



Foundation for a
Healthy St. Petersburg

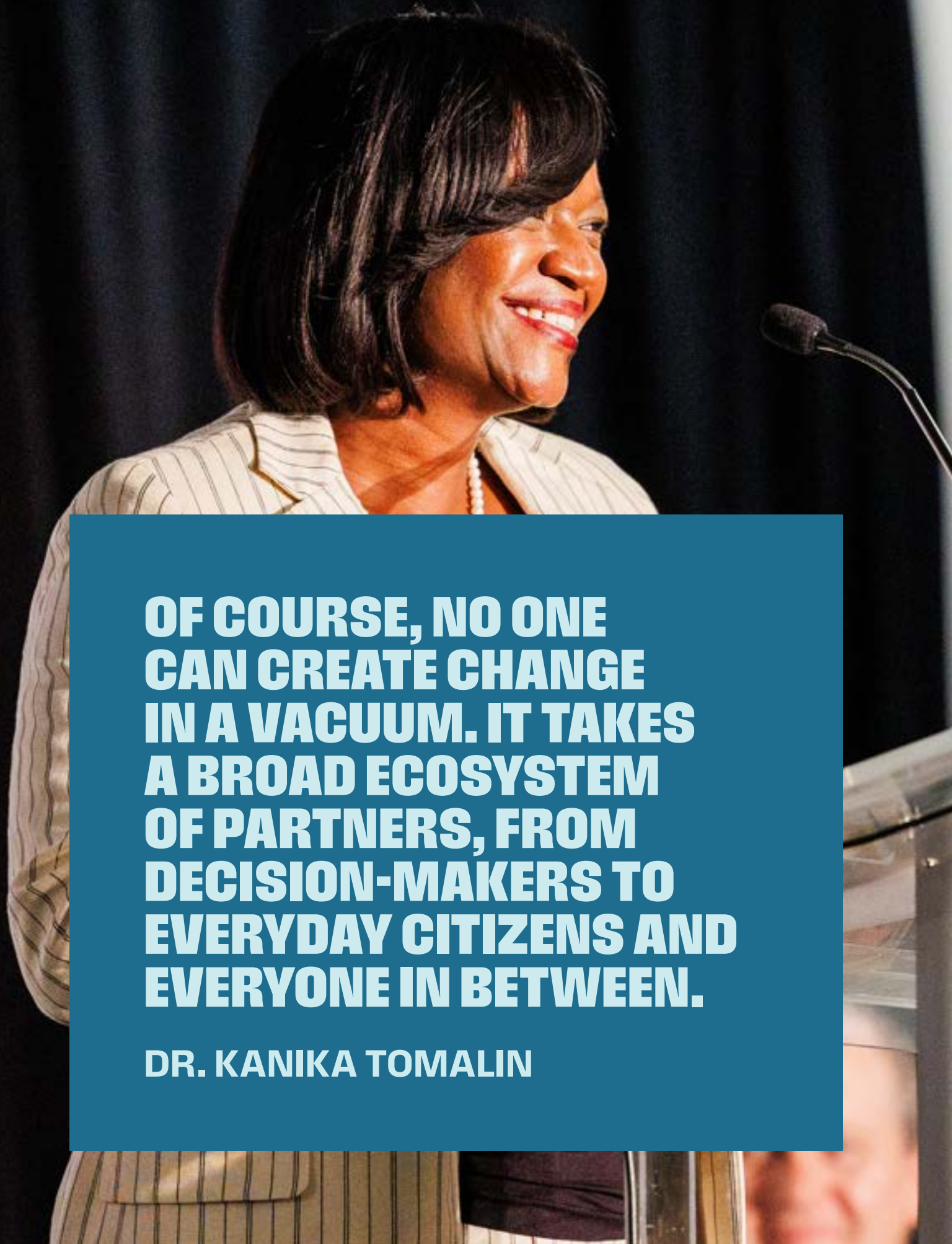
IMPACT REPORT 2025





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OF COURSE, NO ONE CAN CREATE CHANGE IN A VACUUM. IT TAKES A BROAD ECOSYSTEM OF PARTNERS, FROM DECISION-MAKERS TO EVERYDAY CITIZENS AND EVERYONE IN BETWEEN.

DR. KANIKA TOMALIN

LETTER FROM THE PRESIDENT & CEO

Creating a community in which good health helps all people thrive is a team sport, driven by thoughtful strategy, impactful root-cause solutions, and an empowered community of partners working toward a common goal. This vision defined our work at the Foundation in 2025, which marked our first 10 years of impact in the community.

When it comes to health, we know that the outcomes we see are shaped by so much more than genetics or access to medical care. They're shaped by the conditions in which we live, work, learn, play, and grow. Collectively, these factors are often referred to as the social determinants of health, but they're essentially the **everyday circumstances of our lives**. Do we have healthy food to eat? Do we have stable and safe housing? Can we provide for our basic needs? Do we have opportunities to spend time with loved ones and engage in activities that bring us joy?

To change these circumstances, we must change how we as a community work—and that requires intentional strategy. In the pages that follow, you'll learn more about the **Foundation's 2025 strategies around research, advocacy, engagement**, and more.

You'll also learn more about **how we supported and implemented strategy-informed solutions** designed to move our community toward health and equity. Every funded partner we invest in through our grantmaking is an agent of community-informed solutions; we're so grateful for their partnership and work.

Of course, no one can create change in a vacuum. It takes a broad ecosystem of partners, from decision-makers to everyday citizens and everyone in between. That's why we're also excited to share the many ways in which we cared for our community in 2025 by supporting **local priorities, offering high-quality learning opportunities, and creating engagements that build connections and spark joy**—like our We Run These Streets 5K, which we hosted to mark our 10-year anniversary. You can also learn more about the difference we made in our first decade via the **special report** you'll find on page 39.

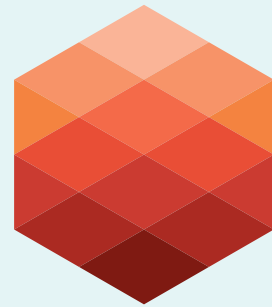
As always, thank you for your partnership, interest, and all you do to build a healthy, thriving, and equitable community. Working to create change is an inherently hopeful endeavor—and our community fills us with hope each day.



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.



The Foundation Team

INTRODUCTION

At the Foundation for a Healthy St. Petersburg, we work to create a community in which good health helps all people thrive. To do this, we develop and support strategies for change, invest in solutions, and foster and empower community to improve the social factors that shape our health.

In this annual report, we're excited to share highlights from 2025. You'll learn about strategic gatherings we convened, resident-centered research we supported, solutions we invested in through our grantmaking, and so much more.

At the Foundation, we know that no one can create change alone. That's why partnership and collaboration are defining themes of the pages ahead, which are grouped into chapters on Strategy, Solutions, Community, and People & Planning. Please also keep an eye out for a special insert that highlights milestones and themes from our first 10 years of impact in the community.

Thank you for reading—and for all you do to make our community a place where good health helps all people thrive.



Tampa Bay Times Spotlight Event 2025

STRATEGY

At the Foundation, we believe solving complex challenges involves working with intention, bringing people together to strategize and dream in community, and shining a light on the barriers that limit progress so that we can change them together. This kind of strategic approach is necessary to create a community in which good health helps all people thrive, and it is key to how we work.

In 2025, the Foundation convened and supported a series of strategic healthcare-themed gatherings designed to strengthen our medical community and connect residents with care. We also amplified resident voices in the community research process, made critical data more accessible, contributed to national conversations on change and how we measure it, and paved the way for a robust Foundation advocacy agenda. Read on for more strategic highlights from our year.

“Not only are people getting access to medical care, but they’re getting connected with community organizations that can possibly mitigate gaps in the social determinants of health. It’s about breaking down barriers to help patients.”

