



**Foundation for a
Healthy St. Petersburg**

IMPACT REPORT 2024





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**WE KNOW THAT
COMMUNITIES ARE
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MEMBERS ARE ABLE TO
LEAD HEALTHY LIVES.**

DR. KANIKA TOMALIN

LETTER FROM THE PRESIDENT & CEO

Ten years ago, in 2015, the Foundation for a Healthy St. Petersburg first began its work in this community. Over the past decade, we’ve worked to make an impact through leadership, grantmaking, partnership, and advocacy to build a healthier, more equitable home for all who live here.

We know that communities are better, richer, more vibrant, and healthier, when all of their members are able to lead healthy lives. With good health, we’re able to more fully contribute our gifts and talents. We can bring our best ideas, our most fruitful efforts, our kindest impulses, our most generous offerings.

At the Foundation for a Healthy St. Petersburg, this is our work. This is the difference we’ve made for a decade, through leadership, funding, partnership, and advocacy that improves the social and environmental factors that shape our community’s health.

As we honor our past, a look back on 2024 offers us a powerful opportunity to reflect on ways we can strengthen our future work by intentionally planning and building our own capacity for it. In addition to awarding millions in grant funding, bringing to life dozens of engaging equity-advancing experiences in our Center for Health Equity, and offering leadership in areas such as advocacy and voter engagement, we prioritized strategic planning for our next five years.

Eleanor Roosevelt once said that “It takes as much energy to wish as it does to plan.” Planning allows us to build a shared understanding of our vision and goals across our organization. When done collaboratively, it allows us to map out the necessary steps to achieve our goals, envisioning roadblocks and opportunities along the way. Once made, plans are not absolute and fixed. Rather, they require revisiting and revisions as we continue to implement them every day.

In 2024, as we built a roadmap to our future, we also continued our everyday service to advance racially equitable health outcomes by improving the systems and conditions that shape them. This impact report shares highlights from this past year and reflections on our decade of difference-making across our grantmaking (including our Catalytic Capacity-Building trainings with Orlando Health Bayfront Hospital), strategic initiatives, research and learning (such as our most recent report documenting local needs, assets, and health outcomes in South St. Petersburg), and our Center for Health Equity.

I’m so grateful to all of the partners, teammates, collaborators, and community members who have joined us on this journey. Thank you for your time, work, presence, and partnership. **As we celebrate a decade of impact, it’s my honor to partner with our community to build a healthier and more equitable tomorrow.** I’m so excited to share the impact of our work and look forward to highlighting more stories of equity-enhancing change and transformation in the decades to come.



In shared service,

DR. KANIKA TOMALIN

PRESIDENT & CEO, FOUNDATION FOR A HEALTHY ST. PETERSBURG



Foundation for a Healthy St. Petersburg

MISSION

We work to create a community in which all residents can lead healthy lives, regardless of race.

To do this, we advance racially equitable health outcomes in our community by improving the systems and conditions that shape them.

VISION

We envision a community in which good health allows all people to thrive.

CORE VALUES

EMPOWER EQUITY

We embrace all members of our community, empowering them in their pursuit of equity. We believe that all residents deserve to lead full, happy, and healthy lives.

CATALYZE IMPACT

Through integrity, collaboration, innovation, and accountability, we act as a catalyst for significant impact on racial equity in health outcomes.

COMMIT TO COMMUNITY

We listen to our community, remain transparent and empathetic, and leverage the data and partners necessary to improve health outcomes in South St. Petersburg.

SPARK JOY

We carve out space for balance and moments of joy, celebrating victories big and small. By finding joy within ourselves, we are able to spark positive change in our community.

INTRODUCTION

At the Foundation for a Healthy St. Petersburg, we work to create a community in which all people can lead healthy lives, regardless of race. To do this, we lead, fund, partner, and advocate to advance racially equitable health outcomes by improving the systems and conditions that shape our health.

In this annual impact report, we're excited to share highlights from 2024, which offered us a powerful opportunity to deepen our impact, connect with and support our community, and strengthen our work. In the pages that follow, we share highlights in the areas of **planning and personnel, our Center for Health Equity, research and learning, strategic initiatives, and our grantmaking.**

We'll also share highlights from our first 10 years in the community, highlighting moments of impact and a handful of the initiatives we've been proud to support, in celebration of our decade of difference-making. **Look for these highlights wherever you see our 10-year symbol, shown below.**

BY THE NUMBERS

A DECADE OF MAKING A DIFFERENCE

- Total Foundation Grantmaking Since Inception: **\$32.3 million**
- Total Number of Grants Awarded: **488**
- Largest Grant Awarded: **\$1,650,000**
- Community Leaders Who Have Served as Trustees: **50+**
- Number of Community Members Hosted in the Center for Health Equity: **10,600+**

**10
YEARS
OF IMPACT**



Foundation team with author Linda Villarosa at December’s Speakers Who Inspire experience.

PEOPLE & PLANNING

At the Foundation, we work to create a community in which good health allows all people to thrive. We know that our health is shaped by so much more than our medical care alone. It’s impacted by the types of jobs to which we have access, the quality of our education, the safety and health of our neighborhoods and built environments, the strength and breadth of our social ties and networks, and so much more.



Together, these factors are known as the social determinants of health, and that’s where the Foundation works to make an impact each day. We lead, fund, partner, and advocate to improve the systems and conditions that shape our well-being.

This past year marked our 10th year of service; we’re so grateful for all the ways we’ve been able to make a difference in the health of our community over that time. **From research and advocacy, to convening gatherings of neighbors and change-agents, to collaborative and responsive grantmaking and partnership, read on for a look back at our year—and decade—of impact in the community we’re honored to call home.**

Planning and Building for the Future

The strongest organizations are those that plan with intention and consistently work to grow their capacity so that they may operate more efficiently and effectively. In 2024, the Foundation embarked on a year-long planning process that culminated with a clear theory of change (more on that below) and a robust five-year strategic plan to guide our path for the years ahead.

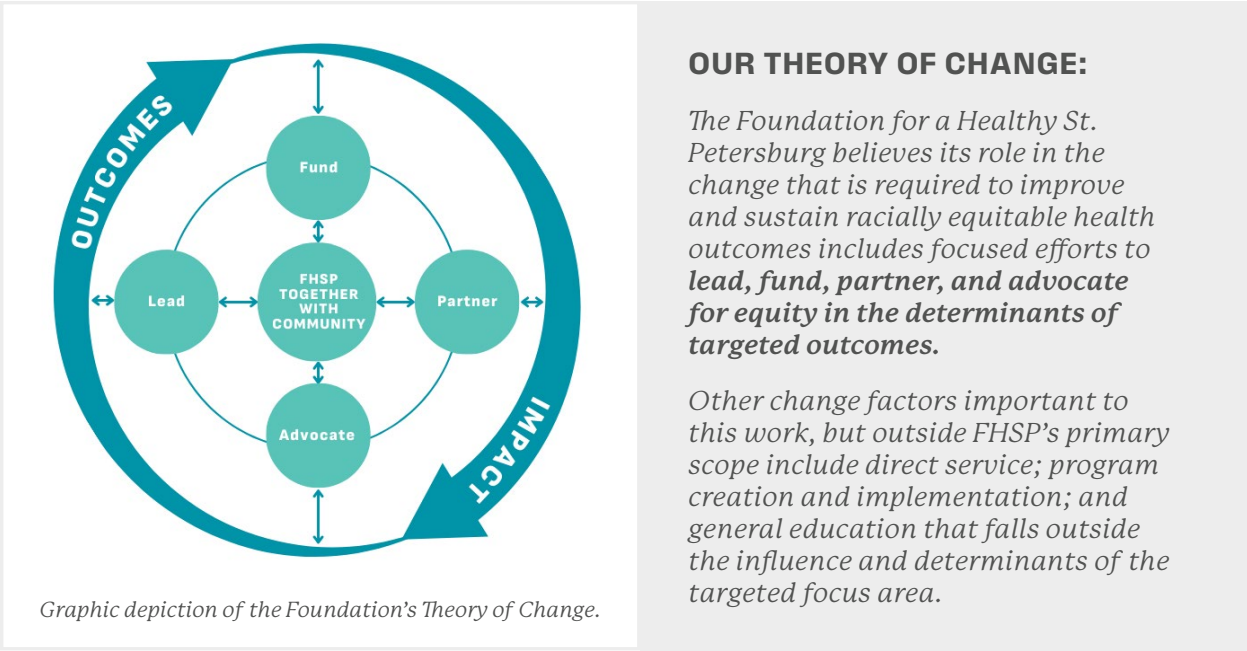
While it can feel difficult to carve out time to plan for tomorrow when there’s so much that needs attention today, doing so helps us work with more intention and focus, which better enables us to achieve our goals and our mission.

“The daily demands of our jobs feel urgent and important – and they are. But, planning and other forms of capacity building can help us shoulder those demands more efficiently and effectively, with a shared understanding of our purpose and direction that enables us to better drive the change we seek,” explained Foundation President and CEO Dr. Kanika Tomalin. “As we strive to support our funded partners in building their organizational capacities, it makes sense that we’d also build our own. Our work is too important not to plan for it.”

THEORY OF CHANGE

All work involves a belief of cause and effect – if I do x, y will result. In 2024, the Foundation worked to make explicit **our theory of how we believe change happens and our role in that change** through the creation of a formal Theory of Change document. This exercise and the resulting theory equipped our team members with a clear and shared understanding of what we do and why we do it, ensuring that we work with intention and consistency across our organization.

“While there are many things we could do to improve health and equity in our community, our Theory of Change allows us to be laser focused on what we believe our role is in creating a community in which good health enables all people to thrive,” explained Dr. Tomalin.



The Foundation Team

WELCOME RAENA & BLANCA!

To help us best carry out our work, the Foundation also added two new team members in 2024. Raena Boston joined our team as HR Administrator, supporting our workforce and amplifying the power of our people in achieving our mission. Blanca Catalina Garcia serves as an Impact Associate, helping build relationships, develop ideas, and deploy resources to magnify and scale the Foundation's work.



RAENA BOSTON
HR ADMINISTRATOR

I spent most of my career at a global professional services firm, but over time, I found myself drawn to mission-driven work. As I reflected on the next chapter of my career, I knew I wanted to be in an environment that was reciprocal: one where I could help build a people-first culture that inspires great work, while also being in a place that values and nurtures my own unique strengths. When I saw the opening at the Foundation, it felt special. The mission aligned with my values, the work felt deeply meaningful, and the culture felt genuinely welcoming. During my interview, I loved seeing how each person was encouraged to make their space reflective of their identity. It confirmed that this was where I wanted to write the next chapter of my career.



BLANCA CATALINA GARCIA
IMPACT ASSOCIATE

One of the reasons that I was drawn to the Foundation is the incredible team. These are folks who live the values of the organization through-and-through. This isn't just a job for the people here. I could feel that this was a workplace that had a community within its team that reflects the aspirations for our community at large: people from all walks of life, deeply connected to each other through shared values, a shared vision, and respect and appreciation for each other. It was this beloved community that really captured me.

