of focus were chosen based on data trends, health equity research, and community needs. Previous work funded by the Foundation had drawn attention to the disproportional impact of adverse childhood experiences (ACEs) on Black community members. That, coupled with the findings from community health needs assessments, led us to prioritize Mental Health and Wellness for BIPOC. The link between economic opportunity and health is well-documented and significant. Economic Equity and Justice that is designed to support inclusive growth and prosperity represents a natural continuation of our previous work, which focused on ‘wealth to health.’

During the year, we commissioned two research scans in these focus areas to guide our work and help highlight where best to invest resources to elevate health and racial equity. We made this research accessible as a resource to our broader community so that we may collectively approach our work toward health and equity with a shared understanding of the barriers and opportunities before us. High-level findings from our research scans include:

MENTAL HEALTH AND WELLNESS FOR BIPOC (MHW):

The number of adults who report poor mental health and children 11-17 who report attempted self-harm or feeling sad/hopeless are on the rise. In addition to the pervasive scarcity and barriers that limit resources, BIPOC community members may face additional constraints and are less likely to have their needs met. Purposeful intervention is required for change to remove barriers and improve access to culturally responsible mental health care.

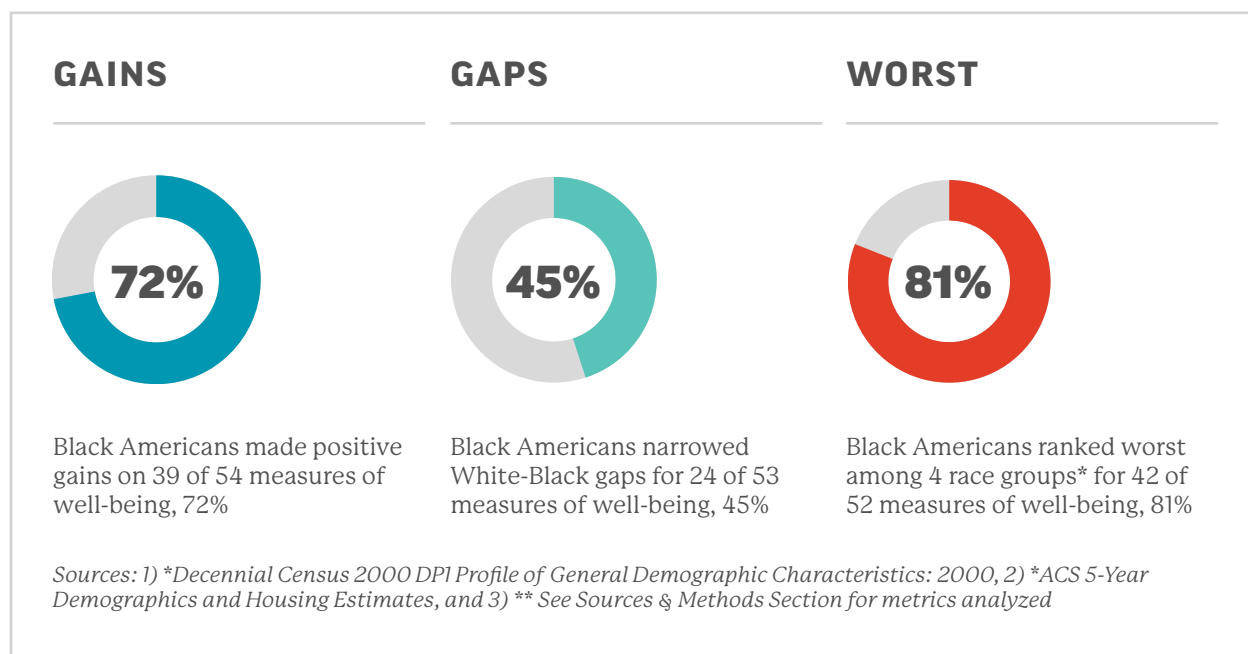


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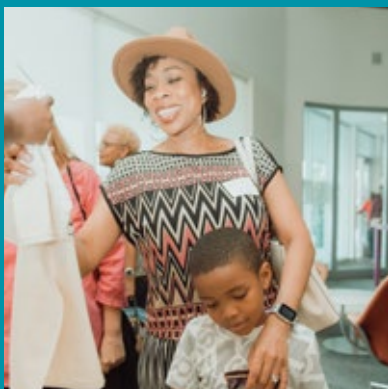
ECONOMIC EQUITY AND JUSTICE (EEJ):

Black Pinellas County residents made record-setting progress in education and employment over the past decade. Yet, despite these much-needed gains, the most material gaps between Black and White residents here widened, including in earnings, homeownership, and wealth. In fact, while Black residents showed strong gains in education and employment, they had a net loss in both the number of homes they own and their homeownership rate. Further, while Black residents represented 10% of the workforce, they reaped only 6% of aggregate income. Intentional and targeted intervention is needed to address the root causes of these disparities.

Together, these priorities of Mental Health and Wellness for BIPOC and Economic Equity and Justice help us to amplify and concentrate our impact. They informed the types of experiences we created in our Center for Health Equity, our work on strategic initiatives with our Anchors Collaborative partners, and our grantmaking.



[VIEW FULL REPORT →](#)



Tamisha Darling-Roberson with her grandson Saint at the Courageous 12 event hosted at the Center in April 2023.

Family Friendly, Equitable, and Inclusive

The Foundation was designated a Platinum Level Family Friendly Workplace in 2023 for supporting our team and community with family-friendly policies like paid leave, health support, flexible schedules, professional development and training opportunities, and more.

“At the Foundation for a Healthy St. Petersburg, we believe in supporting our team members so that they may lead full and balanced lives at work, at home, and in their communities,” said Foundation President and Chief Executive Officer Dr. Kanika Tomalin. “As an organization dedicated to advancing health equity, it’s important that our values are evidenced in the work we do — and how we do it; being a Family Friendly Workplace is part of living our values.”

The Foundation is also proud to partner with local and BIPOC vendors for catering, cleaning, and other services. We offer gender-neutral restrooms for our staff and guests; foster a culture that values diverse perspectives, experiences, and ways of being; and are honored to support a committed staff and Board of Trustees that reflect both our values and our community.

Elevating Evaluation: Community of Practice

With a goal of elevating and supporting strong evaluation practices among nonprofits, Foundation team members Drs. Susie Paterson and Stephanie Rosado created the Tampa Bay Area Evaluation Society Community of Practice last year in collaboration with Carriage House Consulting. The kick-off meeting brought together 22 evaluation professionals, and a total of 26 evaluation professionals signed up to receive quarterly newsletters and information about future evaluation meet-ups and activities.

[Join our LinkedIn group for more information.](#)



Drs. Susie Paterson and Stephanie Rosado participating in an activity at the Elevating Evaluation event.