DR. KENNETH BRYANT
FOUNDER OF THE AFRICAN AMERICAN HEALTH FORUM

Strategic Medical Community Convenings



HEALTHCARE AND SYSTEMIC RACISM CONVENING WITH DR. UCHÉ BLACKSTOCK

In April, we welcomed Harvard-educated physician, sought-after thought-leader, and *New York Times* best-selling author Dr. Uché Blackstock to the Foundation for a strategic conversation with local healthcare providers. Dr. Blackstock engaged with the nearly 100 medical community members in attendance on where and why healthcare and systemic racism intersect and what clinicians can do to improve racially equitable health outcomes for their patients. By offering access to thought leadership and creating safe spaces for deeper reflection and conversations, we help move our community toward change.



AFRICAN AMERICAN HEALTH FORUM

Just weeks after our clinician convening with Dr. Uché Blackstock, we partnered with the Minority Health Coalition of Pinellas to host and support the 19th annual African American Health Forum. Hundreds of community members took part in the day, which offered a morning of physical activities followed by educational panel discussions and break-out sessions on topics including heart disease, maternal/fetal health, the social and environmental contributors to health, and more. Medical providers were also on site to offer free screenings for dental, mammography, glaucoma and more. By partnering with medical providers on strategies to improve healthcare access and health in South St. Pete, we move our mission forward in community.



EMPOWERING THE MEDICAL COMMUNITY TO TREAT PATIENTS WITH SICKLE CELL DISEASE

In September, we convened healthcare providers again, fostering a conversation designed to improve and advance local care for the historically underserved population living with sickle cell disease. In partnership with our local chapter of the Sickle Cell Disease Association of America, the Minority Health Coalition of Pinellas, and Orlando Health Bayfront Hospital, we hosted renowned sickle cell disease expert Dr. Wally Smith, who serves as the Florence Neal Cooper Smith Professor of Sickle Cell Disease and Vice-Chairman for Research of the Division of General Internal Medicine at Virginia Commonwealth University. By unpacking the latest advances in treatment and addressing barriers to patient care and adherence, Dr. Smith helped the dozens of participating local healthcare providers bring science, compassion, and cultural insight into their everyday practices to improve patient outcomes and care.



Research, Evaluation, and Learning

Our research, evaluation, and learning work offers a critical and strategic pathway to create a community in which good health helps all people thrive. This past year, we worked to empower local community members as resident researchers and make vital local research and data more accessible to our residents. We also took part in local, regional, and national conversations on learning and evaluation, helping shift conversations and advance practices that both center resident voices and encourage reflective thinking.

DATA WALK: SOUTH ST. PETE HEALTH EQUITY PROFILE

We started the year with a participatory data walk, which invited community members into our Center for Health Equity to learn about key findings from our 2025 South St. Pete Health Equity study. The nearly 100 local residents who attended explored findings in small group conversations as they moved through data stations set up throughout the room. Attendees were also invited to take part in a participatory mapping exercise, using pushpins to identify community assets and opportunities throughout South St. Pete. By creating hands-on opportunities for residents to engage with local research, we help to demystify data and make it more accessible and spark deeper conversations about the conditions we seek to change.

DEVELOPMENT OF COMMUNITY POWER-BUILDING STRATEGY

According to the Lead Local collaborative, “Community power is the ability of communities most impacted by structural inequity to develop, sustain, and grow an organized base of people who act together through democratic structures to set agendas, shift public discourse, influence who makes decisions, and cultivate ongoing relationships of mutual accountability with decision makers that change systems and advance health equity.” In 2025, Foundation team members researched philanthropic approaches to power-building and examined the role the Foundation could play in building community power here. By beginning the process of exploring how we can help build community power, we move towards a more equitable process of systems change.



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. Our Community Pulse Team (CPT), comprised of seven residents representing the zip codes of the South St. Pete Community Redevelopment Area, reflects our commitment to doing just that.

From June 2024 to May 2025, Drs. Susie Paterson and Stephanie Rosado trained CPT members in participatory research and evaluation methods. Then, CPT members crafted research questions on mental health and wellness, a 2023 and 2024 Foundation funding priority, and went out into their neighborhoods to conduct qualitative interviews.



In total, CPT members conducted 45 resident interviews before analyzing their data in partnership with Drs. Paterson and Rosado so that they could ultimately present their findings to a group of Foundation funded partners. They highlighted themes of grounded trust, evolving meanings, and accessibility, offering not only insights but recommendations for bridging gaps. By supporting local residents as empowered researchers and then connecting them with our funded partners, we help center lived experience and community voice in the change process.

BRIAN PERET

Before, my neighbors were faces in the street, they were anonymous people and I assumed what their intentions were. Because of the Community Pulse Team, I had an incentive to go out and actually meet them. I got to know their names, hear their stories of resilience and reflections on the challenges we face every day in our neighborhood. Every single person I've met has an idea of (what) help (looks like) for them. Each and every person defines health uniquely for themselves. Each and every person I met wants to be healthy and is willing to reach outside to find that help.



SEMA'J STUBBINS

I did interviews with people that I know. But just because I knew them, it didn't mean we had ever had deep conversations about mental health before. CPT gave me a chance to have those conversations and then share what my friends were going through and how they persevered. We got past the surface level. Mental health is diverse—not everybody goes through the same thing. Since my interviews, we've started talking more about mental health. It makes me want to do more research.



RODRIQUE RODNEY

We asked people questions no one had ever asked them before in some cases. A few people told me, 'I gave you an answer, but I'm going to keep thinking about it.' We're planting these seeds, and who knows what might grow into another solution we never thought of.



PHILANTHROPY EVALUATION COMMUNITIES - BUILDING THE FIELD

Foundation team members Drs. Susie Paterson and Stephanie Rosado continued to co-lead the Tampa Bay Area Evaluation Society (Tampa BAES) Community of Practice in 2025 in partnership with the Hypatia Collaborative. Through online and in-person gatherings, Tampa BAES supported professional development and networking opportunities for local nonprofit evaluators, helping strengthen the local evaluator community.

The Foundation's Research, Evaluation, and Learning team members also took part in two national-level philanthropic evaluation communities:

- The **Equitable Evaluation Initiative** provides a discussion space for foundations throughout the country to help ensure their internal policies, processes, and evaluation methodologies are based in equity.
- The **Convive Collective's** learning community seeks to foster a culture of learning within equity-focused philanthropies so that they operate more effectively and nimbly, continuously learning from and evaluating their progress in order to adopt and adjust strategies as needed.

By taking part in these national conversations and communities of practice, we help shape equity-furthering practices and policies in the broader philanthropic community and gain learning opportunities in the process.

STRATEGIC EVALUATION AND LEARNING FRAMEWORK

On the heels of drafting our five-year strategic plan, our Leadership and Research, Evaluation, and Learning teams collaborated in 2025 to craft an evaluation and learning framework for the Foundation. The framework is helping guide how Foundation team members evaluate and learn from their work so that they may continuously improve it, allowing the Foundation to more effectively advance its mission. "By taking the time to strategize around how best to evaluate our progress and outcomes, we ensure we maximize our impact for our community," Foundation President and Chief Executive Officer Dr. Kanika Tomalin explained.

The Foundation's Research, Evaluation, & Learning team with members of the Convive Collective's learning community



Advocacy

In 2025, the Foundation did the groundwork to activate its advocacy pathway in 2026. First, Foundation Chief Operations Officer and General Counsel Lisa Brody researched and drafted a Foundation advocacy policy. Then, new Foundation Advocacy Manager Tristin Brown (see page 34) crafted our inaugural advocacy plan, which offers a roadmap for how we'll do this work in the coming year. By paving the way to advocate for strategic shifts in policies and practices, we can work to advance the kinds of systemic changes needed to create a community in which good health helps all people thrive.

Foundation advocacy priorities identified in 2025 for the coming year:

1. ADDRESSING HEALTH DISPARITIES AND SOCIAL DETERMINANTS OF HEALTH

Emphasis will be placed on policies and investments that support housing, childcare, education, food access, and economic opportunity efforts to create jobs, recognizing these factors as critical determinants of health equity.

2. EXPANDING ACCESS TO AFFORDABLE AND COMPREHENSIVE HEALTHCARE

The Foundation will advocate for the protection and expansion of Medicare and Medicaid as well as increased funding for preventive care programs to reduce long-term health costs and improve public health outcomes.