FOUNDATION BOARD OF TRUSTEES

- Sharon Gardner, Chair
- Rev. Kenneth Irby, Vice Chair
- Marianne Edmonds, Treasurer
- Stacy Conroy
- Dr. Ricardo Davis
- Jack Day, Esq.
- Bridgette Heller
- Dr. Cynthia Johnson
- Dr. Shameka Jones
- Roger Key
- Kelly Kirschner
- Joe Lugo
- Ken Shapiro
- Dr. Kevin Sneed
- Dr. Nichelle Threadgill, M.D.
- Jon Wilson

Special thanks to our former trustees Michael Funsch, CFA and Lorna Taylor, who completed five years of service and cycled off the Foundation's Board of Trustees at the end of 2024.

FOUNDATION STAFF

- Dr. Kanika Tomalin, *President and CEO*
- Joshua Bean, *Impact Manager*
- Raena Boston, *HR Administrator*
- Lisa L. Brody, Esq., *Chief Operations Officer and General Counsel*
- Marcus A. Brooks, *Chief Impact Officer*
- Harold Bryant, Jr., *Senior Impact Associate*
- Belinda Childs, *Director of Finance*
- Gaylynn Driver, *Office Administrator*
- Blanca Catalina Garcia, *Impact Associate*
- Barbara Green, *Director of Strategic Communications*
- Dean Hendrix, *Facilities and Events Manager*
- Ricky Howell, CPA, *Chief Financial and Administrative Officer*
- Dr. Bilan Joseph, *Senior Impact Manager*
- Olivia London, *Senior Grants and Program Associate*
- Dr. Susie Paterson, *Director of Research, Evaluation, and Learning*
- Julie Rocco, *Senior Director of Grants Management and Administration*
- Dr. Stephanie Rosado, *Senior Research, Evaluation, and Learning Associate*
- Acquandist Uy, *Senior Executive Administrator*
- Kewa Wright, *Senior Center Operations Associate*
- Lisa Yacso, MBA, M.Ed., *Director of Technology and Administration*

A Decade of Difference-Making: Celebrating the Foundation's First 10 Years



Ten years ago, the Foundation hired its first team members and began work in our local community. Office Administrator Gaylynn Driver was there. As our longest serving team member, here since day one, Gaylynn has seen it all – from the formation of our team to the evolution of our mission to the hundreds of grants we've awarded and hundreds of gatherings we've convened.

Throughout this report, we'll share stories from our first ten years, highlighting moments of impact and a handful of the initiatives we've been proud to support, in celebration of our decade of difference-making. Here, we spotlight Gaylynn Driver, who works tirelessly behind the scenes. We're so grateful for her service.

Q&A

WITH OFFICE ADMINISTRATOR GAYLYNN DRIVER



YOU JOINED THE TEAM ON DAY ONE. COULD YOU SHARE WITH US A MEMORY FROM THOSE EARLY YEARS? WHAT WAS IT LIKE JUST GETTING STARTED AS A NEW ORGANIZATION?

Some of my earliest memories include assisting in the search for a creative agency to develop/create a logo design for the Foundation, comparing and selecting a grant management platform for our grantmaking work, coordinating and attending community listening sessions, as well as learning about the social determinants of health and how they influence health outcomes.

WHAT WAS IT LIKE TO GET STARTED IN THIS WORK?

It was an exciting new adventure as I learned about the focus and purpose of the Foundation to create a community in which all people can lead healthy lives, regardless of race.

HOW DID YOU DECIDE TO COME WORK FOR THE FOUNDATION?

In 2012, I was hired as the executive assistant for Bayfront Health Foundation and had the opportunity to continue as an administrative support person for the conversion Foundation, now known as the Foundation for a Healthy St. Petersburg.

WHAT'S SOMETHING FROM THE PAST DECADE THAT YOU'RE PROUD TO HAVE BEEN A PART OF?

The Foundation's 2016 inaugural grant round "Healthy Beginnings" was especially notable, as \$3.9 million was distributed in grants to 19 local organizations focused on addressing the social and environmental determinants of health. It was a monumental process for our newly created team.

Other highlights include the Courageous Conversations learning and training sessions that each of our team has been a part of, as well as the relationships developed with community and partnerships to engage and advance health and economic equity.

WHAT'S LED YOU TO STAY THROUGHOUT THE YEARS?

What continues to inspire my commitment to the Foundation is our intentional focus on advancing health equity in the community—work that feels both urgent and deeply meaningful. Being part of a team that brings such creativity, passion, and heart to every challenge is very rewarding.



A Full Circle Conversation event at the Center for Health Equity in November 2024.

CENTER FOR HEALTH EQUITY

In 2024, the Foundation welcomed thousands of community members to our Center for Health Equity to learn, connect, and create together to advance racially equitable health outcomes. Reopened to the public in 2023, our Center is 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 2024, we hosted and co-created roughly 65 health- and equity-focused events in our Center drawing in more than 3,000 participants. These offerings included Foundation signature experiences; training opportunities for nonprofits; and a host of co-created experiences in partnership with community groups big and small such as Community Tampa Bay, The Modern Griot Corporation, the St. Petersburg Chamber of Commerce, Life From Inside Out! 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 a place where all people can lead healthy lives, regardless of race. Read on for a sampling of the kinds of programming we offer and support.

Signature Experience: 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 2024, we hosted Harvard University professor and racial justice authority Dr. Khalil Gibran Muhammad and *New York Times Magazine* writer Linda Villarosa, who focuses her work on the intersection of health and race. See details from our 2024 offerings in this dynamic series below.



[VIEW PHOTOS](#) →

DR. KHALIL GIBRAN MUHAMMAD

In February 2024, we kicked off Black History Month with a Speakers Who Inspire event featuring Dr. Khalil Muhammad, the award-winning author of *The Condemnation of Blackness*, a “brilliant work that tells us how directly the past has formed us” (*The New York Review of Books*). Dr. Muhammad’s work has been featured in the landmark *New York Times* “1619 Project” as well as Ava DuVernay’s Oscar-nominated Netflix documentary *13th*. An incredibly dynamic, humorous, and grounding speaker, this Harvard Kennedy School Professor offered attendees a brief history of the racial economic inequity we see in our country today, highlighting how we got here – and where we go next.



[VIEW PHOTOS](#) →

LINDA VILLAROSA

In December 2024, we wrapped up our year with a powerful evening with *New York Times Magazine* writer Linda Villarosa, whose book *Under the skin: The Hidden Toll of Racism on American Lives and on the Health of Our Nation* was a 2023 Pulitzer Prize finalist. In her talk, Villarosa made clear the link between health and racism and shed light on the forces in our healthcare system and society that cause Black people to “live sicker and die quicker” compared to their white counterparts. Villarosa’s work tells the story of racial health disparities in America by illuminating the toll racism takes on individuals and public health. A former executive editor of *Essence Magazine*, Villarosa is the recipient of numerous awards from organizations including The American Medical Writers’ Association, The Arthur Ashe Institute, the National Women’s Political Caucus and more. *Under the Skin* was named a best book of 2022 by 6 publications, including *NPR* and *The Washington Post*, and was honored as one of the top 10 books of 2022 by *The New York Times*.





Signature Experience: Catalytic Capacity-Building Sessions

In 2024, the Foundation partnered with Orlando Health Bayfront Hospital to offer a series of seven capacity-building training sessions for nonprofits looking to strengthen their organization. Sessions, which were led by local subject matter experts, ran from August through the end of the year and were free of charge and open to the public. Topics included engagement and equity; legal and risk management; revenue building; data, reporting and impact; communications and public relations; governance and board development; and self-care/preventing burnout. Each session drew more than 100 registrants, and those who participated earned digital badges and credentials they could use to document their learning.

“We wanted to create meaningful opportunities for local nonprofits to grow their capacity. What we offered was based on conversations with funded partners and needs we identified in our previous funding round,” Foundation Senior Grants and Program Associate Olivia London said. “Using local subject matter experts familiar with our community helped tailor the capacity-building sessions to local needs while also highlighting the expertise that exists in our community.”

2024 CURRICULUM



ENGAGEMENT AND EQUITY IN YOUR WORK WITH DELQUANDA TURNER SMITH, PHD CANDIDATE:

This session offered a high-level understanding of equity within professional practices, paired with practical application for meaningful community engagement. Participants explored strategies for building inclusive partnerships, leveraging diverse perspectives, and earning trust.



LEGAL AND RISK MANAGEMENT WITH TAMARA FELTON, ESQ.:

This session aimed to provide nonprofit professionals with essential knowledge and strategies for navigating legal and risk management. Participants gained insights into key legal considerations, compliance requirements, trademarks, copyrights, intellectual property, and best practices for mitigating risks within nonprofit organizations.



WALKING THE WALK WITH EQUITY WORK WITH DAWN HUNTER, J.D.:

This session focused on fostering a supportive workplace culture within nonprofit organizations. By prioritizing the well-being of staff, promoting self-care and wellness, and using an equity lens internally, nonprofits can enhance employee satisfaction, retain staff, and have greater impact advancing health equity.



DATA, REPORTING, AND DEMONSTRATING IMPACT WITH DR. KEESHA BENSON:

This session provided nonprofit professionals with the knowledge and skills to effectively collect, analyze, and utilize data to drive decision-making, improve program outcomes, enhance organizational effectiveness, meet reporting requirements, and showcase impact. The session also provided an overview of organizational profiles in Candid and the importance of reporting demographic data for your nonprofit. Organizations who completed a profile in Candid gained free access to the Foundation Directory provided by Candid.



GOVERNANCE AND BOARD DEVELOPMENT WITH CHARLIE IMBERGAMO, CFRE:

This session was designed for nonprofit professionals seeking to recruit and develop board members who will effectively strengthen the organization and offer strategic leadership and oversight. Potential board members were also encouraged to attend to learn more about the importance of their role and gain the knowledge to enhance board governance practices.



FUNDING YOUR ORGANIZATION; GRANT WRITING AND GENERATING DIVERSE REVENUE STREAMS WITH DR. STEPHANIE REED:

This session familiarized nonprofit professionals with the knowledge and skills to establish robust and sustainable funding for their organization. Participants learned to create funding strategies that may include grant writing, fundraising, social enterprise, and more. The course covered grant writing basics, project budget creation, grant research, and how to select the most appropriate opportunities. Participants learned strategies to increase efficiency, find more ease, and achieve greater return on investments in grant application processes. Additionally, this course covered sources of revenue beyond grants that can bolster funding and lead to long-term sustainability.



COMMUNICATIONS AND PUBLIC RELATIONS WITH ANSYIA MCDOWALL, CFRE:

This session was designed to provide nonprofit professionals with the knowledge, skills, and strategies necessary to develop and implement effective communications and public relations initiatives. Participants learned how to leverage various communication channels to engage stakeholders, build awareness of their organization and programs, and advance the organization’s mission.