The Foundation granted \$500,000 to the Pinellas County Urban League at the Funded Partner Celebration and Orientation in January 2024.

GRANTMAKING

ACCESS, TRANSPARENCY, AND IMPACT

Access, transparency, and impact were key themes in Foundation grantmaking in 2023. The year featured a revamped application process, a powerful collaboration, and a series of supports designed to ease and remove barriers in organizations' pursuit of funding.

Thanks to a strategic partnership with Orlando Health Bayfront Hospital and a nearly dollar-for-dollar match of our grantmaking funds, we were able to award \$3 million in new grant funding in 2023 to groups working in our priority focus areas of Mental Health and Wellness for BIPOC and Economic Equity and Justice. Ultimately, we funded 19 organizations operating 20 distinct and powerful projects serving the South St. Petersburg zip codes of 33705, 33711, and 33712. We issued:

- Ten capacity-building grants of \$10,000 each,
- Six programmatic operations grants of up to \$250,000 each,
- Four multi-sector partnership grants of up to \$500,000 each.

The Process

To make applying for funding as transparent and accessible as possible, the Foundation worked with Orlando Health Bayfront Hospital to launch a new Request for Proposals (RFP) as well as a series of supportive events and opportunities for potential applicants. These included two data walks, at which community members engaged with local researchers and Foundation team members about key data trends and disparities in our priority focus areas, and two grantmaking-themed Connection Days where local nonprofits networked with potential collaborators and fiscal sponsors (see page 23). The Foundation also offered 67 30-minute Think Out Loud sessions during which potential applicants met one-on-one with Foundation team members to talk through ideas, ask questions, and get technical assistance.

An emphasis on improved access was also built into the grant application itself. To account for varied communication preferences and styles, the Foundation allowed nonprofits to submit portions of their application by video or in person through a presentation as an alternative to the standard written submission. By accepting multiple modalities, we were able to broaden the pool of local organizations who felt empowered to seek funding to support their work. Finally, in an effort to be transparent and also supportive of applicants, Foundation team members offered debrief sessions in early 2024 with nonprofits whose applications were denied, to provide insight on decisions and feedback for future applications. These innovative practices are helping to set industry standards for inclusive, community-centered philanthropy.

Survey Results

A majority of the 62 applicants who completed a survey about the grantmaking process found it to be very or somewhat transparent (73%), accessible (70%), and clear (65%). Some respondents expressed a desire for more assistance and clarity around metrics and rubrics, offering a valuable potential avenue for improvement in future iterations. Respondents also highlighted the value of the data walks, Connection Day opportunities, and Think Out Loud sessions. They reported finding collaborative partners and gaining insight on unmet needs they could fill at Connection Days, and getting clarity on how to address portions of the application through Think Out Louds.

“...It made a huge difference in ironing out some of the plans for program implementation. It’s always nice when funders are available to discuss, but the Think Out Loud really showed how FHSP is prioritizing a candid and collaborative partnership,” one survey respondent shared.

“The data walk definitely helped shape my grant proposal. This identified barriers to economic equity and ways to address this issue as an organization,” a respondent shared.

BY THE NUMBERS	
Total Applicants	125 (99 written, 23 in-person, 3 video)
Projects Funded in 2023	20
Dollars Awarded	\$3 million
Connection Day Attendees	166
Data Walk Attendees	212
Think Out Louds	67
Applicants Who Found Process Transparent	73%
Applicants Who Found the Process Accessible	70%
Applicants Who Found the Process Clear	65%



Seniors in Service, a funded partner, matches senior volunteers with elementary classrooms in the community.

2023 FUNDED PARTNERS

CAPACITY BUILDING – MENTAL HEALTH AND WELLNESS FOR BIPOC

CULTIVATE THE CREATIVE

Elevate Creativity Pilot Program

The Elevate Creativity Pilot Program is a 12-week online program for high school students in South St. Petersburg that leverages expressive arts therapy to cultivate participants' creative potential. The program provides tools and resources that: empower self-leadership; help develop habits for physical and financial wellness; strengthen communication skills; and foster a community that allows young individuals to test their ideas, create freely, and live their truth boldly without discrimination, retaliation, or judgment. All content and creative challenges will be developed by BIPOC community experts.

GRANT AWARDED: \$10,000

EMPOWERED PARENTS

Project Renew: Building Mental Resilience Through Responsible Fatherhood

With Foundation funding, Empowered Parents will foster and support the active parental engagement of fathers in the zip codes of the South St. Petersburg Community Redevelopment Area. The group provides experiential parenting, mental health, and wellness retreats aimed at enhancing the skill, knowledge, and confidence parents need to form healthy relationships with their children. Empowered Parents believes that actively involved fathers and parents can change the world.

GRANT AWARDED: \$10,000

A HEALTHY DOSE FOUNDATION, INC.

HEALTHY OUTCOMES

A Healthy Dose Foundation, Inc. seeks to provide pharmacist-led services to South St. Petersburg residents at risk of suboptimal health outcomes. Foundation funding will allow the group to build capacity through nonprofit leadership training, board development, and the creation of a website. Once operational, Healthy Dose will engage pharmacists and student pharmacists to screen individuals for mental health crises, lead mental health campaigns, and provide disease state and medication education.

GRANT AWARDED: \$10,000

MIND THE GAP TOGETHER A.S.A.P. (ADDITIONAL SUPPORT AND PROGRAMMING)

With Foundation support, Mind the Gap Together (MTGT) will work with mental health agencies and organizations to identify and resolve gaps in mental health services and care in the BIPOC community. Once gaps are identified, MTGT will expand its culturally responsive, trauma-informed, cost-free direct mental health services to a targeted and underserved population, removing barriers to care and helping to improve racially equitable access and outcomes.

GRANT AWARDED: \$10,000

THE WRIGHT GROUP UNLIMITED, INC.

FAITH Works

The Wright Group Unlimited (WGU) FAITH Works program addresses food insecurity and other basic needs of children and families. With Foundation funding, WGU will implement a weekly backpack program for a minimum of 100 children in South St. Petersburg. The program will provide nutritious snacks as well as tools to minimize mental anguish and improve social/emotional health. Food insecurity is interlinked with a spectrum of challenges, affecting mental and emotional well-being, learning, social interactions, and more. By ensuring children have access to nutritious snacks, this program will help create a foundation for children's academic, social, and emotional success.