3. STRENGTHENING HEALTH EQUITY IN MATERNAL AND CHILD HEALTH

The Foundation will push for targeted solutions to reduce maternal mortality, particularly among Black, Indigenous, and People of Color (BIPOC), and promote culturally responsive and competent care.

4. ADDRESSING ENVIRONMENTAL HEALTH INEQUITIES

Advocacy efforts will also include a focus on environmental justice, climate resilience, and reducing toxic exposures.

5. PRESERVING THE EFFICACY OF PRIVATE FOUNDATIONS

The Foundation will monitor policy threats to philanthropic effectiveness and respond proactively to ensure it can continue to support its mission-driven investments.



Capacity Building Funded Partner Celebration | July 2025

SOLUTIONS

Through grantmaking as well as strategic programming, the Foundation invests in and supports solutions that help create a community in which good health helps all people thrive.

In 2025, in partnership with Orlando Health Bayfront Hospital, we introduced a new grant initiative designed to support multi-sector collaborations working to address the root causes of challenges facing our community. We also continued to offer capacity-building support for our local nonprofit ecosystem, celebrated our 10th anniversary by caring for our funded partners, responded to emerging community needs, and more. From our Catalytic Accelerator grants to our Healthy People initiative, each investment the Foundation makes through grantmaking is designed to strategically move our community toward a healthier future.

And grantmaking is not the only way we invest in change.

In 2025, the Foundation partnered with global systems change leader FSG to design a custom-built initiative to help create a network of community leaders capable of advancing transformative change. We also partnered with community leaders to develop our next generation of Black history storytellers, and shined a light on the past that continues to shape our present.

Read on for more on the Foundation's investments in solutions that make an impact.

Total New Grant Funding Awarded in 2025:

\$2,277,173

FOR 115 GRANTS

Total Cumulative Grant Funding Managed and Administered in 2025:

\$7,957,882

FOR 192 GRANTS



Healthy People Grants

The Foundation joined forces with Orlando Health Bayfront Hospital in 2025 to drive meaningful change through grantmaking. Together, we awarded \$750,000 in funding to four multi-sector collaborations working to remove barriers to health in South St. Petersburg.

While much progress has been made to improve community health in recent years, inequalities remain. The Foundation's recent South St. Pete Health Equity Profile revealed significant disparities for South St. Petersburg compared with Pinellas County as a whole in a variety of indicators that shape health outcomes—including economic opportunity, food access, neighborhood safety, and more.

\$750,000 IN FUNDING TO FOUR MULTI-SECTOR COLLABORATIONS

"We're excited to fund four incredible collaborations poised to make meaningful changes that improve the lives and health of our fellow community members," said Dr. Kanika Tomalin, Foundation President and CEO. "From family-sustaining jobs to trauma-informed mental health services for kids to safe and healthy homes stocked with nutritious foods, these funded projects will move us closer to creating a community in which good health helps all people thrive."

FUNDED COLLABORATIONS

HEALTH EQUITY ACTION THROUGH RELATIONAL TRANSFORMATION (HEART), LED BY ST. PETERSBURG COLLEGE FOUNDATION

in collaboration with Evara Health, Pinellas Opportunity Council, St. Pete Housing Authority, Digital Education Foundation, and Collective Empowerment Group of Tampa Bay

This collaboration offers wrap-around services and high-demand job training for underemployed residents to get them into family-sustaining careers, with an emphasis on lasting employment. It also features grassroots recruitment efforts, a strong education and training component, and collaboration with different partners to connect community members with available health resources.

GRANT AWARDED **\$125,000**

HOME RESILIENT AND READY COLLECTIVE, LED BY PINELLAS COUNTY URBAN LEAGUE

in collaboration with the City of St. Petersburg, James Insurance Solutions, Seacoast Bank, Deuces Live, Pinellas Opportunity Council, and HDR

This collaboration seeks to improve neighborhood housing quality and resilience in South St. Petersburg. It addresses substandard housing conditions and environmental risks that contribute to poor health outcomes, improving residential safety by combining data-driven assessments with direct interventions. Through the grant, the collaboration will assess neighborhood environmental risks, make material improvements to 20 homes, and develop a community-driven action plan to inform next steps.

GRANT AWARDED \$250,000

RISE YOUTH DEVELOPMENT PROGRAM, LED BY SUPPORTIVE EQUITY CONNECTIONS OF TAMPA BAY

in collaboration with Pinellas County Schools, Stetson University, and Pinellas Ex-Offender Reentry Coalition (PERC)

This collaboration delivers school-based supports, community engagement, and youth-led advocacy in middle and high schools in South St. Petersburg. It seeks to reduce juvenile justice contact; expand youth access to trauma-informed mental health care and mentorship; and support students in advocating for policies that formalize youth voice in governance, resource allocation, and program evaluation.

GRANT AWARDED \$250,000

PELI-CAN (COMMUNITY ACCESS TO NUTRITION) PROGRAM, LED BY THE CITY OF ST. PETERSBURG'S HEALTHY ST. PETE DIVISION

in collaboration with Florida Central Credit Union, Foodie Labs, and St. Pete Greenhouse

This collaborative program will improve physical and economic access to fresh fruits and vegetables for residents and support local entrepreneurship by facilitating mobile healthy food retailers in St. Petersburg's Healthy Food Priority Areas. Modeled after New York City's Green Cart Initiative, the City's Healthy St. Pete will enroll emerging food service entrepreneurs in a tailored business development program and provide startup infrastructure and capital to support mobile small businesses (like pushcarts) in offering healthy foods. To further remove obstacles for community-driven enterprises like push-cart vending, the City will also examine city ordinances and consider adjusting permitting and zoning rules.

GRANT AWARDED \$125,000

"Our partnership reflects a shared commitment to advancing access to quality healthcare where it is needed most. By working together to award grants to local nonprofit organizations, we not only support residents, we are also supporting those who provide innovative solutions for healthcare challenges. This aligns with Orlando Health's mission to improve the health and quality of life of those we serve."

JOHN MOORE
PRESIDENT, ORLANDO HEALTH BAYFRONT HOSPITAL



Capacity-Building Grants

At the Foundation, we know that to create a healthy and equitable community, we need a nonprofit ecosystem capable of enacting transformative change. That's why in 2025 we refined and continued our capacity-building grants program, which is designed to strengthen the infrastructure of local nonprofits so that they can carry out their missions more effectively. In partnership with Orlando Health Bayfront Hospital, we awarded 20 capacity-building grants of \$10,000 each to local nonprofits working to advance racially equitable health outcomes in zip codes 33705, 33711, and 33712. To maximize the effectiveness of these grants, each funded partner took part in a **Core Capacity Assessment** administered by the Nonprofit Leadership Center, which generated a **custom recommendation for building each organization's capacity** in leadership, adaptability, management, technical capacity, and/or culture.

20 CAPACITY-BUILDING GRANTS AWARDED, \$10,000 EACH

"Going through the Core Capacity Assessment process with the Nonprofit Leadership Center as part of our grant really highlighted our strengths as well as areas we need to work on. It was very, very beneficial for us. Our facilitator was so detailed and thorough. It really helped us think about sustainability for the future."

SAPHERIA EMANI SAMUELS
PACKS OF LOVE FOUNDATION

"By offering funded partners expert insight into the most effective ways they can grow their organization's capacity, we're able to amplify our impact and theirs, which ultimately benefits our community," said Foundation Senior Director of Grants Management and Administration Julie Rocco.