Measuring Growth: Results from Our Catalytic Capacity-Building Sessions

To gauge whether and how much participants in our Catalytic Capacity-Building Sessions learned, we conducted anonymous pre- and post-session surveys after each training, which measured participants' confidence levels in various topics and skills specific to each session's focus area. The surveys also asked open-response questions to gather insights that can be used to inform future capacity-building initiatives.

Overall, the capacity-building sessions were highly successful. Participants overwhelmingly reported a significant increase in their confidence levels.

In total, we collected 406 pre-session surveys that asked participants to gauge their confidence level in three to four session-specific areas using a Likert scale. Before attending the sessions, registrants reported 750 instances of being “not” or “somewhat” confident in the material covered and 497 instances of being “confident” or “very confident.”

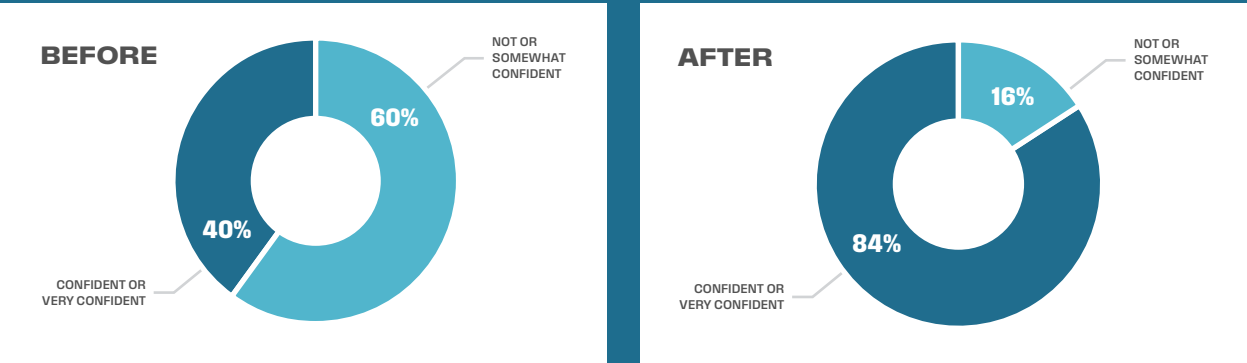
After the sessions, the number of instances of being “not” or “somewhat” confident dropped to 189, out of 385 surveys, and the number of respondents saying they felt “confident” or “very confident” increased to 963.

“That’s a 93.7% increase in the number of instances where attendees reported feeling confident or very confident after attending the sessions, which lets us know that the sessions were an impactful learning experience,” Foundation Research, Evaluation, and Learning Senior Associate Dr. Stephanie Rosado said.

Open-response questions from the survey showed attendees came to the sessions looking for hands-on resources to strengthen their organizations and an opportunity to connect with others working in the same space or facing similar barriers.

“Overall, the results from these sessions really highlight the benefit of mobilizing capacity-building opportunities for the nonprofit community,” Dr. Rosado said, who worked with Senior Grants and Programs Associate Olivia London on the session analysis. “As a learning organization, I’m glad we could offer this opportunity, and I appreciated learning directly from attendees what kinds of strategies and resources they need to sustain and continue the meaningful work they do in our community.”

The Foundation shared survey results and participant feedback with each speaker in a debrief meeting after each session to help foster continuous learning for event organizers and leaders, as well.



Community members at our February Just Heal, Bro experience.

Experiences Co-Created by Community Partners

The Center is a Foundation resource that we activate in service of our mission, alongside our community. In 2024, we collaborated with dozens of community partners including Quis for Life, the St. Pete Chamber of Commerce, the Downtown Partnership, The Modern Griot Corporation, Community Tampa Bay, Life From Inside Out!, United Way Suncoast, and more. We partnered to host film screenings, discussions about the social determinants of health, experiences focused on civic engagement, learning opportunities centered on our priority focus areas, 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 collaborating with and supporting a broad collection and cross-section of groups and people, we can build our local ecosystem, reach new audiences, and elevate learning opportunities around systems change and the social determinants of health in our community’s culture.



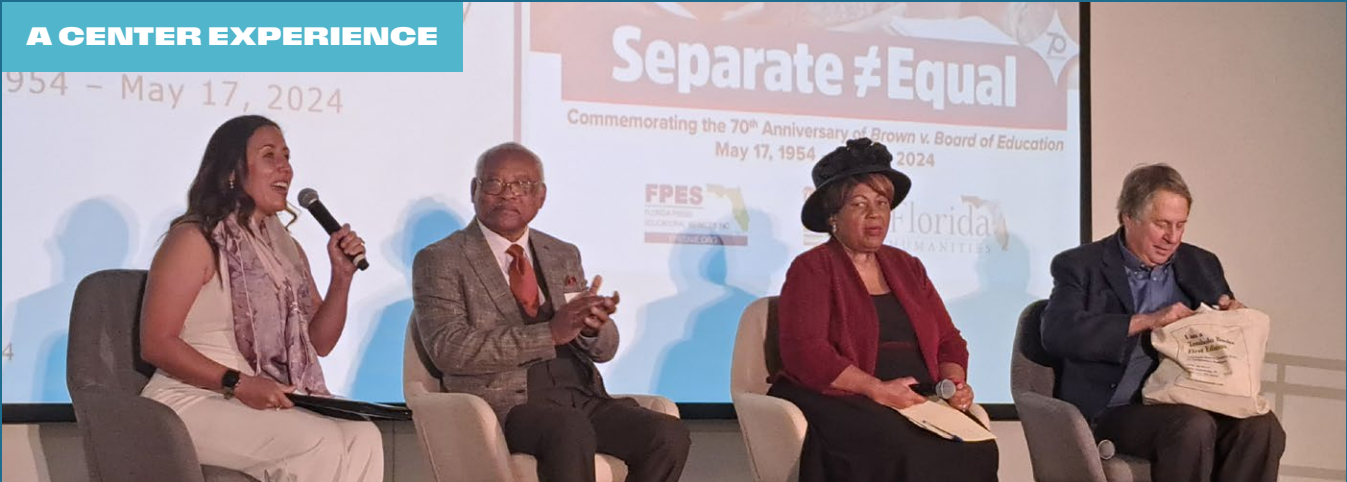
Community members at our February Just Heal, Bro experience.

Center for Health Equity Survey Results

Throughout the year, we collected feedback from 453 community members who participated in experiences at the Foundation’s Center for Health Equity. Here’s what they said about their experiences:

EXPECTATIONS	LEARN	CONNECT	CREATE
93.4%	93.2%	87.4%	86.8%
Said the experiences they attended met their expectations	Said they learned something new	Said participating in an experience connected them with individuals, resources, or opportunities they were able to tap into afterwards	Said they took some kind of action afterwards attending an experience

WHAT ACTIONS DID YOU TAKE AS A RESULT OF PARTICIPATING IN EXPERIENCES AT THE CENTER?	
ANSWER	# OF INDIVIDUALS
I engaged in more conversations about racial equity.	239
I developed a desire to better understand the role of race in my life.	178
I read additional text-based resources (books, articles, etc.) to deepen my understanding of racial equity.	161
I attended more racial equity-focused experiences in community.	142
At work, I brought racial-equity discussions to my leadership.	98
I joined additional networks or groups to deepen my understanding of racial equity.	79
I joined an affinity space.*	43
None of these	39
Other	36
*A safe space/group for individuals who share a racial identity to gather, share experiences, and explore how race/ racism shows up in their lives.	



Separate ≠ Equal Commemorating the 70th Anniversary of Brown v. Board of Education

On May 17, 1954, Chief Justice Earl Warren delivered the unanimous decision of the U.S. Supreme Court, stating that “We conclude that in the field of public education the doctrine of ‘separate but equal’ has no place. Separate educational facilities are inherently unequal.”

In April 2024, more than 100 people gathered in the Foundation’s Center for Health Equity to commemorate the 70th anniversary of Brown vs. Board of Education and discuss the continuing impact of the landmark decision. The evening represented a collaboration between Community Tampa Bay, the Tampa Bay Times Newspapers in Education program, Florida Press Educational Services, Florida Humanities, and the Foundation. **It also represented an opportunity for impact that extended far beyond the evening itself.**

“What I loved about that evening is we didn’t stop there. Our panelists were like, this was fantastic - we need to do the same thing in Tampa. So we hosted a second event that wasn’t initially planned,” Community Tampa Bay CEO Tammy Briant Spratling said. “The project was multi-faceted with a clear overarching mission, but every event had its own local flair. I think that’s why I’m so proud of it.”

When the *Tampa Bay Times* approached Community Tampa Bay about partnering to commemorate the Brown vs Board of Education decision, the group saw an opportunity to broaden their reach by collaborating with partners throughout the state.

Ultimately, they hosted events in St. Petersburg, Tampa, Jacksonville, Tallahassee, and Miami that explored the impact of school segregation and integration through panel discussions, film screenings, community conversations, and more. The project also produced educational materials for students and teachers that were shared throughout the state.

“I called on statewide colleagues to partner so that we could start to find common ground with collective messaging and action,” Spratling said. “It’s about building the foundation for future partnerships, knowing that we can do more with more people and a louder voice.”

For their work, Community Tampa Bay was recognized with the Florida Press Educational Services Friend of Newspapers in Education Award in July of 2024.

INSPIRING MORE EVENTS IN:

- ST. PETERSBURG
- TAMPA
- JACKSONVILLE
- TALLAHASSEE
- MIAMI

2020

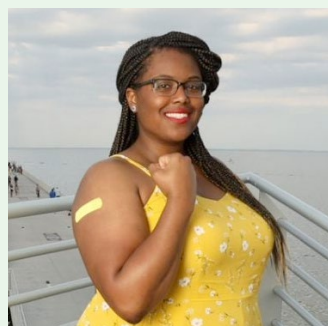
MEETING THE MOMENT: RESPONDING TO OUR COMMUNITY'S NEEDS DURING COVID



Crisis calls for rapid adaptation and, in 2020, the Foundation board, partners, and community rose to meet the challenge. Early in the pandemic, we opened our Center for Health Equity to community partner 211, who used the space to process \$1.5 million in federal financial assistance for people in need. In 2021, after CARES dollars were distributed, the Foundation partnered with Florida Department of Health in Pinellas County to use our Center as a community vaccination and testing site.

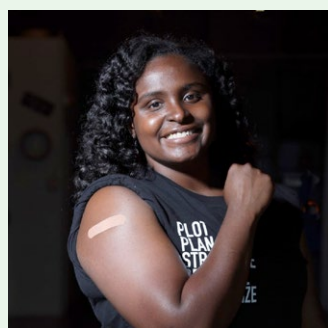
With a focus on nonprofit response and resiliency as well as disease mitigation for vulnerable populations, the Foundation also deployed additional grant funding to respond to community needs and worked with funded partners to repurpose existing Foundation grant dollars.

“Being able to work with our funded partners to adapt to the changing needs made a big difference in our community’s health,” Foundation Senior Director of Grants Management and Administration Julie Rocco said. “I’m grateful we could be of service to our community in that critical time.”