GRANT AWARDED: \$10,000

CAPACITY BUILDING – ECONOMIC EQUITY AND JUSTICE

CULTIVATE THE CREATIVE

Empower Creativity Scholarship and Mentorship Program

Cultivate the Creative (CTC)'s Empower Creativity Scholarship and Mentorship Program provides support for high school students interested in pursuing their creative talents. It covers costs like art classes, application fees, supplies, software, and more. With Foundation support, CTC will expand the scope of their project to provide mentorship to students, matching them with adult creative entrepreneurs throughout the course of their involvement with CTC. Mentors will receive training and resources to support them in their work with students along the way. Students will also gain experience launching creative small businesses, learning entrepreneurship skills like budgeting, adhering to a timeline, and more, and have the opportunity to take part in monthly cohort meetups with other participants.

GRANT AWARDED: \$10,000

THE MODERN GRIOT CORPORATION

Equity and Justice through Financial Literacy with the Modern Griot Corp

The Modern Griot Corp. is dedicated to promoting racial equity by addressing the financial aspect of wellness. With Foundation support, the group will offer monthly financial literacy workshops for adults and families and develop a youth entrepreneurship cohort. The financial literacy workshops will cover topics like budgeting, debt management, and investing. The youth cohort will focus on co-creating and publishing a book and then organizing a community summit to discuss the process.

GRANT AWARDED: \$10,000

ONE COMMUNITY GROCERY CO-OP (A PROJECT OF COOPERATION WORKS)

Drum Up

One Community Grocery Co-op is a Black-led, startup non-profit, working to build a community grocery store in the South St. Petersburg Community Redevelopment Area that purchases food from local farmers and reinvests in the community. Having a locally owned grocery co-op with a smaller profit margin gives South St. Petersburg residents improved shopping options and keeps grocery profits local to encourage economic development and jobs. Foundation funding will support the co-op's Drum Up initiative, which promotes the co-op and educates South St. Petersburg residents on the benefits of co-op membership. According to the Cooperative Grocer Network, food co-ops have an economic multiplier of 1.6, while conventional grocery stores have a multiplier of 1.36. On a communitywide scale, a co-op with annual sales of \$10 million generates \$16 million in local economic impact, whereas a conventional grocery store of the same size in the same community would have an economic impact of \$13.6 million.

GRANT AWARDED: \$10,000

THE RISE AND THRIVE FOUNDATION

Building Generational Stability: A Beauty Industry Economic Equity Training and Financial Development Workshop Series

With Foundation support, the Rise and Thrive Foundation will develop and offer a five-week training program to educate and empower youth and parents with financial tools for generational stability through a dynamic hands-on entrepreneurship workshop series. Participants will engage in learning activities to prepare for careers in the beauty industry, including hands on beauty-related trainings as well as financial investing education and insights into long-term business survival. The program will equip participants with practical skills needed to earn a sustainable income, surpassing a basic living wage.

GRANT AWARDED: \$10,000

SHE WINS TOTALLY INC.

She Wins Totally: Building Organizational Capacity to Support Women and Families at Risk of Eviction

She Wins Totally seeks to build its capacity to serve BIPOC women and families struggling with financial and economic hardship due to interactions with the criminal justice system. With Foundation funding, the group will build their capacity by partnering with shared services organization The Hypatia Collaborative, which will provide grant writing services, strategic planning, fundraising strategy development, and policy and procedure development for operations. A more comprehensive organizational foundation will allow She Wins Totally to create financial and organizational sustainability to scale their work and better serve the needs of local BIPOC women and families.

GRANT AWARDED: \$10,000

PROGRAMMATIC OPERATIONS – MENTAL HEALTH AND WELLNESS FOR BIPOC

SENIORS IN SERVICE OF TAMPA BAY, INC.

Foster Grandparent Program Expansion

The Foster Grandparent Program (FGP) provides one-on-one classroom-based mentoring for economically disadvantaged elementary school students, particularly those facing systemic inequities, to help them build resiliency, overcome challenges, and improve mental wellness so they can thrive. With Foundation support, Seniors in Service of Tampa Bay, Inc. will expand this invaluable program. The group engages and trains caring, culturally relevant 55+ volunteers who come from the same economically disadvantaged neighborhoods as the kids they serve. Foster Grandparent volunteers commit to an average of 15 hours per week in the same classroom for a full school year. They also participate in mandatory monthly training sessions on topics like adverse childhood experiences and emotional intelligence. These trainings give volunteers evidence-based tools to proactively help children face adversity in productive ways, building resiliency for success in school and beyond. Volunteers benefit from the program by gaining a sense of purpose and social connection through their work, while also providing children with individual attention, encouragement, and mentoring they need to thrive. The Foster Grandparent Program leverages the skills and rich life experiences of older adults to play a pivotal role in creating a more equitable future for generations to come.

GRANT AWARDED: \$249,524

SICKLE CELL DISEASE ASSOCIATION OF AMERICA ST. PETERSBURG CHAPTER, INC.

Level Up: The Sickle Cell Hub

Level Up: The Sickle Cell Hub Project is an innovative website enhancement that will serve as a digital home for local Sickle Cell patients and families, health care professionals, and other community caregivers. It will offer tools to help ensure that care is racially unbiased, stigma-free, and able to improve the mental well-being of sickle cell patients. The hub of information created by this project will offer accessible and easy-to-navigate expert content as well as a discussion tool that can be used for storytelling and building connections. The hallmark of the project will be the provision of three distinct portals providing specialized content for healthcare professionals, patients and families, and other caregivers, cutting down on time searching for crucial information and resources. The group will use a portion of its funding to host a statewide conference on sickle cell disease, as well.

GRANT AWARDED: \$60,000

SPEAKEASY MEDIA FOUNDATION

Mindful Movement Florida

SpeakEasy Media Foundation and Mindful Movement Florida aim to educate and empower underserved communities so they can be proactive about issues affecting their health. With Foundation funding, they will expand their meditation, yoga, and mindfulness activities in schools and neighborhood centers. Their program helps students and adults build a foundation to enhance their quality of life through healthy and positive lifestyle choices that help them thrive in schools, at home, at work, and beyond. The program also works to help build social awareness, foster creative expression, and bring about personal fulfillment for participants.

GRANT AWARDED: \$112,303

PROGRAMMATIC OPERATIONS – ECONOMIC EQUITY AND JUSTICE

GOLDEN GENERATIONS INC.

My Sistah's Place

The increased demand for housing and rising prices have created ongoing challenges for transitioning foster youth. With Foundation support, Golden Generations, Inc. (GGI) will expand their My Sistah's Place, (MSP) program, which currently supports 75 youth aged 16 - 22. Over a three-year project period, Golden Generations will serve approximately 250 youth by helping them secure stable housing, improve their educational and employment status, and build connections that will help them in life. GGI is one of few organizations offering wraparound services that include housing, on-site case management, education, social and emotional support, and a multi-generational approach that strives to break cycles of homelessness. MSP's unique housing model enables the group to offer supportive services directly where they reside. Available to residents around-the-clock, their caring and trauma-informed-trained Resident Life Coach provides individualized educational support based on assessment data and follows a personalized case plan approach. Integrating education with mentorship in service delivery has proven to be a critical factor in preventing homelessness among transitioning foster youth. Simply put, GGI and MSP are saving lives, reducing homelessness among transitioning teens, and providing loving care to help build viable futures for an underserved population.