CAPACITY-BUILDING GRANT RECIPIENTS

[MORE INFO →](#)

GRANT AWARDED: \$10,00

- #The Burg Cares, Inc.
- Academy Prep Center Of St Petersburg, Inc.
- All The World's Kids, Inc.
- Braiding With A Twist Salon, Inc.
- Canguros, Inc
- Community Tampa Bay, Inc.
- Dos Crescent Foundation, Inc.
- Elevating Queens, Inc.
- Felons Ain't Failures 42 Corp
- Gulf Coast Jewish Family And Community Services, Inc.
- James B. Sanderlin Family Service Center Inc.
- Mount Zion Human Services, Inc.
- Museum Of Motherhood
- The Packs Of Love Foundation, Inc.
- Pinellas Opportunity Council, Inc.
- Seniors In Service Of Tampa Bay
- The Shirley Proctor Puller Foundation, Inc.
- St. Petersburg Neighborhood Housing Services, Inc.
- Tampa Bay Collard Green Festival Inc.
- Urban Food Park, Inc. DbA 15th Street Farm

Catalytic Accelerator Grants

Our community is rich with vibrant nonprofits doing great work to improve the factors that shape our health. In 2025, we awarded Catalytic Accelerator grants to eight local organizations to accelerate and enhance mission-aligned efforts already underway and enhance organizations' systemic approaches to change. In addition to funding, members of our Impact Team also offered thought partnership around strategies and even committee service where applicable.

“By supporting existing efforts and helping amplify a focus on root causes, we serve as catalysts for community change,” said Senior Impact Manager Dr. Bilan Joseph, who serves on Thrive by Five's Leadership Council. “Sometimes solutions already exist or are nascent and just need additional support to thrive.”

Funded organizations and projects include:

- **Pinellas County Urban League:** Tampa Bay Anchors Urban Alliance
- **Community Foundation of Tampa Bay:** Thrive by Five
- **Community Development & Training Center:** Neighborhood Strong: A Childs Park Quality of Life Initiative
- **The Studio at 620:** Arts in Public Health Convening Conference and an additional grant, Sankofa and The Chair Series
- **St. Petersburg Arts Alliance:** Arts in Public Health Convening Conference and SHINE 11 Origins
- **Creative Pinellas:** Arts in Public Health Convening Conference
- **Bay Area Legal Services:** Collaborative Approach to Addressing Chronic Health Care Issues Related to Underlying Societal Disparities
- **Minority Health Coalition of Pinellas:** Focus on Minority Health



Care Grants

In celebration of our first 10 years of impact, the Foundation was thrilled to award \$2,500 Care Grants to 60 local nonprofit organizations who work each day to create a community in which good health helps all people thrive. In a national climate of constant change, in which budget cuts and policy changes have threatened nonprofit funding sources, the Foundation offered these grants as a way for local organizations to support, care for, and invest in their team members so that they may continue their important work.

“When looking for ways to mark our 10-year milestone, we came back repeatedly to the idea of caring for those who make change and progress possible in our community,” said Foundation President and CEO Dr. Kanika Tomalin. “We’re so grateful for the ways our nonprofit partners answer our community’s call every day. We see them, value them, and hope they use these funds in the way that best supports their hard-working teams.”

Grants were offered to all 2025 recipients of competitive Foundation capacity-building grants, as well as funded partners whose original competitive grant agreements carried work into 2025.



“We are driven by our mission to do the work we do every day. This act made our small organization feel truly seen, valued, and supported. We are thankful for the Foundation believing in us and for extending such meaningful care.”

DANNY WHITE
FOUNDER OF RACEWITHOUTISM INC.



FOUNDATION GRANTS SUPPORTED 76 NEW HIRES FOR OUR FUNDED PARTNERS

CARE GRANT RECIPIENTS

[MORE INFO →](#)

GRANT AWARDED: \$2,500

- #Theburgcares, Inc
- 360 Eats
- A Healthy Dose Foundation, Inc.
- Academy Prep Center Of St. Petersburg, Inc.
- Alianza Center
- All The World's Kids Inc
- Boys & Girls Clubs Of The Suncoast, Inc.
- Braiding With A Twist Salon Inc.
- Canguros Inc
- Community Efx, Inc.
- Community Tampa Bay, Inc.
- Cultured Books Literacy Foundation, Inc.
- Dos Crescent Foundation Inc.
- Elevating Queens Inc.
- Faith Youth Services
- Faiththerapy Inc.
- Felons Aint Failures 42 Corp
- Front Porch Community Development Association, Inc.
- Golden Generations Inc
- Gulf Coast Jewish Family And Community Services, Inc.
- Healthy Start Coalition Of Pinellas, Inc.
- Hope Villages Of America
- Infinite Potential Learning Academy Inc
- James B Sanderlin Family Service Center Inc
- Keshawn's Korner Inc
- Learning Empowered, Inc.
- Metropolitan Ministries, Inc.
- Mi Gente Mi Pueblo, Inc.
- Mount Zion Human Services, Inc.
- Mt. Zion Christian Academy, Inc
- Museum Of Motherhood
- New Hope Baptist Church
- New Vision Behavioral Health Inc
- Penphonix Academy Inc.
- Pinellas County Urban League, Inc.
- Pinellas Diaspora Arts Project Inc
- Pinellas Opportunity Council, Inc
- Racewithoutism Inc
- Sailfuture
- Saturday Shoppes Inc.
- Seniors In Service Of Tampa Bay, Inc.
- Sickle Cell Disease Association Of America St Petersburg Chapter, Inc.
- Sing Out And Read (Soar)
- St. Jude Great Commission Community Development Corporation
- St. Petersburg Neighborhood Housing Services, Inc.
- Starting Right, Now
- Story 727
- Supportive Equity Connections Of Tampa Bay
- Tampa Bay Collard Green Festival Inc
- The House Of Grace Inc
- The Kind Mouse Productions, Inc.
- The Modern Griot Corporation
- The Packs Of Love Foundation, Inc
- The Shirley Proctor Puller Foundation, Inc.
- The Stephanie A. Wynn Foundation, Inc.
- The Studio At 620, Inc.
- Uma Education, Inc., DbA Ultimate Medical Academy
- Urban Food Park, Inc. DbA 15th Street Farm
- Veterans Life Coaching & Mentoring Fdn

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 2025, the Foundation created a mobile version of the training, which Impact Team members used to deliver trainings to groups offsite, including Community Tampa Bay's Camp Anytown students.



"IT MADE ME UNDERSTAND OTHERS AND HOW WE ARE ALL DIFFERENT AND EACH HAVE OUR OWN STORIES."

CAMP ANYTOWN STUDENT ON THE BUILDING AN EQUITY MOVEMENT EXPERIENCE

Emergency Response Grants

In response to financial hardships resulting from the government shutdown in 2025 and the freezing of SNAP benefits, the Foundation issued \$100,000 in emergency grant aid to four local organizations offering residents food and emergency financial assistance:

- **Mt. Zion Human Services**, food and emergency financial assistance, \$30,000
- **Daystar Life Center**, food and emergency financial assistance, \$30,000
- **Metropolitan Ministries**, food and emergency financial assistance, \$30,000
- **St. Petersburg Free Clinic**, food assistance, \$10,000

When federal resources are delayed or suspended, local nonprofits play a vital role in ensuring families do not face hunger, stress, or instability, which can contribute to poor health outcomes and impact our entire community. This rapid-response funding underscores the Foundation's commitment to supporting solutions that create a thriving and resilient community in real time.

"In times of crisis, our local nonprofit community responds —and we do we." said Foundation President and CEO Dr. Kanika Tomalin. "We're grateful we were able to support our funded partners working to care for our fellow residents through a difficult period."



Their Stories, Our Voices Youth Griot Program

The preservation and telling of local Black history matters. In 2025, we launched our Youth Griot Program with a cohort of 10 local high school students in keeping with this belief. Throughout the summer and on select Saturdays in the fall, students gathered at the Foundation to learn from community leaders about the local Black history makers who came before them. They also built skills in storytelling mediums including drumming, dance, visual arts, journalism, and public speaking. By teaching the students about our local history and building their storytelling skills, the Foundation is preparing the next generation of griots to keep our stories and histories alive.

"What I'm looking forward to most is taking what I've learned here and bringing it to my school," Youth Griot Caleb Williams told Spectrum Bay News 9 reporter Sandra Weathers earlier this year. "For example, in the school newspaper, I'm going to start a column specifically on St. Pete Black history, to bring this local history and to show, 'Hey, this is where this comes from.'"

Youth Griot student participants earned a \$1,000 stipend for their time.