To support our community during the COVID-19 pandemic, the Foundation also:

- Helped create and support public health campaigns around social distancing, mask use, mental health, and vaccination, and deployed “vaccine navigators” who went door-to-door in key neighborhoods to boost vaccination rates
- Hosted trainings and provided grant writing assistance to help local nonprofits access CARES dollars and other resources.
- Created the Racial Equity Loan Fund to help nonprofits and small businesses stabilize their financing.
- Helped ensure local COVID data was disaggregated by race and ethnicity to track any emerging disparities and ensure equity in all of our local communities.
- Partnered with the Community Law Program to help prevent evictions.
- Provided leadership around responding to community needs in moments of crisis.



“Being able to respond to emerging community needs is critical to any organization dedicated to creating a community in all people can lead healthy lives,” Foundation President and CEO Dr. Kanika Tomalin said. “While we remain steadfastly focused on our mission, we’re grateful we could meet the moment and support our community in that critical time.”





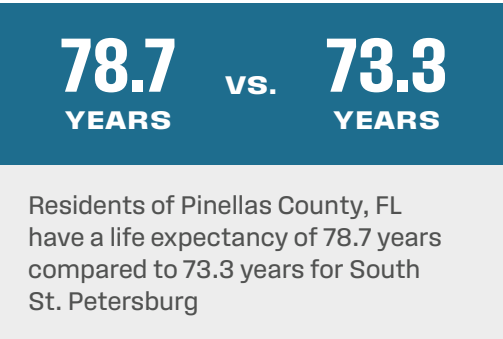
The Foundation's Dr. Susie Paterson at a Foundation data walk on our South St. Pete Health Equity Profile, which was produced in 2024.

RESEARCH, EVALUATION & LEARNING

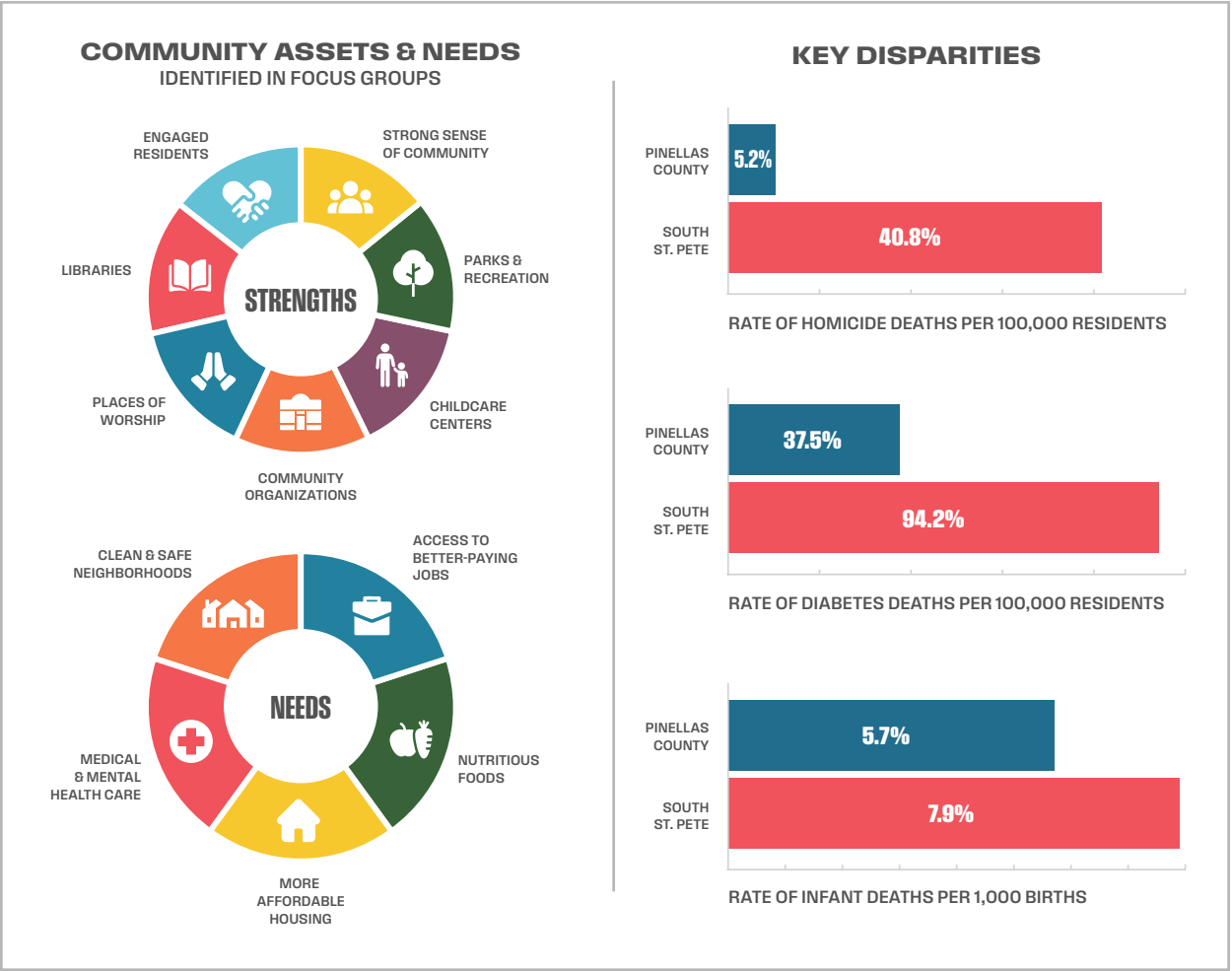
As a data-driven and community-informed organization, producing and sharing high-quality research is a critical way we offer leadership in our ecosystem and ensure we’re working as effectively as possible to create a community in which all people can lead healthy lives, regardless of race.

In 2024, the Foundation commissioned and helped produce a research report offering a rare hyper-local look at health outcomes and well-being in our geographic focus area of South St. Petersburg, particularly in the three zip codes of the South St. Petersburg Community Redevelopment Area (33705, 33711, 33712). The resulting South St. Pete Health Equity Profile uses a mixed-methods approach that includes resident focus groups, interviews with community leaders, and a comprehensive examination of quantitative data and previous research to highlight community strengths and needs, identify sharp inequalities in health outcomes, and offer systemic approaches for creating change.

The report, which we highlight on page 23, helped inform our five-year strategic plan, guiding us to focus on the social and environmental factors that we believe will most effectively improve the outcomes where we see the greatest disparities.



Key Findings: South St. Pete Health Equity Profile



With a more detailed understanding of health outcomes and well-being at the neighborhood, zip code, and census tract level, we can be more specific and focused in our work – and, therefore, more effective. Viewing data and research as a crucial community resource, the Foundation makes all of its research available to the public for free and offers supportive community events to help people make sense of and connect more deeply with the findings, such as data walks, interactive presentations, and more. For more information, visit our [Research, Evaluation, and Learning page](#).



Taking Our Community’s Pulse: The Community Pulse Team

At the Foundation, we believe that true impact must be driven and informed by those most affected by the issues we seek to address. In 2024, we launched the Community Pulse Team (CPT), a unique participatory evaluation initiative designed to bring resident voices into the evaluation of our grantmaking. Made up of seven residents from our priority zip codes (33705, 33711, 33712), the CPT will play an essential role in assessing how funded programs from our 2023-2024 Mental Health and Community Wealth grants (see page 39) are making a difference in our community.

33705
33711
33712

From June to December 2024, CPT members actively engaged in five two-hour collaborative training and evaluation preparation sessions with the Foundation’s Research, Evaluation, & Learning Team. These sessions covered topics including participatory evaluation, practicing evaluative thinking, developing key evaluation questions, and creating a logic model to inform the data collection and analysis CPT members will be leading in 2025.

Looking ahead, we are excited to learn from these community-driven evaluation efforts. The CPT will provide real-time insights as a resource to strengthen funded partner efforts and help connect community needs with future philanthropic investments. Through the CPT, we are embedding equity, accountability, and shared leadership into our evaluation practices, demonstrating that lasting change happens when communities are not only heard but empowered to shape the solutions that affect them.

COMMUNITY FEEDBACK

“At Seniors in Service, we mobilize highly trained, compassionate volunteers to improve the health and well-being of vulnerable communities. The Foundation for a Healthy St. Pete’s online health equity reports and data walk events provide valuable insight into the neighborhoods where our volunteers serve. The data helps inform volunteer training and service delivery to ensure we are addressing disparities in meaningful, responsive ways.”

ROBIN INGLES
CEO, SENIORS IN SERVICE OF TAMPA BAY,
ON THE VALUE OF FOUNDATION RESEARCH REPORTS

Meet the Community Pulse Team

RESIDENTS OF 33705

BRIAN PERET
Currently the president of the Campbell Park Neighborhood Association, Brian advocates for residents and champions initiatives like Keep Campbell Park Clean. As a member of the Pinellas Black Excellence executive board and the Digital Inclusion Leadership Council, Brian works in our community to ensure everyone has access to the tools and opportunities they need to thrive.



SEMA’J STUBBINS
“I’m always in the community with the work I do and attend community functions.” – Sema’j Stubbins



RESIDENTS OF 33711

TRESALYNN MORRIS
“First, I have been waiting for the opportunity to participate in one of the Foundation’s projects and when I saw this opportunity I jumped at it. Second, I am a concerned resident, community advocate, avid volunteer, and student that wants to learn how I can better help my community.” – Tresalynn Morris

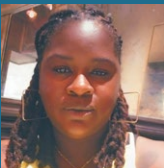


THERESA JONES
“I am a person who has been committed to the improvement in our City and the community for everyone since I first moved to St. Petersburg in 1979. I spent my entire career of 38 years working for the City in the areas of equal opportunities, civil rights, housing for all. I feel that my past professional and personal experience has groomed for a position such as this.” – Theresa Jones



RESIDENTS OF 33712

MESHELLE DENMARK-WILLIAMS
“I’m interested in the research process and the opportunity to learn from beginning to end stage of collection of the data. I would like to be able to be a voice in my neighborhood and learn the experiences of other to help enhance the resources within my community.” – Meshelle Denmark-Williams



RODRIQUE RODNEY
“This opportunity with the Community Pulse Team is a fantastic way to engage with community members and collaborate with other key stakeholders in making sure everyone in this city has an opportunity to achieve equitable health outcomes. Community is the key to the equity equation. We must work together to discover innovative solutions to undo years of racist policies and usher in a new future of equitable health opportunities.” – Rodrique Rodney



SHARION THURMAN-REEVES
“By becoming a member of the Foundation’s Community Pulse Team I can ‘take the pulse’ of my BIPOC community by acknowledging, understanding, and centering my BIPOC community residents in the effectiveness and impact of specific funded organizations through specified processes. As a member, not only can I better understand my community’s quality of life experiences, but also, I can contribute to strategic decisions on what matters most to my community.” – Sharion Thurman-Reeves



Data Literacy for Community Action

In the fall, the Foundation partnered with University of South Florida Libraries and the St. Petersburg Library System to offer a series of free seminars designed to educate community members (and nonprofit leaders) on finding, understanding, and using data to make positive changes in our local community. Known as Data Literacy for Community Action (DLCA), the series sought to empower citizens advocating for equitable health outcomes through increased access to data literacy education.