GRANT AWARDED: \$250,000

SAILFUTURE

SailFuture Career Pathways

SailFuture Career Pathways program aims to improve equitable access to education and work opportunities for 16-24-year-old residents of the South St. Petersburg Community Redevelopment Area so that they may lead fulfilling and sustainable lives. The Career Pathways program is integrated into SailFuture's non-traditional high school program and implemented over students' 4-year experience. The Career Pathways program will recruit, train, and place participants in career opportunities that offer social mobility and economic freedom. The program will also provide services to address the clinical, social, and economic factors identified as barriers to equitable access to healthcare. The Pathways program will provide case management, individual and group therapy, entrepreneurship training, related instructional training, internship/apprenticeship rotations, job placement, transportation, and career readiness. SailFuture has identified 56 young adults to participate in the Career Pathways Program, 75% of which reside in zip codes 33705, 33711, and 33712 and 74% of which identify as BIPOC with an average annual household income of \$32,000.

GRANT AWARDED: \$250,000

SATURDAY MORNING SHOPPES (A PROJECT OF SUPPORTIVE EQUITY CONNECTIONS OF TAMPA BAY)

Saturday Shoppes Goes Retail

Saturday Shoppes was born out of necessity. When Renee Edwards created Saturday Shoppes, there were no markets available for small business owners who looked like her or shared her background as a Black woman from the South St. Petersburg CRA. Without access to markets to sell their goods, South St. Petersburg BIPOC women missed out on crucial opportunities to provide revenue for their families and gain valuable experience learning how to grow their work from a "hustle" into a viable income-producing business. Saturday Shoppes has changed the landscape, building a pipeline for equitable economic development that allows minorities and women to move from entrepreneurs to business owners and gain economic independence. There are three major components of the Saturday Shoppes pipeline: marketplace, vendor academy, and retail commerce. With Foundation support, Saturday Shoppes will develop its retail commerce pipeline through an incubator space. Roughly three-quarters of Saturday Shoppes vendors do not own a home and are barely able to meet their basic needs. By expanding and evolving retail pathways, this funded partner program will better enable vendors from South St. Petersburg (zip codes 33705, 33711, and 33712) to take the next big leap toward financial independence.

GRANT AWARDED: \$250,000

MULTI-SECTOR COLLABORATION – MENTAL HEALTH AND WELLNESS FOR BIPOC

JAMES B. SANDERLIN FAMILY SERVICE CENTER INC.

Improving Literacy, School Readiness, and School Success in the 33705, 33711 and 33712 Zip Codes

This transformative project aims to uplift communities in the 33705, 33711, and 33712 zip codes by focusing on early education and literacy. With Foundation support, the James B. Sanderlin Family Service Center Inc. is launching a voluntary prekindergarten (VPK) classroom equipped with developmental screenings and specialized staff. Their multi-pronged approach also includes transportation solutions and aftercare programs featuring evidence-based interventions like Winning Reading Boost and Sing Out and Read. Parents and caregivers will also be empowered through the group's partnership with ReadStrong Pinellas. Other key partners include Sheron Brown PhD, LLC, Early Learning Coalition of Pinellas and Hillsborough, Help Me Grow, Pinellas County Schools, ReadStrong Pinellas, Sing Out and Read, and Winning Reading Boost. Together, these groups are creating a sustainable ecosystem that fosters educational success and long-term community well-being.

GRANT AWARDED: \$432,499

THE SHIRLEY PROCTOR PULLER FOUNDATION, INC.

Cultivating Health & Wellness Practices in Youth

In this multi-sector collaboration, the Shirley Proctor Puller Foundation (SPPF) works with for-profit and non-profit partners to provide mental health and wellness services for youth and parents as well as professional development for staff members. Programming is delivered through SPPF's M.A.S.T.R. Kids Program, an academically focused out-of-school time program serving nearly 200 youth in kindergarten through eighth grade annually. The curriculum addresses the major components of mental health, including emotional, behavioral, and cognitive health. It provides a safe space for students to share their emotions; helps students examine their thoughts and gain experience separating truths from perceptions, opinions, and biases; and offers opportunities for students to participate in deep breathing exercises that strengthen the mental-physical connection and self-control. Over the course of three years, Foundation support will enable SPPF to provide a mental health professional to work with program scholars, offer an annual engagement experience for parents on the topic of children's mental health, and host two staff training sessions to improve knowledge and understanding around managing mental health challenges in the classroom. Community partners include Greater Reach Alliance, Mindful Movement, and the Woodson Museum.

GRANT AWARDED: \$295,674

MULTI-SECTOR COLLABORATION – ECONOMIC EQUITY AND JUSTICE

HEALTHY START COALITION OF PINELLAS, INC.

Doula Network

Doulas have proven to improve birth outcomes, improve maternal health, reduce prenatal risk and provide care by working with clients leading up to, during, and after delivery; doulas act as an advocate for pregnant women and families. The non-medical, evidence-based services doulas provide are crucial for the mother and family to ensure healthy outcomes at birth and after and are one of few practices proven to lower health disparities among racial and ethnic groups. With Foundation funding, the Healthy Start Coalition of Pinellas, Inc. is establishing a Pinellas Doula Network to help further the goal of addressing racial equity while improving maternal and child health. The network will focus on not only increasing the number of certified doulas in Pinellas, but also supporting doulas who have an interest in building a business and working in our community to serve those who choose doula care. The Healthy Start Coalition of Pinellas, Inc. serves over 6,000 pregnant people, newborns, and families each year with services and supports to help them have a healthy pregnancy, baby, and family

GRANT AWARDED: \$500,000

PINELLAS COUNTY URBAN LEAGUE, INC.

Equity Focused Entrepreneurial Ecosystem (E3) Expansion Project

With Foundation support, Pinellas County Urban League (PCUL) will expand the capacity of the Equity-Focused Entrepreneurial Ecosystem (E3) created in 2014 to strengthen entrepreneurship as a path to income and asset growth for more African Americans in St. Petersburg. Since its founding, thanks to the collective contributions of over 100 organizations, the partners have created over 30 new business development programs that have helped more than 840 entrepreneurs to learn, launch or grow their enterprises. This grant will provide structured, sustained support as entrepreneurs travel a path to growth; quarterly networking events that combines relationship-building time with interactive learning experiences; support for 16 entrepreneurs to explore opportunities in global commerce; and a focus on helping build commercial space capacity on 22nd Street South (a.k.a., the Deuces), which was once a thriving “Main Street” of Black life in St. Petersburg. This last element will include development of a five-year strategic plan for the end-to-end revitalization of the Deuces within a decade, and a five-year business and capitalization fund for the new South St. Petersburg Development Fund, a co-creation of the City of St. Petersburg and a non-profit collaborative called the Sankofa Group.