Systems Change Leadership Cohort

At the Foundation, we believe leadership is essential for the transformational change needed to create a community in which good health helps all people thrive. So, in 2025, we partnered with nonprofit social impact firm and global systems change thought leader FSG to develop a program to cultivate and build the skills of a cohort of change-oriented community leaders.

Through **workshops and personalized coaching by FSG**, the cohort is designed to enhance the strengths of rising leaders at dedicated local organizations, equipping them with the skills, mindsets, and relationships they need to mobilize collective action and drive lasting systemic change. In the summer, FSG worked with Foundation leadership to set parameters, goals, and a timeline for the program. In the fall, we hosted a small forum to gather input from local leaders before inviting our inaugural cohort to apply.

THROUGH THE COHORT, PARTICIPANTS WILL GROW THEIR SKILLS AND KNOWLEDGE IN THE FOLLOWING KEY AREAS:

Systems change concepts and systems thinking frameworks

Histories of structural inequity and their impact on current health outcomes

Multi-sector collaboration to maximize impact

Personal and organizational barriers to collaboration and systems change

Multi-sector strategies to drive systemic change in St. Pete



COHORT MEMBERS

- **Zoe Blair-Andrews**, Chief Community Impact Officer, St. Petersburg Free Clinic
- **Kalen Graham**, Community Health Program Director, Johns Hopkins All Children's Hospital
- **Rebecca Brown**, Chief of Staff, St. Petersburg College
- **Rob Hawthorne**, Associate Chief Nursing Officer, Orlando Health Bayfront Hospital
- **Courtney Burt**, Vice President - Community Impact, American Heart Association
- **Camy Hayes**, Family Justice Center Director, CASA Pinellas
- **Nikki Gaskin-Capehart**, Chief Executive Officer, Pinellas County Urban League
- **Christine LeMoult**, Associate Dean of Students, Eckerd College
- **Celeste Collins, Ed.D.**, Chief Executive Officer, James B. Sanderlin Neighborhood Family Center
- **Rev. Linda McLeod**, Board Member, Collective Empowerment Group of the Tampa Bay Area
- **Charlie Colquitt**, PharmD, President, Minority Health Coalition of Pinellas
- **Amarela Peqini**, Chief Financial Officer, Nonprofit Leadership Center
- **John Paul Comas**, Senior Director of BrigAIDe Outreach, Metropolitan Ministries
- **Jess Riedel**, Special Projects Manager, City of St. Petersburg
- **Anne Core**, Vice President - Marketing and Communications, St. Pete Economic Development Corporation
- **David Shields**, Director of Operations, St. Anthony's Hospital
- **Deirdre Crudup**, Vice President, Campbell Park Neighborhood Association
- **Pamela Williams**, Chief Operations Manager, Shirley Proctor Puller Foundation
- **LaToya Edwards**, Assistant Dean for Student Affairs, Stetson University College of Law
- **Pye Young**, Managing Attorney - Pinellas County, Bay Area Legal Services

OTHER GRANTS

Sometimes needs arise outside of major grant offerings. We support those, too. We also continue to administer grants that were awarded in previous years but are still active.

ORGANIZATION	PROJECT TITLE	YEAR AWARDED	AMOUNT AWARDED
American Heart Association	Taking Motherhood to Heart & Beyond - St Pete	2025	\$50,000
Caribbean Festival Association	Everything Health St. Pete	2025	\$25,000
Community Tampa Bay, Inc.	Youth Inclusive Leadership Development Phase 2	2025	\$44,000
Council on Foundations	Membership Grant	2025	\$10,000
Daystar Life Center, Inc.	Daystar Community Response	2025	\$30,000
Equality Florida Institute, Inc.	Health Equity Program	2025	\$50,000
Florida Philanthropic Network	FPN Annual Membership	2025	\$8,000
Grantmakers for Effective Organizations	GEO Annual Membership	2025	\$2,500
Grantmakers in Health	GIH Annual Membership	2025	\$11,825
Greater St. Petersburg Area Economic Development Corporation	Membership and Strategy	2025	\$25,000
Inclusivity Innovative Institute	Phase 2: Evaluation Study of Pinellas County School System Bridging the Gap Plan	2025	\$25,000
Infinite Potential Learning Academy, Inc.	Empower the Future	2025	\$100,000
Metropolitan Ministries, Inc.	Metropolitan Ministries Community Response	2025	\$30,000
Mount Zion Human Services, Inc.	MZHS Community Response	2025	\$30,000
PEAK Grantmaking	PEAK Grantmaking	2025	\$750
Philanthropy Southeast	Philanthropy Southeast Annual Membership	2025	\$9,840
Roundhouse Creative Studio	RAZED	2025	\$25,000
St. Petersburg Free Clinic	SPFC Community Response	2025	\$10,000
#TheBurgCares, Inc.	Empowering Future Growth and Continued Success of #TheBurgCares, Inc Initiatives by Strengthening Organizational and Financial Capability.	2024	\$10,000
360 Eats	Enhancing Food Security in the BIPOC Communities of South St. Petersburg	2024	\$60,204
A Healthy Dose Foundation, Inc.	Healthy Outcomes	2024	\$10,000
Academy Prep Center of St. Petersburg, Inc.	Developing the Next Leaders	2024	\$10,000
Advantage Village Academy, Inc.	Summer Youth S.T.E.M. Program	2024	\$10,000
Alianza Center	Empowering Our Community through Capacity Building and Strategic Visioning	2024	\$10,000
All The World's Kids, Inc.	Leadership Equity: Future Leader Project	2024	\$10,000
AMIkids, Inc.	Breaking Barriers: Phase II - Going Deeper	2024	\$100,000
Boys & Girls Clubs of the Suncoast, Inc.	Boys & Girls Clubs of the Suncoast Vision 2025 Plan	2024	\$10,000
Braiding with a Twist Salon, Inc.	Braiding With A Twist	2024	\$243,036
Canguros Inc	Canguros Sustainability Project	2024	\$10,000
Community EFX, Inc.	Celebrated Not Tolerated	2024	\$224,342
Community Tampa Bay, Inc.	Professional Development & Communication Strategy	2024	\$10,000
Cultivate the Creative	Elevate Creativity Pilot Program	2024	\$10,000
Cultivate the Creative	Empower Creativity Scholarship and Mentorship Program	2024	\$10,000
Cultured Books Literacy Foundation, Inc.	Family	2024	\$10,000
Faith Youth Services	Strengthening Organizational Effectiveness, Sustainability and Impact	2024	\$10,000
Faitherapy Inc.	Faitherapy BEE Well Care Team	2024	\$10,000
Front Porch Community Development Association, Inc.	Front Porch Striving For Sustainability	2024	\$10,000