While the series kicked off in the Foundation’s Center for Health Equity, the collaboration offered three additional free workshops at locations throughout the community and online. In the sessions, a collaborative team of educators drew on real data related to health behaviors, clinical care, social and economic factors, and the physical environment, to guide attendees through data learning. Topics included data fundamentals, finding reliable data, evaluating data, and using data and data visualizations to tell stories.

**MORE THAN 50
COMMUNITY
MEMBERS
PARTICIPATED IN
THE PROGRAM.**

“The Data Literacy for Community Action session was both inspiring and practical. The speakers’ passion for making data clear was infectious, and they gave hands-on tips for how to quickly visualize data as a starting point for deeper understanding,” said Anne Core, who participated in the sessions and serves as the Vice President of Marketing and Communications for the St. Pete Economic Development Corporation. “Plus, the examples of intentionally misleading data were eye-opening! This was a great service to the community.”

Elevating Evaluation: Tampa BAES Community of Practice

With a goal of elevating and supporting strong evaluation practices among nonprofits, Foundation team members Drs. Susie Paterson and Stephanie Rosado continued to help lead the Tampa Bay Area Evaluation Society Community of Practice in 2024 in collaboration with the Hypatia Collaborative. Quarterly meetings throughout the year offered professional development opportunities with presentations from various local evaluators and researchers. They also helped create professional and social connections; enabled the sharing of innovative practice and resources; and raised awareness around different modes, practices, and opportunities in the evaluation field.

Check out the group’s [LinkedIn page](#) for more information.



Through the Foundation’s decade of impact, we’ve helped produce and fund more than a dozen research reports on topics ranging from education, to the access and utilization of medical care, to economic opportunity. One of the most notable reports we helped produce for our community is [An Equity Profile of Pinellas County, Florida](#), published in 2019 through UNITE Pinellas. The report analyzed racial inequalities in indicators ranging from poverty to health insurance coverage to misdemeanor referrals in Pinellas County, highlighting their impact on our community and making a case for equity.

It showed that, not only is working to achieve equality in outcomes the morally just course of action, it also carries significant economic and community benefits – like a potential \$3.6 billion in economic growth, improved corporate profitability, increased upward mobility, lower per capita healthcare costs, improved health outcomes, and more. The research helped illustrate how, in a community in which race were no longer a factor in the assessment of merit or in the distribution of opportunity, all members would be able to contribute their gifts fully, enriching life for all who call Pinellas County home.

“Offering residents and local organizations a way to understand the impact of inequality and inequity in our lives and our community helps build the case for our shared work toward creating a better, healthier future,” Foundation President and CEO Dr. Kanika Tomalin said. “Producing and funding top-quality research for our community’s use is one of the ways we lead and resource our local ecosystem.”

UNITE PINELLAS WAS COMPRISED OF A HOST OF COMMUNITY AGENCIES AND ORGANIZATIONS WORKING TO IMPROVE LIFE HERE, INCLUDING:

AARP Florida
Allegany Franciscan Ministries
Central Florida Behavioral Health Network
Community Foundation of Tampa Bay
Forward Pinellas
Foundation for a Healthy St. Petersburg
Juvenile Welfare Board
One Community Plan and 2020 Plan
Pinellas County Community Foundation

Pinellas County Government
Pinellas County Health Department
Pinellas County Schools
Pinellas County Urban League
Pinellas Education Foundation
St. Petersburg Chamber of Commerce
St. Petersburg College
Tampa Bay Health Collaborative
United Way Suncoast

THE EQUITY DIVIDEND

\$3.6 BILLION

The estimated increase in economic output if there were no racial gaps in income. (Equity Profile of Pinellas County)



Foundation team members Harold Bryant Jr. and Kewa Wright with John Bailey celebrating Dr. Tomalin and Marcus Brooks as they are recognized for their leadership by Congresswoman Kathy Castor.

STRATEGIC INITIATIVES

In addition to grantmaking, research, and engagements in our Center, the Foundation also manages a handful of strategic initiatives focused on systems change. We share below some highlights on our key initiatives, and recognize that none of this work would be possible without community and partner involvement and participation.

In 2024, we launched a new program for high school students designed to shift narratives through learning and content creation. We also continued and strengthened our Building an Equity Movement program through updates to our history wall and an expanded roster of education and discussion sessions. Finally, in the fall, we kicked off a voter turnout program emphasizing the connection between civic participation and community health. Read on to learn more about these innovative offerings plus an earlier initiative designed to help preserve stories from the Gas Plant neighborhood.



Their Stories, Our Voices Youth Griot Program

“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.”

– Dr. Carter G. Woodson, *The Mis-Education of the Negro*, published in 1933

In 2024, the Foundation launched its Their Stories, Our Voices Youth Griot Program for high school students, recruiting a class of 11 stellar soon-to-be storytellers for this innovative program that supports narrative change and celebrates local Black history. Their Stories Our Voices represents a year-long commitment that will train high school students to tell and share the stories of local Black history-makers. Through a six-week intensive summer program and continuing with bi-monthly Saturday sessions throughout the 2025-2026 school year, students will learn from Foundation Griot-in-Residence Ms. Gwendolyn Reese, as well as other professional journalists, photographers, videographers, and content creators.

- Participants will receive a \$1000 stipend for their time and effort
- Student work will be showcased at a Black History Month Exhibition at the Foundation’s Center for Health Equity in February 2026

The Foundation recruited our first cohort of [Youth Griots](#) in 2024; stay tuned for more exciting news from this group in 2025!

“IT IS IMPORTANT TO LEARN AND PRESERVE HISTORY BECAUSE HISTORY NEEDS TO LIVE ON. WE NEED TO KNOW OUR HISTORY TO AVOID REPEATING MISTAKES AND LEARNING FROM THEM. IT’S ALSO IMPORTANT TO LEARN THE STORIES OF ANCESTORS AND BRING LIGHT TO THE THINGS THEY FOUGHT FOR. THE KNOWLEDGE OF OUR PAST CAN HELP IMPROVE OUR FUTURE AND LET US BE MORE GRATEFUL FOR THE THINGS WE HAVE TODAY.”

NAOMI WEBB
10TH GRADE, ST. PETERSBURG COLLEGIATE HIGH SCHOOL

“AS A COMMUNITY, NATION, AND WORLD, WE ARE CONSTANTLY REPEATING THE MISTAKES OF THE PAST. HOWEVER, THE PURPOSE OF LEARNING AND PRESERVING HISTORY IS TO KNOW THE SIGNS THAT MISTAKES ARE BEING REPEATED... THIS IS HOW KNOWLEDGE OF HISTORY CAN SHAPE ONE’S ACTIONS IN TODAY’S WORLD: BY RECOGNIZING THE PATTERNS OF YESTERDAY’S MISTAKES TO CREATE TOMORROW’S SOLUTIONS.”

CALEB WILLIAMS
11TH GRADE, BETHEL COMMUNITY CHRISTIAN SCHOOL



Photo courtesy of City of St. Petersburg.

Vote for Your Health

In the fall of 2024, the Foundation rolled out a voter turnout campaign designed to boost participation at the polls, making clear the tie between civic engagement and well-being. In addition to funding and participating in The Power of the Vote Collaborative, which featured a robust media campaign to increase turnout, the Foundation offered its own digital and print messaging campaign on the crucial links between voting and health.

“The 2024 election offered important choices for representation at every level of government, from local to national, as well as ballot questions that stood to help shape our individual and collective quality of life,” Foundation President and CEO Dr. Kanika Tomalin said. “Community members’ votes represented a crucial opportunity to make a difference in every single race.”

Voting is good for our democracy, which thrives when we all participate at the polls and make our voices heard. Voting is also good for our health. Research shows that communities with higher voter turnout are healthier and more equitable. Why?

Our health is comprised of so much more than the quality and frequency of medical care we receive. It’s determined, as well, by the conditions and environments in which we’re born, live, work, play, worship, and age. It’s shaped by our neighborhoods, the strength of our social ties, the education we receive, the kinds of jobs accessible to us, and more.

When we vote, we help elect leaders who in turn make decisions about our communities and how they function. How we vote affects every aspect of our social environment, which, in turn, determines our health. In other words, making our voices heard at the polls helps shape the systems and conditions that shape our resiliency and health tomorrow.

Offering leadership and advocacy around civic engagement and issues of community health is a crucial pathway of community engagement for the Foundation. We look forward to doing more in this space in years to come.



VOTING IS GOOD FOR OUR HEALTH. RESEARCH SHOWS THAT COMMUNITIES WITH HIGHER VOTER TURNOUT ARE HEALTHIER AND MORE EQUITABLE.


| [HEALTHYSTPETE.FOUNDATION/VOTE](https://healthystpete.foundation/vote) →



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 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 2024, using our updated history wall and collection of videos, 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. This past year, we did training sessions with the St. Pete Chamber of Commerce, the St. Petersburg Area Economic Development Corporation, Eckerd College, the Shirley Proctor Puller Foundation, and more.

“Their presentation of the history of St. Pete was eye-opening and invaluable as we consider St. Pete’s future development and its impact on the people of St. Pete,” said EDC President and CEO Mike Swesey. “Another benefit was that our team got to know each other in a whole new way. I highly recommend this to business leaders and their teams.”



TO LEARN MORE ABOUT THE PROGRAM OR SCHEDULE A SESSION FOR YOUR ORGANIZATION, EMAIL IMPACT MANAGER JOSHUA BEAN.

| [JOSHUA@HEALTHYSTPETE.FOUNDATION](mailto:joshua@healthystpete.foundation) →



2021

SHIFTING NARRATIVES: FROM REUNION TO *RAZED*



10
YEARS
OF IMPACT

In 2021, the Foundation helped fund a reunion of the Gas Plant and Laurel Park neighborhoods, bringing together former residents and family members who were displaced from their homes to make way for the construction of Tropicana Field. In doing so, the Foundation helped create a space for residents to reminisce about their shared pasts, their sense of community and home, and what was lost with the demolition of the homes, neighborhood institutions, and businesses that comprised these beloved communities.

The Foundation sought to record and preserve those memories to help correct and deepen the narrative around those painful displacements – and prevent similar injustices from happening again.

“AND BACK THEN, NEIGHBORS LOVED ON EACH OTHER. THEY WERE A CLOSE-KNIT FAMILY, AND THEY WATCHED OUT FOR ALL OF THEIR NEIGHBORS.”

FRANCIS MORGAN CATO

“...EVERYONE THERE WAS LIKE FAMILY. KIDS STAYED OUT LATE AT NIGHT ON THE STREETS. EVERYBODY WATCHED EACH OTHER’S KIDS. IT’S LIKE I SAID, WE WERE ALL LIKE A FAMILY. WE RAISED EACH OTHER’S KIDS, AND WE HAD SOME GOOD MEMORIES FROM THERE, REALLY.”