GRANT AWARDED: \$500,000

Other Grants

In addition to its RFP implemented in partnership with Orlando Health Bayfront Hospital, which provided funding for 20 projects focused on South St. Petersburg, the Foundation also issued discretionary grants and continued to support existing funded partners whose grants were awarded in earlier years but remained active in 2023. These partners include Pinellas Education Foundation, the Woodson Museum, the Chamber of Commerce’s Leadership Alliance, the Kaiser Family Foundation’s supported journalism program, Bay Area Legal Services, Community Foundation of Tampa Bay – Digital Inclusion, and more.

PINELLAS EDUCATION FOUNDATION

Education in Equity 2023

Five years ago, supported by evidence-based research indicating education was a key determinant of health equity, the Foundation for a Healthy St. Petersburg (FHSP) and Pinellas Education Foundation (Foundation) embarked on a strategic partnership to further equitable educational outcomes and boost education quality for all Pinellas County students. The partnership started with the launch of a series of research reports on key topics, which were then used to inform the redesign of existing initiatives and the launch of several new initiatives focused on closing the achievement gap for Black, low-income and male students. In addition, Pinellas Education Foundation launched new branding and awareness efforts to reposition their organization as a thought-leader in education with a focus on issues of equity, and leveraged the Foundation’s initial investment to secure more than \$5 million in additional donations and grants in equity-focused initiatives through the organization. With additional funding for 2023, Pinellas Education Foundation continued their work to support organizational capacity and strengthen existing and new targeted interventions to further equitable outcomes in education.

GRANT AWARDED: \$250,000

WOODSON MUSEUM

Capital Campaign for New 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 expressively 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.

GRANT AWARDED: \$100,000

ST. ANTHONY'S HOSPITAL

Deepening the Impact of DEO Initiatives

St. Anthony's Hospital seeks to partner with the Foundation for a Healthy St Petersburg to deepen the impact of culturally responsive initiatives with an emphasis on racial equity to achieve health equity.

GRANT AWARDED: \$50,000

LOCAL HOLIDAY SUPPORT FOR DR. MARTIN LUTHER KING JR. DAY AND JUNETEETH

The Foundation also provided funding support in 2023 to various local groups conducting holiday-focused activities or programming for Dr. Martin Luther King Jr. Day and Juneteenth.

GRANT AWARDED: \$30,000

BAY AREA CHAMBER FOUNDATION

Leadership Alliance

The Chamber Foundation received funding for their Grow Smarter Strategy, which ultimately grew into their current Leadership Alliance. Grow Smarter Strategy was a comprehensive, integrated, community plan to enhance St. Petersburg's competitive position and provide quality, diverse economic growth. Developed by a thorough assessment of many components that affect St. Petersburg's ability to be a prosperous community, there were six areas of focus: culture and community, district and corridor development, targeted job creation, awareness building, entrepreneurial growth, and coordinated education and training. Each focus area had a work group that established metrics for success in each area, shared information, identified opportunities for resource growth, and created a comprehensive reporting structure to track progress. Through this initiative, the Chamber developed the Grow Smarter Scholarship at St. Petersburg College to offer additional financial resources to individuals pursuing certification programs in specific industry areas. The initiative also activated a Resource and Resiliency Hub at the Warehouse Arts District Association, distributing resources to families in need, and helped businesses navigate the challenges posed by the pandemic.

Supported sustainability of grow smarter through evolution of it becoming Leadership Alliance.

GRANT AWARDED IN 2018: \$1,217,016

KAISER FAMILY FOUNDATION

Equity in Journalism: KFF and Tampa Bay Times

The Kaiser Family Foundation's Equity in Journalism project with the *Tampa Bay Times* intentionally fulfilled two key purposes: establish a strong race and health equity focus in the *Tampa Bay Times*, and establish a strong training and leadership deliverable for the journalist hired by the project with a race and health equity impact. Through this project, the *Tampa Bay Times* has produced articles and conducted research on unmet mental health needs, dental care being out-of-reach for many residents, homeless Floridians being duped into signing up for health plans they can't afford, inequities in the built/natural environment in tree shade, racial inequities in maternal mortality, and more.

GRANT AWRDED IN 2022: \$150,000

YOUR REAL STORIES

Equity in the Arts

With Foundation support, Your Real Stories worked to amplify and elevate BIPOC voices via theatrical journalism specifically addressing BIPOC mental health and wellbeing as well as a just and prosperous economy.

GRANT AWARDED IN 2022: \$100,000

COMMUNITY FOUNDATION OF TAMPA BAY

Digital Inclusion

Digital Inclusion wants St. Petersburg to be a digitally inclusive city where all individuals have access to online resources, as well as the skills to use them meaningfully. The group has a mission of eliminating the digital inclusion gap in St Petersburg and Pinellas County. To do this, they engage directly in the neighborhoods and business districts to fill gaps in internet services and computer access. They also amplify the efforts for partners working to provide technology-related training and technical support and address systematic changes in policy and pilot technology to inform long-term solutions.

GRANT AWARDED IN 2022: \$150,000

UNIVERSITY OF SOUTH FLORIDA RESEARCH FOUNDATION, INC.

CALL: Race Equity Evaluation Phase 2

Foundation support enabled the continuation of third-party evaluation to assess the process and outcomes of the CALL (Community Assistance and Life Liaison) program from a racial equity framework. This work extended the initial evaluation to include focus groups, surveys, and additional qualitative data alongside quantitative stats. Additionally, funds will support attendance at conferences that showcase CALL and this unique partnership between a university, police department, social services, and philanthropy. The CALL program seeks to improve response to mental illness, poverty, and addiction by sending social workers instead of police officers to respond to calls for mental health crisis, suicide intervention, truancy, homeless complains, and neighborhood disputes.

GRANT AWARDED IN 2022: \$50,000

BAY AREA LEGAL SERVICES

Bay Area Legal Services received Foundation support to conduct a series of two client community listening sessions to hear directly from community regarding their legal needs post pandemic. The Listening Sessions provided valuable insight and guidance from those most directly affected on addressing needs within the community and addressing issues that are contributing to disparities within communities of color that can be reduced by legal assistance and intervention. Bay Area also used Foundation support to conduct Community Legal Education Trainings based upon the identified issues from the Listening Sessions.