Golden Generations, Inc.	My Sistah's Place	2024	\$250,000
Healthy Start Coalition of Pinellas, Inc.	Doula Network	2024	\$500,000
Hope Villages of America	Hope Villages of America's The Haven- Jordan Park	2024	\$250,000
Infinite Potential Learning Academy, Inc.	Empowering Educators: Capacity Building for Community Education	2024	\$10,000
James B. Sanderlin Family Service Center, Inc.	Improving Literacy, School Readiness, and School Success in the 33705, 33711 and 33712 Zip Codes	2024	\$82,499
Keshawn's Korner, Inc.	Building Capacity for Keshawn's Korner	2024	\$10,000
Learning Empowered, Inc.	Building Capacity for Equity Focused Services	2024	\$10,000
Life from Inside Out - LLC	Life From Inside Outside	2024	\$100,000
Metropolitan Ministries, Inc.	NeighborHOPE	2024	\$250,000
Mi Gente Mi Pueblo, Inc.	Mi Gente Capacity Building	2024	\$10,000
Mind the Gap Together	A.S.A.P. (Additional Support and Programming)	2024	\$10,000
Mount Zion Human Services, Inc.	Behavioral Health Wraparound Services	2024	\$95,312
Mount Zion Human Services, Inc.	Strategic Planning for a Sustainable Future	2024	\$10,000
Mt. Zion Christian Academy, Inc.	School Security Initiative	2024	\$10,000
Museum of Motherhood	Increase MoM's solvency, accountability, and infrastructure	2024	\$10,000
New Hope Baptist Church	"New Hope Empowering Growth: Leveraging Technology to Build Capacity"	2024	\$10,000
New Vision Behavioral Health, Inc.	Enhancing Financial Systems for Racial Equity in Group Therapy Practice	2024	\$10,000
Nonprofit Leadership Center of Tampa Bay	Advancing Racial Equity on Nonprofit Boards	2024	\$10,000
One Community Grocery Co-op	Drum Up	2024	\$10,000
PenPhonix Academy, Inc.	The PenPhonix Rising Project	2024	\$10,000
Pinellas County Urban League, Inc.	Equity Focused Entrepreneurial Ecosystem (E3) Expansion Project	2024	\$500,000
Pinellas Diaspora Arts Project, Inc.	PDAP/Afroflorida Media Collective Capacity Building & training	2024	\$10,000
Pinellas Opportunity Council, Inc.	Empowering Communities: A Proposal for Increasing Economic Self-Sufficiency through Fund Development	2024	\$10,000
RaceWithoutism, Inc.	Elevating Grant Writing and Funding Sources Acumen	2024	\$10,000
SailFuture	SailFuture Career Pathways	2024	\$250,000
Saturday Shoppes Inc.	Saturday Shoppes Goes Retail	2024	\$250,000
Seniors in Service of Tampa Bay, Inc.	Foster Grandparent Program Expansion	2024	\$249,524
Sing Out and READ (SOAR)	Increasing FLIP Capacity through Targeted Hardware Purchases	2024	\$10,000
St. Jude Great Commission Community Development Corporation	Building Organizational Capacity for Data Management and Reporting	2024	\$10,000
Starting Right, Now	Guidance, Rapport, Ambition, and Development (GRAD) program	2024	\$206,520
Supportive Equity Connections of Tampa Bay	Strategic Infrastructure Enhancement Initiative (SIEI)	2024	\$10,000
The House of Grace, Inc.	A Change Has Come	2024	\$10,000
The Kind Mouse Productions, Inc.	Alleviating Childhood Hunger	2024	\$10,000
The Modern Griot Corporation	Equity and Justice through Financial Literacy with the Modern Griot Corp	2024	\$10,000
The Rise and Thrive Foundation	Building Generational Stability: A Beauty Industry Economic Equity Training and Financial Development Workshop Series	2024	\$10,000
The Shirley Proctor Puller Foundation, Inc.	Cultivating Health & Wellness Practices in Youth	2024	\$295,674
The Stephanie A. Wynn Foundation, Inc.	Expanding Horizons: Scaling the Exploring Health Equity Beyond IBD Series	2024	\$10,000
The Studio at 620, Inc.	Studio@620 Staff Hire: Communication & PR	2024	\$10,000
The Wright Group Unlimited, Inc.	FAITH Works	2024	\$10,000
UMA Education, Inc., dba Ultimate Medical Academy	Career Services Economic Mobility (CSEM) program	2024	\$120,000
Urban Food Park, Inc. dba 15th Street Farm	Local Food Hub - an Answer to Food Inflation and Insecurity, Nutritional Deficiency, and Unemployment	2024	\$120,898
Veterans Life Coaching & Mentoring FDN	Governance and Board Development	2024	\$10,000
WeArt St. Pete. Inc	BIPOC Artist Development Program	2024	\$10,000



Foundation Team during Pride | June 2025

COMMUNITY

No one can transform systems in a vacuum. To truly create a future in which good health allows all people to thrive, we need an engaged and supported citizenry. **That’s why valuing and celebrating our community and its priorities is a key part of our work.**

When we come together in community to gather, spark joy, and learn, we are stronger. And when we are stronger, we are better equipped to forge the type of connected and equitable community we seek.

Community was a major theme of our work in 2025. We started the year by hosting the inaugural screening of the documentary *Razed*, which tells the story of the Gas Plant neighborhood and its displacement. We continued with our sponsorship of community-driven celebrations, our book club, and a new partnership with the *Tampa Bay Times*. And we finished 2025 with our We Run These Streets 5K, which drew in more than 500 community members to build ties, mark the Foundation’s first 10 years of impact, and celebrate our vibrant local South St. Pete neighborhoods. Read on for more community-driven news from our year.

“I REALLY WANTED TO CREATE A SPACE FOR PEOPLE TO BE ABLE TO TALK ABOUT LARGER SOCIAL JUSTICE ISSUES AND CONNECT WITH OTHERS IN THE COMMUNITY; I WANTED [SOCIAL JUSTICE BOOK CLUB] TO BE A HOPEFUL SPACE WHERE WE COULD IMAGINE WHAT BETTER, MORE JUST FUTURES COULD LOOK LIKE.”

DR. SUSIE PATERSON

DIRECTOR OF RESEARCH, EVALUATION, AND LEARNING
AND CO-LEADER OF THE BOOK CLUB



Razed

In February 2025, the Foundation hosted the premiere of the documentary film *Razed* in our Center for Health Equity. More than 500 residents attended the dual screenings, which also featured panel discussions with the filmmakers as well as former Gas Plant residents. *Razed* 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. By centering the stories of former residents, the film shares tales of the neighborhood’s warmth and joy while laying bare the systemic injustices that allowed for its destruction. Former residents, cast family members and friends, and St. Pete community packed the premiere screening weekend, celebrating the acknowledgement and preservation of their shared histories in a more permanent way.

The idea for *Razed* was born out of a 2021 Foundation-funded reunion of former residents and family members from the Gas Plant and Laurel Park neighborhoods, who were displaced from their homes to make way for the construction of Tropicana Field. The Foundation hired Roundhouse Creative to record and preserve interviews with residents at the gathering in an effort to help correct and deepen the narrative and prevent such painful displacements from happening again.

That reunion gave rise to the more significant and powerful documentary *Razed*, spearheaded by Roundhouse Creative and the African American Heritage Association and supported in part with a Foundation grant. People and their stories are at the center of our shared work to build a stronger, more equitable city. The Foundation is proud to help support and share this powerful and necessary film with our community.



Holiday and Heritage Celebrations

In 2025, the Foundation continued its support of community celebrations honoring Dr. Martin Luther King Jr. as well as Juneteenth. By offering opportunities to gather and honor the histories and cultures that continue to inform our present, we build community ties and help foster a shared acknowledgement of our collective past. The Foundation was also proud to sponsor the Tampa Bay Collard Green Festival’s 2025 Youth Entrepreneur Program, which brought together a group of local students ages 11-17 to learn about developing and launching a small business.

Tampa Bay Times Spotlight Series

Thriving communities support opportunities for residents to learn and grow at all stages of their lives. At the Foundation, we also know that community change requires community dialogue and engagement. That's why, in 2025, the Foundation forged a partnership with the *Tampa Bay Times* to deliver a series of three dynamic and educational community engagements (complemented by coordinating articles) that sparked debate and introduced ideas of health and equity into key issues facing our community.



BEYOND BASEBALL: NEW PERSPECTIVES AND POSSIBILITIES FOR ST. PETE'S 86 MOST CONTEMPLATED ACRES

This sold-out June Spotlight conversation brought together place-making experts, local leaders, and residents to imagine future possibilities for the 86 acres that formerly housed the Gas Plant neighborhood. The conversation explored and honored the past while preparing for the future, building equity and accessibility into the process and product, and more.



HOW AI CAN STRENGTHEN OUR COMMUNITIES

AI is here to stay. So how can we make it work for our community? In September, hundreds of community members filled the Mahaffey to hear from experts about the possibilities of using AI to improve access to jobs, transportation, education, healthcare, and more. By introducing ideas of equity and public health into conversations about AI, we help advocate for those values and shape considerations that will, in turn, shape our future.



CAN WE STILL TALK? FINDING EMPATHY DURING DIVIDED TIMES

In an era when many feel isolated and emotionally overwhelmed, how can we listen and connect? Knowing that social networks and feelings of belonging are crucial components of a thriving and healthy community, our final fall Spotlight event focused on holding space for difficult conversations, turning empathy into action, and digging out instead of digging in.