BRENDA HANES

“IT WAS A REALLY WONDERFUL PLACE. THE COMMUNITY AND THE WHOLE NEIGHBORHOOD HAD BEEN HERE SINCE BEFORE THE 1920S.... SO THIS WAS REALLY A VERY OLD, WELL PUT TOGETHER NEIGHBORHOOD FULL OF PEOPLE THAT WERE REALLY PART OF THE COMMUNITY. THEY REALLY LOVED BEING A COMMUNITY.”

JENNIFER WALLACE

“BACK THEN, EVERYTHING WAS BLACK, BLACK-OWNED. WE HAD OUR OWN STORE. WE HAD OUR OWN SCHOOL ... WE LOOKED OUT FOR EACH OTHER BACK THEN. EVERYBODY WAS CLOSE. EVERYBODY WAS HUMBLE.”

JOE SHEROT

The reunion experience gave rise to a more significant project, led by Roundhouse Creative and the African American Heritage Association, to tell the story of the Gas Plant neighborhood in a fuller and more permanent way. In 2024, the Foundation issued a grant of \$25,000 to support the production of [***Razed, a documentary film about the Gas Plant neighborhood***](#) inspired by that initial reunion. The film tells the story of a tight-knit community, rich with fruit trees and Black-owned businesses, that was demolished to make way for a baseball stadium. *Razed* allows us to hear directly from former residents, who share their stories of the neighborhood’s warmth and joy while laying bare the systemic injustices that allowed for its destruction.

People and their stories are at the center of our shared work to build a stronger, more equitable city. The Foundation is proud to invest in the production of this powerful and necessary film so that we may live by its truths. More than 500 residents attended the premiere weekend, hosted in the Foundation’s Center for Health Equity in February 2025.



Funded Partner Celebration and Orientation event in August 2024.

GRANTMAKING

ACCESS, RESPONSIVENESS, AND LEARNING

Access, responsiveness, and learning defined our 2024 grantmaking, which totaled **roughly \$2.5 million across our Mental Health and Community Wealth, capacity-building, and discretionary awards, including funding related to the fall’s devastating back-to-back hurricanes Helene and Milton.** Through our grantmaking, the Foundation strengthened crucial work to address key social determinants of health, built the capacity of our nonprofit ecosystem, and responded to critical community needs while elevating equity and health.

Mental Health and Community Wealth

We started out the year with a continuation of our grantmaking partnership with Orlando Health Bayfront Hospital. Thanks to a generous dollar-for-dollar match from the health system, we collaboratively awarded \$1.7 million to nonprofits working to advance racially equitable health outcomes in our 2023-2024 priority focus areas of Mental Health and Wellness for Black, Indigenous, and People of Color (BIPOC) and Economic Equity and Justice. All funded work took place in the three zip codes of the South St. Petersburg Community Redevelopment Area (CRA).

Through our Mental Health and Community Wealth request-for-proposals, we awarded:

- 1 programmatic operations grant of up to \$250,000 in Mental Health and Wellness for BIPOC
- 8 programmatic operations grants of up to \$250,000 each in Economic Equity and Justice

Catalytic Capacity-Building

In June, based on needs identified in our Mental Health and Community Wealth request-for-proposals, we launched our Catalytic Capacity-Building Grants, designed to bolster the capacity of our local nonprofit ecosystem. In partnership with Orlando Health Bayfront Hospital, we awarded 35 capacity-building grants of \$10,000 each to nonprofits working to advance racially equitable health outcomes in the three zip codes of the South St. Petersburg CRA. More than funding, these grants also offered a series of seven free, expert-led capacity-building workshops to support and strengthen organizations and the change agents in our community who lead them (see page 37-38). All sessions were free and open to the public. To receive the full \$10,000 in funding, Catalytic Capacity-Building funded partners were required to attend four of the seven sessions.

The Process

For our Mental Health and Community Wealth funding opportunity, the Foundation launched a new Request for Proposals model designed to make the application process as accessible and transparent as possible. The Foundation offered multiple supportive preparatory events for applicants that allowed people to engage more deeply with Foundation research on the priority grant focus areas of mental health and economic equity and justice, brainstorm ideas and evaluation strategies, and get technical trouble-shooting assistance on the application itself. Afterwards, the Foundation grants team offered debrief sessions for nonprofits whose applications were declined, to provide insight on decisions and feedback for future applications.

An emphasis on improved access was also built into the grant application process. To account for varied communications preferences and styles, the Foundation allowed nonprofits to submit portions of their grant applications by video or in person through a presentation, as an alternative to the standard written submission. **By accepting multiple modalities**, the Foundation was able to broaden the pool of local organizations who sought funding to support their work. These innovative practices are helping to set industry standards for inclusive, community-centered philanthropy.

“It’s important to me and to the Foundation that we remove as many barriers as possible in the application process,” Senior Director of Grants Management and Administration Julie Rocco said. “We ask only for the information we truly need to make informed decisions, listen to feedback from our partners and applicants, and strive to make the application process as clear, simple, and accessible as we can.”



➡ For a full list of our 2024 funded partners, see page 39.



Responding to Disaster: Hurricane Relief

In times of challenge, philanthropy steps in, offering resources, ideas, and support where needed. We often work in the gaps that come with an inequitable system, but we do not work alone.

In the wake of Hurricanes Helene and Milton, the Foundation joined with community partners and the City of St. Petersburg to contribute to **two funds** supporting nonprofits and people impacted by the storms and to help create an innovative debris-collection program for our community. Being responsive, creative, and nimble in moments of community need allows us to better support our ecosystem so that it may become more resilient over time.

Tampa Bay Resiliency Fund

In response to the catastrophic flooding caused by Hurricanes Helene and Milton, the Foundation joined with Allegany Franciscan Ministries, Pinellas Community Foundation, and United Way Suncoast to activate the Tampa Bay Resiliency Fund (TBRF) to support relief efforts in the region. Initially created during the pandemic, the fund shifted focus to disaster recovery and long-term community resilience in the wake of Hurricane Helene. The fund issues grants to nonprofit and governmental agencies providing direct support to those impacted by the storms.

We Are St. Pete Fund

Created after Hurricane Milton, the We Are St. Pete Fund provides relief to impacted residents, small businesses, and City employees. The Foundation helped establish the fund with a contribution of \$100,000, providing critical financial assistance to those most impacted by the storm.

“Our community’s health is deeply tied to the ability of all our impacted residents to recover, including those who are most vulnerable,” said Foundation for a Healthy St. Petersburg President and CEO Dr. Kanika Tomalin. “The We Are St. Pete Fund gives us an avenue to support our hardest hit residents and makes our community healthier and more resilient for the future.”



Photo courtesy of the City of St. Petersburg.

Hometown Haulers

The Foundation was also proud to help birth the idea and provide seed funding in the amount of \$100,000 for the City of St. Petersburg’s innovative Hometown Haulers program, which completed more than 2,200 debris pick-ups in its first two weeks of operation. Facing an unprecedented amount of storm debris, the City partnered with organizations to quickly establish the program, which empowered small businesses and private citizens using whatever vehicles were available to collect vegetation, construction materials and flooded appliances from neighborhood curbs. Haulers hailed from every city district; however, nearly 40% were from the South St. Pete Community Redevelopment Area, which is the geographic focus of the Foundation’s work. Participants earned \$300 per load collected as they helped clear City streets and build their own capacity in the process.

Rapid Roof Replacement

The Foundation offers so much more than funding alone to support our partners. In 2024, we began conversations with staffers from the City’s South St. Pete Community Redevelopment Area to see how we could enhance and bolster their work. Through these conversations, we learned that too few residents were taking advantage of the City’s Rebates for Affordable Residential Rehabs program, which offered homeowners willing to invest at least \$10,000 in their homes a rebate of 40% of the construction value for additional work.

“After exploring the issue in partnership, we confirmed the problem was that many residents were not able to cover the cost of that initial \$10,000 investment,” Foundation Senior Impact Manager Dr. Bilan Joseph explained. “To help resolve that challenge, the Foundation was able to step in with grant funding to help offset that initial investment for at least 20 families in need of home repairs. Partnering to remove roadblocks and make resources more accessible is an important way we engage our community.”

After Hurricane Milton, this collaboration, known as the Rapid Roof Replacement Program, became more important than ever, as residents faced even greater challenges from wind damage. We look forward to continuing to support this powerful partnership in the year ahead.

GRANT
AWARDED

\$200,000



Funded Partner Spotlight: Life From Inside Out!

As someone who served time in the carceral system, John Bailey has seen struggles with re-entry and recidivism first-hand. As a 2024 funded partner, Bailey hopes to smooth the transition for people returning home from prison through his organization Life From Inside Out!, which helps formerly incarcerated people access services, find jobs, secure housing, and more.

“Guys (in prison) would talk about how hard it was, some were afraid to go home because they didn’t feel prepared, and they’d end up back in prison,” he explained.

Some returning citizens leave prison with nothing – no family supporting their return, no shelter, no steady system of support. Bailey was one of the lucky ones. When he left prison, his family welcomed him with open arms. With the second chance he was given, he works through his nonprofit to offer returning citizens what his family so lovingly offered him: support and hope.

“When I left, they told me, please let the people out there know what they’re doing to us in here. I left on a mission,” he said. “Every time I help one of those guys, it makes me want to do 20 times more. I keep them in my mind, keep fighting for them, keep searching for housing and food and healthcare so that when they come home, I can say, ‘I’ve got you.’”

With the grant funding Life From Inside Out! received as a 2024 funded partner, Bailey’s been able to secure office space for his organization at the Sanderlin Center. Next on his list: getting inside the prison system so that he can begin working with inmates soon to be released. If he can begin working with people six months before their release, he explained, he can better plan to support them when they get out. Finding jobs and housing for returning citizens are his biggest hurdles – and housing is the most difficult by far.

“We need more companies to hire people coming home from prison and take away the stigma. It’s like no matter how much time you do, your sentence continues,” he said.

Still, he has hope.

“I’m going to get into the system so that when they walk out that door, I’m going to be ready for them with jobs, housing, support, food,” he said. “I just want to be there for them and say, hey, you’ve got somebody out here.”

To connect with Life From Inside Out!, you can reach out directly to Bailey at 727-383-6797 or via [Facebook](#).

2017

FUNDED PARTNER SPOTLIGHT: THRIVE BY FIVE TAMPA BAY



In December 2017, the Foundation was the first funder of a new initiative designed to unite different sectors of the community around a common goal: to increase the percentage of Pinellas County children ready to succeed in kindergarten.

Today, more than seven years after that initial grant, Thrive by Five Tampa Bay (TB5) is a regional collective that brings together caregivers, agencies, businesses, civic leaders, and community members to amplify and accelerate access to services and resources for families. The group takes a “whole child” approach that encompasses young learners’ intellectual, physical, social, and emotional well-being, and draws on a collective impact model for achieving change through a unique collaborative framework.