GRANT AWARDED IN 2022: \$80,000



Lakewood High Drumline performs at the Reopening for Equity event hosted on January 20, 2023 at the Center for Health Equity.

CENTER FOR HEALTH EQUITY

In January 2023, the Foundation's Center for Health Equity reopened its doors to the public as a space for the community to learn, connect and create together to advance health and racial equity. It's a space of transformation, collaboration, and partnership that we activate for critical work being done by the Foundation and other partners to support our community's culture of health and equity.

In 2023, we hosted and co-created 79 equity-focused events in our Center drawing in more than 3,332 unique and roughly 5,530 total participants. These offerings included 5 Foundation signature experiences; a monthly series of Connection Day gatherings designed to facilitate equity-focused collaboration and networking; and a host of co-created experiences in partnership with community groups both big and small such as the Healthy Start program at Johns Hopkins All Children's Hospital, The Modern Griot Corporation, the St. Petersburg Chamber of Commerce, and more. Many of the experiences we created focused on our priority areas of Mental Health and Wellness for BIPOC and Economic Equity and Justice; all of the experiences in our Center share a common purpose of making our community healthier and more racially equitable.

Read on for a sampling of the kinds of programming we offer and support.



Attendees connect at the Courageous Conversation event in June 2023.

Courageous Conversation

Courageous Conversation® is an award-winning protocol for effectively engaging, sustaining, and deepening interracial dialogue. In 2023, the Foundation hosted Beyond Diversity I and II, powerful and personally transformative two-day seminars designed to help people and organizations understand the impact of race on their lives, work, and overall growth. In collaboration with program creators, the Foundation has invested resources to provide Courageous Conversation® training to nearly 900 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. More than 90 community members attended Beyond Diversity I in June 2023, with 49 alumni returning for Beyond Diversity II in December. The Foundation believes that by changing ourselves and thinking more critically about race, we can change biased systems that continue to perpetuate inequity in our community.



Q&A session with Drs. Kanika Tomalin and Jennifer Mullan.

Speakers Who Inspire

Through the Speakers Who Inspire series, the Foundation seeks to connect local community members with nationally recognized speakers whose work relates to our mission so that we may inform, inspire, and motivate action toward a healthier and more equitable community. In 2023, we hosted mental health disruptor and Decolonizing Therapy founder Dr. Jennifer Mullan, whose work is an urgent call to dive in to the root of global and generational trauma. Dr. Mullan's presentation and presence supported our 2023 priority focus area of mental health and wellness for BIPOC and drew more than 175 attendees.

| [WATCH DR. MULLAN'S PRESENTATION →](#)



Harold Bryant Jr. presenting an award to Officer Leon Jackson of the Courageous 12.

Courageous 12: A Legacy of Equity

In 2023, we paid homage to the 12 historic officers known as the Courageous 12 who filed a lawsuit for equal treatment in the St. Petersburg Police Department, paving the way for policies and practices today. Black history is American history—though not all of our stories are equally told, shared, or celebrated. The Foundation believes that by honoring and safeguarding the powerful stories of our past, we can make our community healthier and more whole.

[VIEW THE PHOTO ALBUM →](#)



Dr. Kanika Tomalin and Marcus A. Brooks discuss the future of the Foundation.

A Full Circle Celebration

In November 2023, six months after she joined our team, we held a community reception honoring Foundation President and CEO Dr. Kanika Tomalin. Dr. Tomalin shared her vision for the Foundation's future with more than 300 community members who came to celebrate the full circle moment that brought her to our organization's helm and learn about the Foundation's promising next chapter.

[WATCH DR. TOMALIN'S INTRODUCTION VIDEO →](#)

[WATCH THE FULL EVENT VIDEO →](#)

[VIEW THE PHOTO ALBUM →](#)



Dr. Bilan Joseph explains research findings to attendees of the Data Walk: Economic Equity and Justice event in August 2023.

Data Walks

The Foundation hosted two data walks in support of our priority focus areas of Mental Health and Wellness for BIPOC and Economic Equity and Justice. After presentations by the local researchers who conducted our recent landscape scans, attendees had the opportunity to engage with the research more deeply through a series of moderated discussions highlighting trends and data points at stations throughout the Center. These critical learning opportunities helped make data more accessible to community members and nonprofits working in these spaces; they served as a resource to help inform and support valuable work being done, highlighting needs and potential opportunities for focus.

[VIEW LANDSCAPE SCANS →](#)



Eckerd College students participate in the Building an Equity Movement session in October 2023.

Building an Equity Movement

The Foundation offers this curated learning experience to help community members understand St. Petersburg's racial history so that we may develop meaningful ways to individually and collectively address systemic barriers that continue to exist today. Through these trainings, groups come learn from stories about people who have previously challenged the status quo to fight for equity. Far from an exhaustive account of Pinellas County's history, Building an Equity Movement is an evolving project that serves as an entry point for education, understanding, and further exploration. In 2023, we offered the program to a handful of groups with a goal of further elevating equity in our culture. Through the trainings, we share perspectives and foster conversations that groups can then bring back into their own culture and workplaces, extending equity's reach.



Connection Day attendees participate in a communication workshop in August 2023.

Connection Days

Creating opportunities for people from different backgrounds to connect around health and racial equity is a key part of the Center's work. That's why each month throughout 2023, we created space for the community to network, collaborate, and connect around health and racial equity together. Some months featured themes — like Mental Health and Wellness for BIPOC and Economic Equity and Justice. Others featured general curated opportunities to broaden people's networks in support of our mission and work. All events created opportunities for people to engage around equity and gain exposure to new insights, experiences, and potential collaborative partners.

"I've been coming to Connection Day over the last several months. It's really been a great way to do community organizing and find partnerships throughout the community of folks we can work with and continue to advance our mission collectively. I love this space and I love the environment it's fostering here."

— KRISTEN KERR, CULTIVATE THE CREATIVE

"I come out to every Connection Day to make sure we're making connections in the community because we have a lot of services, and I want to make sure we're connecting with others who are doing fabulous work in our community."

— BUSARA F. PITTS, ACA NAVIGATOR, PINELLAS COUNTY URBAN LEAGUE

"We came to Connection Day because we're looking for a fiscal agent and looking for other organizations or individuals that have similar ideas or programs such as helping returning citizens coming back to the community and providing resources they so desperately need — housing, food, clothing, all those things that they don't have when they come out."

It's important to connect. You work in a silo sometimes, so you don't always have the opportunity to work with other people — you see them, but you don't really have the chance to connect with them. This is an awesome opportunity. That's why this is so special to the community and for us; you get the opportunity to meet people you never would have met otherwise."

— DR. HARRIET DAVIS, LIFE FROM INSIDE OUT



Attendees at Movida by MiGente MiPueblo in October 2023.