Social Justice Book Club

Believing that a community that learns together grows together, in 2025, we continued to host our monthly Social Justice Book Club in partnership with Tomolo Books. On the second Monday of every month, a group of community members gathered to discuss a reading that dealt with ideas of equity and health. The club offered a space to explore difficult topics and have messy conversations. All community members were welcomed, regardless of whether they had finished—or even started—the book being discussed.

"WE ARE SO PROUD TO HAVE PARTNERED WITH THE FOUNDATION FOR A HEALTHY ST. PETERSBURG ON THE SOCIAL JUSTICE BOOK CLUB! WE SHARE AN INTEREST IN BRINGING PEOPLE TOGETHER FOR DIALOGUE, EDUCATION, AND STRENGTHENING THE FABRIC OF OUR COMMUNITY. THE CLUB SELECTS EXCELLENT MATERIAL TO DISCUSS AND THE ATTENDANCE HAS GROWN TREMENDOUSLY SINCE WE CREATED THIS PARTNERSHIP."

ALSACE VALENTINE
FOUNDER AND OWNER OF
TOMOLO BOOKS

"I LOVE BEING AROUND PEOPLE WHO REFUSE TO KEEP THEIR HEAD IN THE SAND—PEOPLE WHO TRULY WANT TO SEE A BETTER WORLD AND ARE ACTIVELY TRYING TO FIGURE OUT WHAT THEY CAN DO TO GET THERE. I LOVE THAT I CAN BE HONEST ABOUT HOW I FEEL AND MY EXPERIENCES, AND THEY RECEIVE IT. I'VE NEVER HAD A SPACE LIKE THAT BEFORE."

ACQUANDIST UY
SENIOR EXECUTIVE ADMINISTRATOR
AND AVID READER WHO ATTENDED
EVERY BOOK CLUB GATHERING

"Some of our best stories stem from organizations dedicated to making a positive difference in our community. We are proud to partner with the Foundation for a Healthy St. Petersburg to raise the level of awareness and constructive discussion on important topics. We don't just shine a light on our challenges. We explore their solutions."

CONAN GALLATY
TAMPA BAY TIMES CHAIRMAN AND CEO





We Run These Streets

In October, we marked the Foundation's first 10 years of impact with a community-driven 5-kilometer race for all ages and abilities. More than 500 walkers and runners as well as family, neighbors, and friends joined us on October 4th to celebrate the beauty of South St. Pete, build ties, and improve the health of our community. More than just a run, the day featured live music from local high school students as well as our Youth Griots, a DJ, delicious post-race food prepared by South St. Pete chefs, a vendor village, line dancing, and more.

Walkers and runners started at the Foundation's offices before heading southwest to pick up the Skyway/Clam Bayou Trail. After winding their way through shady mangroves, participants headed toward Childs Park neighborhood before reaching our turn-around point at the Childs Park Recreation and Fitness Center and returning to the Foundation.

Accessible opportunities for community and outdoor recreation are a critical part of a thriving community. We're grateful to everyone who showed up and supported the day.

"It was my first 5K and more than I expected. Great response from the community promoting good health. Thank you, Foundation!" - Elaine Chambliss, first-time 5K participant

South St. Pete Run Club

To support community members in preparing for our We Run These Streets 5K, we sponsored the creation of a run club in the months leading up to the gathering. The group met weekly to stretch and train by walking and running the 5K trail. They also heard from our partners at the Good Sweat Foundation, the nonprofit that helps support St. Pete Run Fest and other races, received lessons on running mechanics, and more.

"With Foundation support, we were able to really launch a local club to help local community members get comfortable with a 5K and running more broadly. It was so amazing to see some of our members cross the finish line."

DOVÉ WEAVER
SOUTH ST. PETE RUN CLUB FOUNDER





Foundation Team awarded with Silver Medallion Award by Community Tampa Bay | May 2025

PEOPLE & PLANNING

Each year, we strengthen our organizational foundations to help ensure our work can continue efficiently and effectively long into the future. Just as we support capacity building for our funded partners, we prioritize it in our own work, as well.

This past year, we added a new position and team member, celebrated team recognitions, undertook targeted future-focused planning projects, shored up our organizational documentation of processes, enacted a new employee volunteer policy, and more. Read on for more news on people and planning from 2025.

“The Foundation for a Healthy St. Petersburg is an organization that ensures all residents have access to the resources and support they need to live healthy lives, specifically as it relates to racial equity. As pillars in the St. Petersburg community, they partner with numerous local organizations who are on the forefront of providing equitable services and responding to the needs of the residents. In addition to their commitment to meaningful partnerships, they show up financially and physically, celebrating successes and providing an extra hand during their challenges.”

COMMUNITY TAMPA BAY



BEST COMPANIES
To Work For In Florida™

#1 Small Business to Work for in FL

In August, Florida Trend magazine named the Foundation the #1 small company to work for in Florida! We're proud and also grateful to be able to model the change we seek, offering our team a supportive and flexible work environment that honors family and community engagement, nurtures health and well-being, and provides ample opportunities for development and growth. Our team members are dedicated and committed leaders with a passion for making our community a healthier and more equitable place to live. They're also people, first and foremost, and we strive to honor their humanity every day. Thank you to our team and thank you to our broader community for all of the ways we collaborate, intersect, and work together to make our community a place where good health helps all people thrive.





WELCOME!

TRISTIN BROWN ADVOCACY MANAGER

In May, Tristin Brown joined the Foundation team, filling the newly created role of advocacy manager. In her role, Tristin will help shape and execute the Foundation’s policy and advocacy plan as well as initiatives and strategies designed to help shift systems so that good health helps all people thrive.

A Florida native, Tristin graduated summa cum laude from Florida A&M University before earning her J.D. from Georgetown University Law Center. During law school, she held several leadership and service roles—including President of the Black Law Students Association, Public Interest Fellow, Student Ambassador, and Online Editor and Special Projects Chair of the *Georgetown Journal of Law & Modern Critical Race Perspectives*. Tristin previously served as the Policy & Advocacy Director at the National Black Worker Center and has held roles at the People’s Parity Project and the Washington Lawyers Committee for Civil Rights and Urban Affairs. We’re so excited to have her on board!

BOARD OF TRUSTEES

- Bridgette Heller, *Chair*
- Dr. Shameka Jones, *Vice Chair*
- Dr. Cynthia Johnson, *Secretary*
- Roger Key, *Treasurer*
- Dr. Kenneth Bryant
- Dr. Ricardo Davis
- Dr. Rachel Dawkins
- Jack Day, Esq.
- David Novak
- Ken Shapiro
- Dr. Kevin Sneed
- Dr. Nichelle Threadgill, M.D.
- Rabbi Michael Torop
- Jon Wilson

Special thanks to our former trustees Sharon Gardner, Rev. Kenneth Irby, Marianne Edmonds, and Kelly Kirschner, who served two consecutive terms before retiring from our board at the end of the year. Special thanks, as well, to former trustees Joe Lugo and Stacy Conroy, who also retired in 2025. We’re so grateful for their service and support!

FOUNDATION STAFF

- Dr. Kanika Tomalin, *President and CEO*
- Joshua Bean, *Impact Manager*
- Lisa L. Brody, Esq., *Chief Operations Officer and General Counsel*
- Marcus A. Brooks, *Chief Impact Officer*
- Tristin Brown, *Advocacy Manager*
- Harold Bryant, Jr., *Senior Grants and Program Associate*
- Belinda Childs, *Director of Finance*
- Gaylynn Driver, *Office Administrator*
- Blanca Catalina Garcia, *Senior 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*
- Alexis Taylor, *HR Generalist*
- Acquandist Uy, *Senior Executive Administrator*
- Kewa Wright, *Senior Center Operations Associate*
- Lisa Yacso, MBA, M.Ed., *Director of Technology and Administration*

Planning for the Future

Foundation team members invested time in planning in 2025, guided by the belief that doing so helps us carry out our mission more effectively and efficiently. Our Research, Evaluation, and Learning Team led the development of staff and board learning plans to strengthen our human capital. Our Leadership Team refreshed our Foundation succession and contingency plans, and our Impact Team formalized our organizational partnership plan.