In the last two years, TB5 has more than doubled its collaborative partners, now including 65 Tampa Bay organizations and 145 members who are part of its work. Through its Family Friendly Business Awards initiative, which recognizes local businesses with policies that provide flexibility and support to employees balancing the demands of family and their jobs, it’s built valuable new relationships and helped influence workplaces in ways that benefit children and their caregivers.

“We also have a program to help businesses adopt an early learning center and really connect with students and families to understand young learners’ needs,” TB5 Director Diana Santangelo, PhD, said. “It’s important to have different lenses of engagement and consistently reach new partners. The more people we can engage with and involve, the better.”

Another recent TB5 accomplishment is the creation of an [Early Literacy Resource Guide](#) for Pinellas and Hillsborough Counties, which offers caregivers easy-to-access links to valuable resources including free books, learning supports, literacy programming, library services, and more. In the first three months after the guide’s launch, more than 500 QR codes from its pages were scanned.

“There’s great work being done, but not all families are aware of the community resources available to support them and address their needs. We strive to fill that gap by connecting families with resources and services,” Santangelo explained. “Through our massive network of engaged partners, we’re building touch points in so many different spaces so that we can flood the community with literacy and engagement opportunities and get families the support they deserve.”

Initially housed under the Early Learning Coalition of Pinellas, TB5 is today part of Community Foundation Tampa Bay. To learn more about TB5, visit www.tb5tb.org.

GRANT
AWARDED

\$538,625 MULTI-YEAR

2024 Funded Partners

MENTAL HEALTH AND COMMUNITY WEALTH, PROGRAMMATIC OPERATIONS - MENTAL HEALTH AND WELLNESS FOR BIPOC

COMMUNITY EFX, INC.
Celebrated Not Tolerated

To support Mental Health and Wellness for BIPOC via the expansion of a Black male affinity group that celebrates their life experiences and creates opportunities to authentically support one another.

GRANT AWARDED: \$224,342

PROGRAMMATIC OPERATIONS - ECONOMIC EQUITY AND JUSTICE

**BRAIDING WITH A TWIST SALON INC. (A PROJECT OF PINELLAS COUNTY URBAN
LEAGUE, INC.)**

Braiding With a Twist

To support Economic Equity and Justice via a culturally responsive entrepreneurial training program for youth 11-17 years of age.

GRANT AWARDED: \$243,036

HOPE VILLAGES OF AMERICA

Hope Villages of America’s The Haven- Jordan Park

To support Economic Equity and Justice via the provision of culturally responsive services offered to BIPOC women experiencing domestic violence.

GRANT AWARDED: \$250,000

**LIFE FROM INSIDE OUT, LLC (A PROJECT OF SUPPORTIVE EQUITY CONNECTIONS OF
TAMPA BAY)**

Life From Inside Out

To support Economic Equity and Justice via the provision of wraparound services for individuals returning to the community after serving time in jail or prison.

GRANT AWARDED: \$100,000

METROPOLITAN MINISTRIES, INC.

NeighborHOPE

To support Economic Equity and Justice via the enhancement of navigational supports that will connect homeless youth and adults to services.

GRANT AWARDED: \$250,000

STARTING RIGHT, NOW

Guidance, Rapport, Ambition, and Development (GRAD) program

To support Economic Equity and Justice via the provision of wraparound services for unaccompanied minor youth.

GRANT AWARDED: \$206,520

360 EATS

Enhancing Food Security in the BIPOC Communities of South St. Petersburg

To support Economic Equity and Justice via an increase in healthy food access to BIPOC individuals and families in South St. Petersburg while also curbing food waste.

GRANT AWARDED: \$60,204

ULTIMATE MEDICAL ACADEMY

Career Services Economic Mobility (CSEM) program

To support Economic Equity and Justice via educational pathways for students to excel in healthcare careers.

GRANT AWARDED: \$120,000

URBAN FOOD PARK INC.

Local Food Hub - an Answer to Food Inflation and Insecurity, Nutritional Deficiency, and Unemployment

To support Economic Equity and Justice via urban agriculture workshops and small business incubator training.

GRANT AWARDED: \$120,898

CATALYTIC CAPACITY-BUILDING

#THE BURG CARES, INC.

To enhance board governance through formal development and training that will boost operational efficiency; additional activities will improve financial systems to ensure sustainability and scalability.

GRANT AWARDED: \$10,000

ACADEMY PREP CENTER OF ST PETERSBURG, INC.

To enhance the skills and knowledge of key staff through targeted professional development activities, fostering leadership, improving educational practices, and ensuring long-term success.

GRANT AWARDED: \$10,000

ADVANTAGE VILLAGE ACADEMY, INC.

To utilize laptops and software for students to create ideas and new development with S.T.E.M. and utilize AI to produce scientific creations to advance technology in the new generation.

GRANT AWARDED: \$10,000

ALIANZA CENTER

To offer a series of collaborative sessions with staff, local community leaders, nonprofits, and businesses to understand the unique needs of the community and co-create a strategic vision to address key challenges.

GRANT AWARDED: \$10,000

ALL THE WORLD’S KIDS, INC.

To expand knowledge and skills around grant writing, data, research and reporting, public relations, and communications.

GRANT AWARDED: \$10,000

BOYS & GIRLS CLUBS OF THE SUNCOAST, INC.

To execute a vision plan in new and data-driven ways in order to sustain and re-imagine needs throughout the surrounding community.

GRANT AWARDED: \$10,000

CANGUROS, INC.

To build greater sustainability through a sound funding plan and strengthened internal policies in order to impact the holistic health of generations of BIPOC students through a connected school experience.

GRANT AWARDED: \$10,000

COMMUNITY TAMPA BAY, INC.

To build capacity through professional development and communications strategic investment.

GRANT AWARDED: \$10,000

CULTURED BOOKS LITERACY FOUNDATION, INC.

To develop a comprehensive survey based on themes identified from focus groups representing the priority population’s needs.

GRANT AWARDED: \$10,000

FAITH YOUTH SERVICES

To strengthen presence, effectiveness, and impact in order to further the organization’s ability to support at-risk and high-risk youth and make a long-term positive impact.

GRANT AWARDED: \$10,000

FAITHERAPY, INC.

To remove access barriers to wellness services and offer responsive care for BIPOC women’s faith and mental wellness via training and certifications, marketing materials, and health information technology.

GRANT AWARDED: \$10,000

FRONT PORCH COMMUNITY DEVELOPMENT, INC.

To enhance the capacity of the organization through a comprehensive strategy that includes fundraising activities, marketing improvements, and professional grant writing services.

GRANT AWARDED: \$10,000

INFINITE POTENTIAL LEARNING ACADEMY, INC.

To enhance educational quality and outcomes by investing in teachers and teacher support.

GRANT AWARDED: \$10,000

KESHAWN’S KORNER, INC.

To enhance organizational capacity and amplify impact on mental health education and suicide prevention for under-served youth ages 7-25 by enhancing staff training, developing strategic partnerships, improving infrastructure, and engaging community.

GRANT AWARDED: \$10,000

LEARNING EMPOWERED, INC.

To build capacity by consulting with Inclusivity, LLC to guide a process and integrate equity-based principles into the organization.

GRANT AWARDED: \$10,000

MI GENTE MI PUEBLO, INC.

To finalize a strategic plan, branding fundamentals, and mental health actions to equip our board of directors and team to sustainably serve the organization’s mission to advance equity.

GRANT AWARDED: \$10,000

MOUNT ZION HUMAN SERVICES, INC.

To develop a strategic plan, fund development plan, and program development plan with support from a consultant to enhance organizational capacity, ensuring sustainable growth and impactful services.

GRANT AWARDED: \$10,000

MT. ZION CHRISTIAN ACADEMY, INC.

To enhance campus safety by implementing state-of-the-art technology software, computers, and communication resources to ensure a safe and prepared environment for students, staff, and visitors.

GRANT AWARDED: \$10,000

MUSEUM OF MOTHERHOOD

To increase revenues, financial reporting, and ability to meet the needs of the group’s 1,200 monthly visitors by investing in accounting, fundraising, and building an equity framework.

GRANT AWARDED: \$10,000

NEW HOPE BAPTIST CHURCH

To integrate technology into administrative and financial operations, which will enhance communications, financial transparency, and engagement.

GRANT AWARDED: \$10,000

NEW VISION BEHAVIORAL HEALTH, INC.

To revamp the operational system’s therapy practice to advance racial equity in mental health services by bolstering financial systems and revenue cycle management.

GRANT AWARDED: \$10,000

PENPHONIX ACADEMY, INC.

To enhance infrastructure and acquire essential resources and materials to create an optimal learning environment, supporting student success.

GRANT AWARDED: \$10,000

PINELLAS DIASPORA ARTS PROJECT, INC.

To hold strategic planning sessions with board members, training/brainstorming sessions with members of AfroFlorida Media Collective, and plan for the next two years of programming.

GRANT AWARDED: \$10,000

PINELLAS OPPORTUNITY COUNCIL, INC.

To implement a comprehensive fund development plan that will enable the group to further develop, sustain, and expand a menu of programs and services promoting economic self-sufficiency.

GRANT AWARDED: \$10,000

RACEWITHOUTISM, INC.

To employ a nonprofit development organization to learn more about and improve grant writing and funding resources that will enable RaceWithoutism to broaden its race equity and education outreach.

GRANT AWARDED: \$10,000

SING OUT AND READ (SOAR)

To expand the reach of the FLiP program, purchasing 115 bundles that will provide e-learning reading intervention services to 287 additional underprivileged children in the 33705, 33711, and 33712 zip codes.

GRANT AWARDED: \$10,000

ST. JUDE GREAT COMMISSION COMMUNITY DEVELOPMENT CORPORATION

To implement a data management software system that builds the capacity of the organization to measure impact, track progress toward goals, and produce reports that show tangible results of efforts.

GRANT AWARDED: \$10,000

STORY 727

To work with consultants on building capacity in fundraising, board development, internal processes and procedures, legal documents, and best practices accounting, and purchase necessary supplies for volunteer administrators.

GRANT AWARDED: \$10,000

SUPPORTIVE EQUITY CONNECTIONS OF TAMPA BAY

To strengthen operational capacity, enhancing effectiveness as a fiscal agent.

GRANT AWARDED: \$10,000

THE HOUSE OF GRACE, INC.

To empower women who have faced trauma-induced substance abuse, alcohol dependency, mental challenges, or physical abuse by providing a comprehensive support system.

GRANT AWARDED: \$10,000

THE KIND MOUSE

To increase capacity by purchasing two dollies for the pantry, replacing aging computer equipment, adding a sun sail to the outside area to expand volunteer workspace, and providing non-profit professional development opportunities.

GRANT AWARDED: \$10,000

THE STEPHANIE A. WYNN FOUNDATION, INC.

To invest in advanced training, state-of-the-art technology, strategic marketing, legal support, and upgrading operational space in order to ensure sustained growth and increased impact in communities affected by Inflammatory Bowel Diseases.