Experiences Co-Created by Community Partners

The Center is a resource that we share with the community. Anyone can request to co-create an equity-focused experience or opportunity in the Center. And, in 2023, dozens of groups did. Throughout the year we partnered with groups including Healthy Start, United Way Suncoast, The Modern Griot Corporation, MiGente MiPueblo, the St. Petersburg Chamber of Commerce, the Hispanic Chamber, the League of Women Voters, the 9 Colors Initiative, Quis for Life, The Well, the Downtown Partnership, Florida Civic Advance, and more.

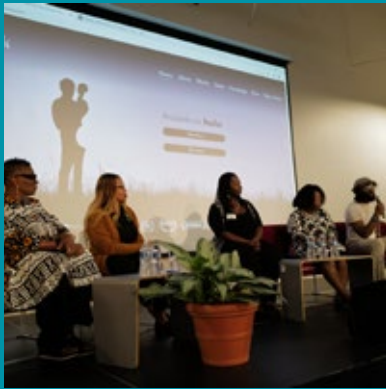
We partnered to host film screenings, doula trainings, discussions about health outcomes and interventions, experiences focused on structural racism and history, equity-focused networking opportunities, panel discussions about making workplaces more equitable, research talks about strengthening the nonprofit sector, and so much more. Each community and partner experience we host represents an investment of Foundation time and resources designed to help bring to life an opportunity with impact that extends beyond the duration of the event alone. By working with and supporting a broad collection and cross-section of groups and people, we can amplify underrepresented voices, reach new audiences, and elevate the concept of equity and its value in our community's culture.

Survey Results

Between June and November 2023, we collected survey feedback from 332 community members who attended experiences in the Center.

- **Learn:** Roughly 98% either strongly agreed (78%) or agreed (20%) that they learned something new about racial equity issues in St. Petersburg.
- **Connect:** A total of 94% agreed that the Center is a place where they can make new connections.
- **Value:** A total of 91% said the experience they attended at the Center was extremely valuable (61%) or valuable (30%).
- **Community:** More than 96% said they would like to attend another experience in the future, while 98% said they would recommend the experience to a friend.
- **Impact:** A total of 96% strongly agreed (71%) or agreed (25%) that the Center is a place where they can work with others to positively impact their community.

Learnings: In the open-ended section of the survey, several respondents expressed a desire to leave events with more actionable next steps or potential solutions to address inequities, offering a potential avenue for future improvement.



Panel discussion at the Aftershock showing at the Center in April 2023.

Creating Change: Healthy Start and Black Health Equity Alliance

Data shows that Black women are roughly three times more likely to die from pregnancy-related complications than White women, and most of these deaths are preventable. This increased risk cuts across all income and education levels. To raise awareness of these racial health disparities, Healthy Start of Johns Hopkins All Children's Hospital teamed up with the Black Health Equity Alliance (BHEA) to host a screening of the documentary *Aftershock* at the Center in April 2023, followed by a panel discussion on racial disparities in maternal-fetal health.

When we host experiences in the Center, our goal is not only to create an opportunity for impact in the moment, but for that potential for action and change to continue long after the event itself has ended. Healthy Start's April 2023 event is an example of just that.

Following the screening, several attendees joined the Community Consortium, a coalition that meets regularly to advise Healthy Start on ways to improve maternal-fetal care to improve outcomes, according to Kimberly Brown-Williams, who manages the Healthy Start program at Johns Hopkins. Even more signed up to get involved with and help support maternal-fetal health events in the future. The interest generated through the *Aftershock* screening also prompted BHEA to shift its focus to maternal-child health for 2024 and possibly 2025. BHEA's goals during this time include improving local data on maternal-child health, raising awareness of racial disparities in maternal-child health as well as steps community members can take to help, and creating a fund to support women with poor birth outcomes and families who have experienced maternal loss.

"When Healthy Start hosts events for the community, access is a key component," Brown-Williams said, explaining why she likes to co-create in the Center. "Additionally, I prefer utilizing the Center because the support team there understands why it's important to host these events. They understand the disparities and want to help change them."



Anchors Collaborative Career Fair in October 2023.

STRATEGIC INITIATIVES

In addition to grantmaking and engagements in our Center, the Foundation also convenes and manages strategic initiatives focused on changing systems through collaboration. In 2023, the Foundation continued to strengthen and grow its Anchors Collaborative, designed to boost health and economic opportunity in South St. Petersburg. The year also brought the opportunity to wrap up other programs whose work had run its course, making room for new projects in the years ahead. 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.



Attendees at the Anchors Collaborative Career Fair in October 2023.

St. Petersburg Anchors Collaborative

Influential and enduring institutions with economic and social clout—and the power to shift outcomes—are often called anchor institutions. In 2021, the Foundation brought together a group of such institutions to help them collaborate on hiring, procurement, and data-sharing with a goal of boosting health and economic equity in South St. Petersburg. We did not create the concept of an anchors program; similar programs were already thriving in other parts of the country. Rather, as a backbone organization, we introduced the concept locally and helped support it.

In 2023, HCA Northside Hospital joined inaugural members Orlando Health Bayfront Hospital, St. Anthony's Hospital, Johns Hopkins All Children's Hospital, and the City of St. Petersburg in the St. Petersburg Anchors Collaborative. During 2023, Anchors members partnered to host two job fairs attended by more than 525 job-seekers and supported by dozens of social service agencies offering wrap-around services like expungement, resume assistance, work-appropriate clothing, and childcare. More than 37 hires by Anchors resulted from our June and October job fairs with an estimated economic impact of nearly \$1 million. These events were also supported by partners like Pinellas County Urban League, CareerSource Pinellas, and People Empowering & Restoring Communities.

CAREER FAIR SURVEY RESULTS

According to a survey of 51 career fair participants, 75% said they were very satisfied (53%) or satisfied (22%) with their interaction with various employers at the fair. A total of 64% of respondents said they found the services offered at the fair to be extremely (31%) or somewhat (33%) helpful, and 71% said they were very satisfied (42%) or satisfied (29%) overall with their experience.



Small Business Development Program (from left to right): Stephen Charles (Ay Wash LLC), Cheronda Davis (Tunnel Vision Marketing Elite), Nancy Dunham (Fancy Nancy Professional Services), Jocelyn Kimble (Body by Ja), Whitney and Andre Sanchez (Zola Zula Solutions, LLC)

In support of the program's procurement goals, our Anchors Collaborative hosted a virtual vendor fair for 70 participants, the vast majority of whom participated in smaller 'office hours' meetings with Anchors members. In the fall, we also supported five small businesses from South St. Petersburg with a small business development program designed to better position these entrepreneurs to secure lucrative contracts in the future. Participants received expert coaching on topics including researching marketing and technology solutions, conducting competitor analyses, scaling their businesses, building and leveraging relationships, handling administrative duties like bookkeeping and financial statements, writing successful bid proposals, and more. Following the program, at least two of the five businesses reported an immediate increase in sales through the program, with other participants expressing optimism for future gains.