GRANT AWARDED: \$10,000

THE STUDIO AT 620, INC.

To build capacity through marketing, communication, and social media presence, enhancing the studio’s overall presence and increasing engagement and audience retention and growth.

GRANT AWARDED: \$10,000

VETERANS LIFE COACHING & MENTORING FOUNDATION

To expand and diversify the Foundation’s Board, including members who understand the mission to improve veterans’ livelihoods by providing access to essential resources such as mentoring, employment assistance, and dental care.

GRANT AWARDED: \$10,000

WEART ST. PETE, INC.

To empower BIPOC artists in St. Petersburg through equitable support and representation.

GRANT AWARDED: \$10,000

Other Grants

In addition to funding awarded through our formal grant applications, 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.

FLORIDA PHILANTHROPIC NETWORK
Membership Services
GRANT AWARDED: \$8,000

PEAK GRANTMAKING
PEAK Grantmaking Membership
GRANT AWARDED: \$1,500

GRANTMAKERS FOR EFFECTIVE
ORGANIZATIONS
GEO Membership Grant
GRANT AWARDED: \$2,500

SATURDAY MORNING SHOPPES
2024 Juneteenth Celebration
GRANT AWARDED: \$15,000

GRANTMAKERS IN HEALTH
Grantmakers in Health Membership
GRANT AWARDED: \$11,825

JOHNS HOPKINS ALL CHILDREN'S HOSPITAL -
HEALTHY START PROGRAM
Black Health Equity Alliance: Race Equity Index
Scorecard Project
GRANT AWARDED: \$25,000

NONPROFIT LEADERSHIP CENTER OF TAMPA
BAY
Catalytic Capacity Building Session: Governance
and Board Development
GRANT AWARDED: \$2,300

AFRICAN AMERICAN HERITAGE ASSOCIATION
INC. OF ST. PETERSBURG, FL
Power of the Vote Collective Influencer Video
Series
GRANT AWARDED: \$15,000

NEW URBAN DEVELOPMENT LLC
Sugar Hill Apartments, a project of Urban League
of Greater Miami
GRANT AWARDED: \$16,500

COUNCIL ON FOUNDATIONS
Membership Grant
GRANT AWARDED: \$10,000

ONE COMMUNITY GROCERY CO-OP
Expanding Cooperative Leadership and
Operational Excellence through the Up &
Coming Start-Up Grocery Co-op Conference
GRANT AWARDED: \$6,200

SING OUT AND READ (SOAR)
Increasing Literacy for At-Risk Youth
GRANT AWARDED: \$25,000

GREATER ST. PETERSBURG AREA ECONOMIC
DEVELOPMENT CORPORATION
Membership Grant
GRANT AWARDED: \$25,000

MOUNT ZION HUMAN SERVICES, INC.
Behavioral Health Wraparound Services
GRANT AWARDED: \$95,312

DR. CARTER G WOODSON AFRICAN AMERICAN
MUSEUM. INC.
Capital Campaign for New African-American
Museum
GRANT AWARDED IN 2023: \$100,000

ST. ANTHONY'S HOSPITAL
Deepening Impact
GRANT AWARDED IN 2023: \$50,000

2018

FUNDED PARTNER SPOTLIGHT: PINELLAS COUNTY MEDICAL-LEGAL PARTNERSHIP PROJECT



In 2018, the Foundation awarded a transformative grant of just more than \$1 million to fund a unique collaboration designed to improve patient health and outcomes by connecting medical and legal services. The Pinellas County Medical-Legal Partnership Project worked to integrate legal professionals into a health care setting at what is now Evara Health's Johnnie Ruth Clarke Center. This partnership empowered care teams to identify health-harming civil legal needs and connect patients with free legal services through Bay Area Legal Services, Gulfcoast Legal Services, and Stetson University College of law.

“Medical-legal partnerships ask healthcare providers to pay attention to patterns and issues that might be beyond the scope of the assistance they normally provide, whether it's a child who is continually missing doctor's appointments, a student with accommodations that aren't met, or someone with recurring medical issues that might be the result of substandard housing,” Bay Area Legal Services Managing Attorney Pye Young explained. “With a patient's informed consent, that provider can then connect patients with us through a warm referral and we can take it from there.”

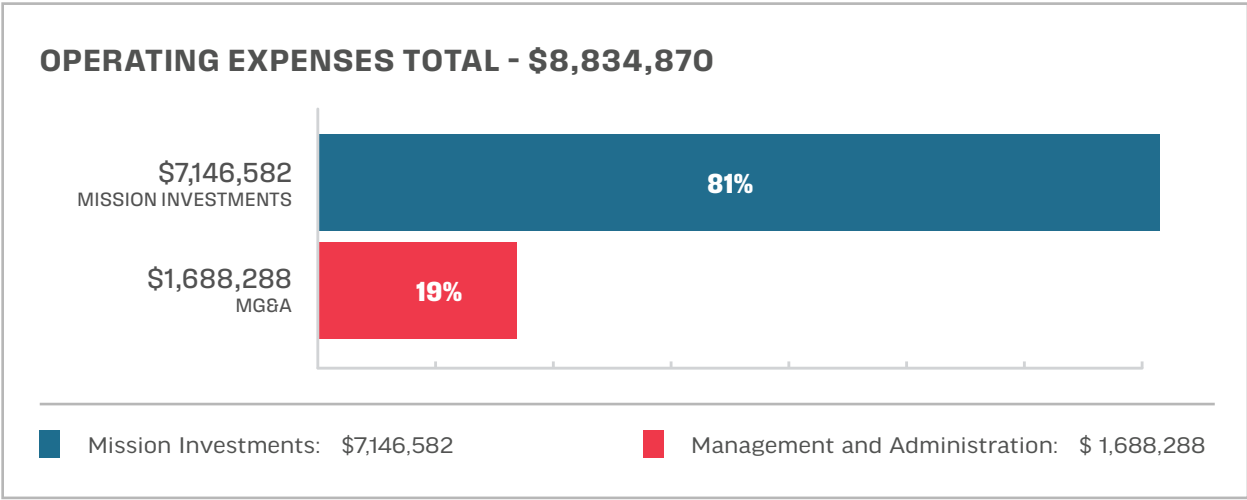
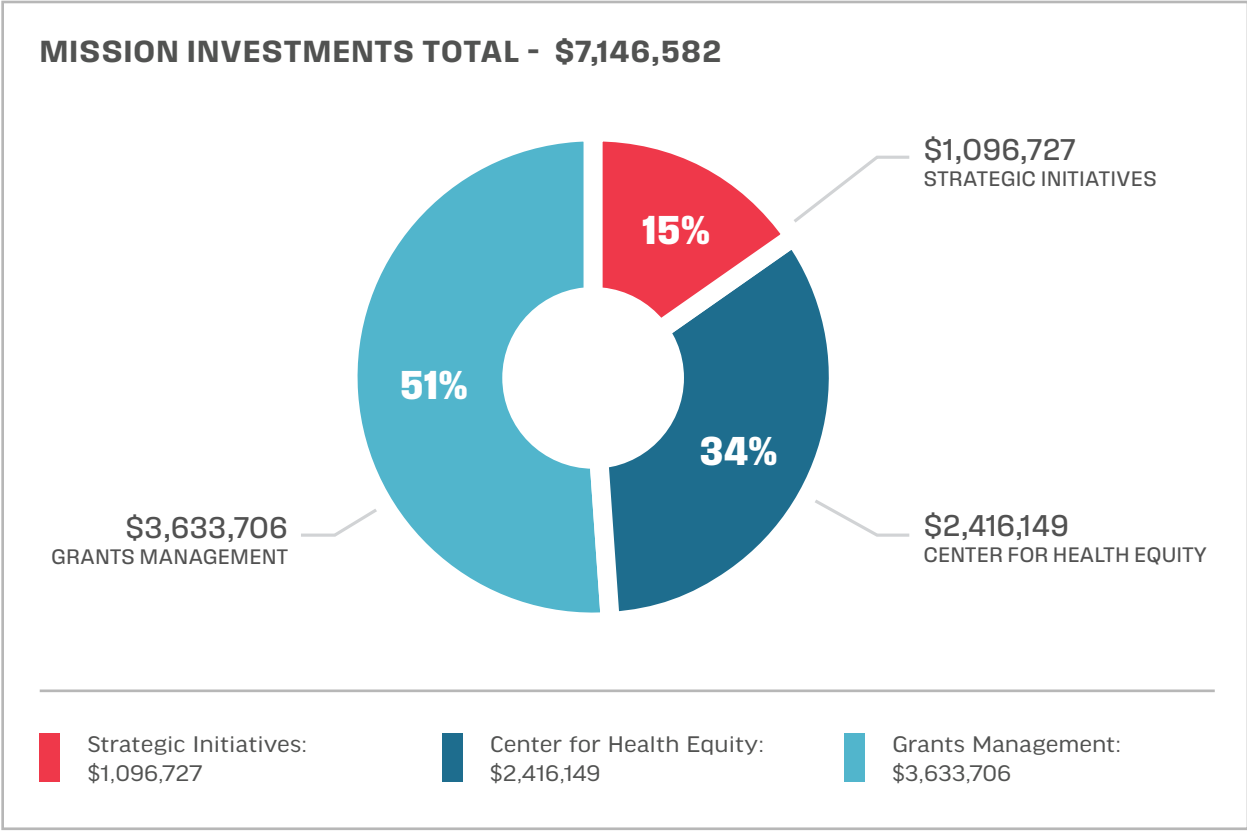
Through the partnership, attorneys helped ensure accommodations were honored, resolved landlord-tenant issues, prevented evictions, and even intervened in custody issues.

When you have someone in crisis, they can really benefit from a warm referral between parties, which cuts down on red tape that people have to cut through to get their needs met,” Young said. “The medical-legal partnership is really a lodestar of collaboration models.”

GRANT
AWARDED

\$1,040,967 MULTI-YEAR

MISSION INVESTMENT REPORTS



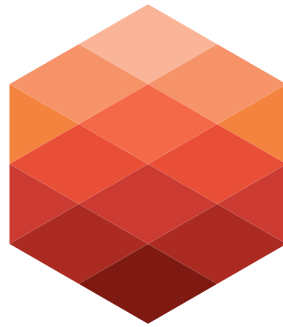
LOOKING AHEAD

This past year was rich with opportunities to build partnerships and connections, strategically plan for the future, and deepen the ways that we work to create a community in which all people can lead healthy lives, regardless of race. Thank you for engaging with us in this critical work as we strive to offer leadership, funding, partnership, and advocacy to build a healthier, richer, and more equitable community. We’re grateful for your partnership, your time, your voice, your presence, and all of your varied contributions toward our shared goals. As we often say, systems change does not happen overnight, but significant change can and does happen every day. As we mark the Foundation’s 10 years of impact and service in our community, we look forward to all of the ways we’ll continue to make a positive impact together in years to come so that one day soon, good health really will enable all people to thrive.



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DR. KANIKA TOMALIN



Foundation for a
Healthy St. Petersburg

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