"I've gotten a couple of contracts because of networking that came out of that class, and it made me change my whole mindset," said Body by Ja's co-founder Jocelyn Kimble. "[Facilitator] Elizabeth Siplin made things feel attainable, and she held us accountable... She created an atmosphere that let you know you can succeed if you do the work."

"The program was awesome – very informative, very eye-opening. It let us see what we needed to do to get our ducks in a row and elevate our business to get on that Forbes magazine cover like we plan to do," said Whitney Sanchez of Zola Zula Solutions cleaning services.

Racial Equity Loan Fund

The Foundation launched the \$2 million Racial Equity Loan Fund (RELF) during the pandemic to strengthen cashflow to nonprofits and help groups scale their work. Too often, nonprofits do not have the cash up front to pay for expenses that would be eligible for reimbursement through certain kinds of grants. This hindrance can deter groups from applying for larger reimbursable grants altogether. RELF was designed to combat this roadblock, encouraging nonprofits to seek local, state, and federal grants to help magnify resources available in Pinellas County.

With the pandemic behind us, the fund closed in 2023 to make way for a redesigned grant program that better aligns with the Foundation's core skills set and serves the changing needs of the community. During its life, RELF provided \$1,315,725 to BIPOC-led and BIPOC-serving nonprofits who were able to leverage \$1,921,366 in external funding. A total of \$528,077 has been repaid to date, with \$582,775 scheduled for repayment in 2024.

According to a survey of RELF participants, 80% found the application and disbursement process to be easy (60%) or very easy (20%).



Ms. Gwendolyn Reese, the first Foundation Griot, speaking at the Grant Application Opening event

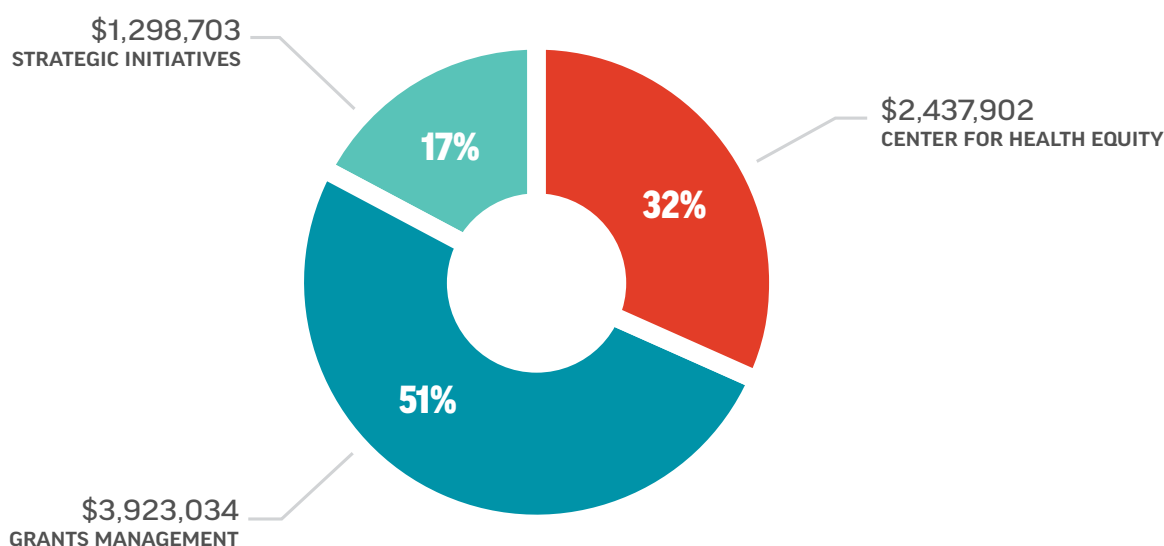
Griot in Residence

Dr. Carter G. Woodson, the father of Black History said: “If a race has no history, if it has no worthwhile tradition, it becomes a negligible factor in the thought of the world, and it stands in danger of being exterminated.” At the Foundation, we tell our stories – the stories of Black and brown people and the contributions they have made to our community. In 2023, we launched our Griot in Residence program, with Ms. Gwendolyn Reese serving as our first Foundation griot, entrusted with preserving and teaching Black life and the history of Black life for all of St. Petersburg. This past year, Ms. Reese offered historical groundings at select Foundation events, helping attendees understand the history and context behind the initiatives, data, and programs discussed. We look forward to deepening our work with this initiative in the years ahead.

| [WATCH THE VIDEO →](#)

MISSION INVESTMENT REPORTS

MISSION INVESTMENTS TOTAL – \$7,659,639

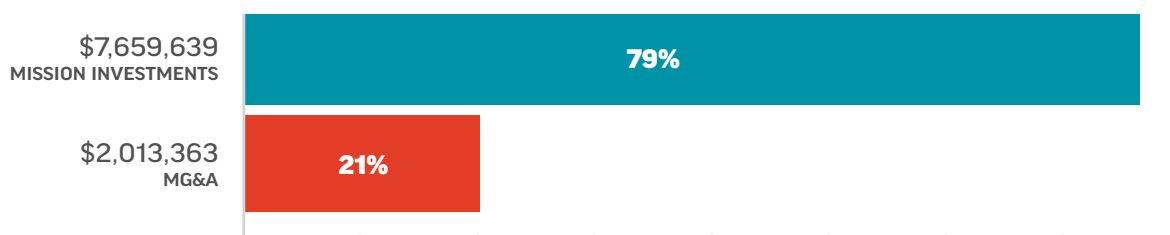


Strategic Initiatives:
\$1,298,703

Center for Health Equity:
\$2,437,902

Grants Management:
\$3,923,034

OPERATING EXPENSES TOTAL – \$9,673,002



Mission Investments: \$7,659,639

MG&A: \$2,013,363

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Dr. Tomalin speaks at the Grant Application event in August 2023.

LOOKING AHEAD

This past year brought a myriad of meaningful opportunities to advance health equity through racial equity in the community we're honored to serve and proud to call home. Thank you for engaging with us in this critical work through our grantmaking, our strategic initiatives, and our Center for Health Equity. We're grateful for your partnership, your time, your voice, and your presence. Systems change takes time, but significant change can—and does—happen every day. We look forward to continuing to advance change together in the years to come, making Pinellas County healthier and more equitable for all our community's residents.



**Foundation for a
Healthy St. Petersburg**



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HEALTH EQUITY**

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