In addition, Finance Director Belinda Childs also led our team through the creation of formalized standard operating procedures by role to improve clarity and streamline our work. Team members documented a robust series of processes to help improve cross-departmental communication and prepare for transitions down the road.



Volunteering

The Foundation also put into effect a new staff volunteer policy and plan. We’re proud to offer quarterly opportunities for team members to volunteer together in our community. Doing so helps us engage with needs on the ground, build relationships with funded partners past and present, and spend time together as a team outside the office.

“I’ve really enjoyed our staff volunteer opportunities,” said Facilities and Events Manager Dean Hendrix. “They’ve given me a much deeper appreciation for the work being done every day in and for our community. Spending time alongside these organizations helps me better understand the challenges people face, and it makes me feel even more connected to and proud to be part of the St. Petersburg community.”

Silver Medallion Award - Community Tampa Bay

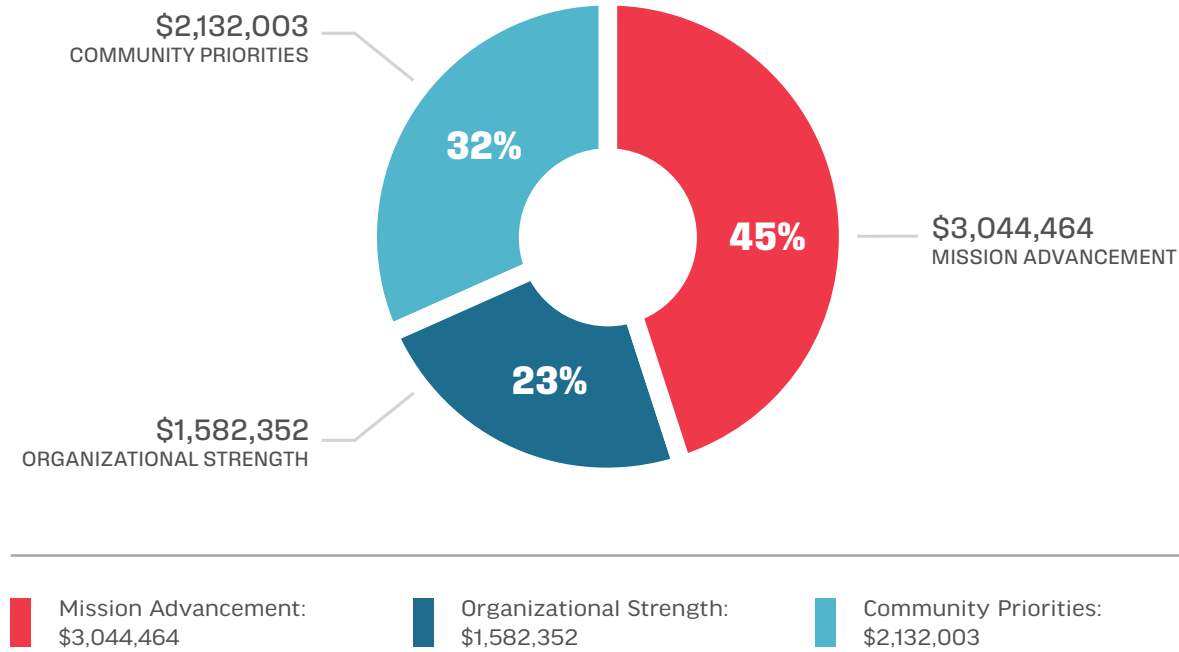
In May, Community Tampa Bay awarded the Foundation their highest honor, the Silver Medallion Award, which recognizes community leaders and organizations who champion diversity and advance inclusion in schools, workplaces, and the broader community.

We’re grateful for the opportunity we have each day to create change that makes our community healthier and more equitable. We’re also grateful to all of the partners who join us in this work; it takes an ecosystem, and we’re so thankful for ours.

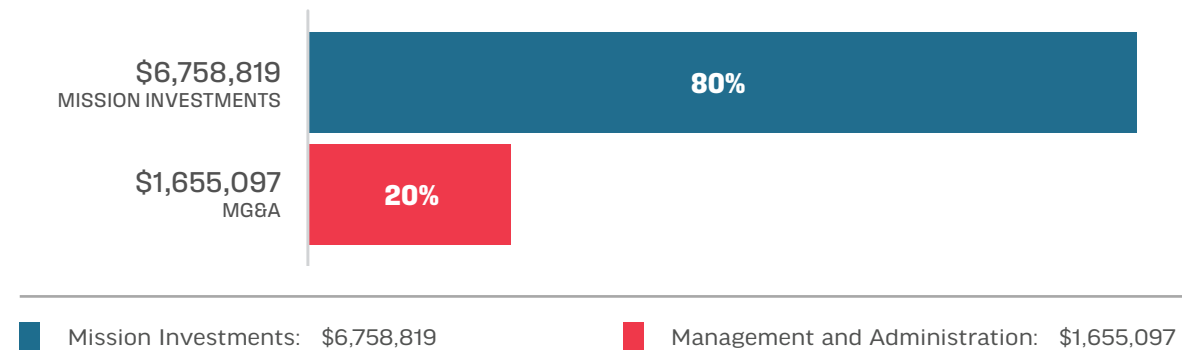


MISSION INVESTMENT REPORTS

MISSION INVESTMENTS TOTAL - \$6,758,819



OPERATING EXPENSES TOTAL - \$8,413,916



LOOKING AHEAD

At its core, our work is about our love for our community. We're proud to call St. Petersburg home and will continue to support strategies, invest in solutions, and foster and empower community to create a future in which good health can help all people thrive. Thank you for engaging with us in 2025 and for the many ways you show up to make our community healthier, stronger, and more equitable for the people who live here each day. As we look back on our 10 years of impact, we also look ahead to all the ways we'll continue to make a difference together in the years to come.

[CONTINUE READING FOR AN ANALYSIS OF OUR FIRST 10 YEARS](#)





**TOGETHER, WE CAN
CREATE A COMMUNITY
IN WHICH GOOD HEALTH
HELPS ALL PEOPLE THRIVE.**

ANALYSIS

THE REVERBERATING IMPACTS OF THE FOUNDATION FOR A HEALTHY ST. PETERSBURG'S FIRST 10 YEARS

BY URBAN MARKET ANALYTICS

The Foundation for a Healthy St. Petersburg opened its doors in 2015 as one of roughly a dozen health conversion foundations in the state and the only local philanthropy wholly focused on the attainment of racially equitable health outcomes. Since then, the Foundation has multiplied private funding toward the goal of narrowing race-based and place-based gaps in the social determinants of health. In addition, the organization's grantmaking and staff-driven strategic initiatives have helped foster equity-informed practices across nearly two dozen sectors and systems that influence health.

This report examines the reverberating economic impacts of the Foundation's first decade of work, with insights into how its funding strategies, partnerships, and operational investments have strengthened systems, enhanced the local economy's regenerative capacity, and improved the economic mobility of the people it exists to serve.

Expanded Pinellas County’s Capacity for Problem-Solving and Progress

Because of its unique purpose and position, the Foundation’s mission-driven investments brought a powerful new resource to the area. Foundation grantmaking—starting in 2016—significantly expanded philanthropic investments in Pinellas County, which historically lags other large Florida counties in philanthropy per capita.

Urban Market Analytics (UMA) found that, according to the most recent data available, Pinellas ranks second to last among Florida’s 10 most populous counties for **private foundation giving per capita**.

In addition, Pinellas lags other counties in **household philanthropy**. According to Internal Revenue Service (IRS) data for tax year 2022, Pinellas ranks 10th in the state for income per capita, but 13th for charitable contributions per capita and 17th for percentage of income gifted to charity (1.3%).

This translates to a smaller resource pool for nonprofits working to propel progress and amplifies the importance of investments by local funders.

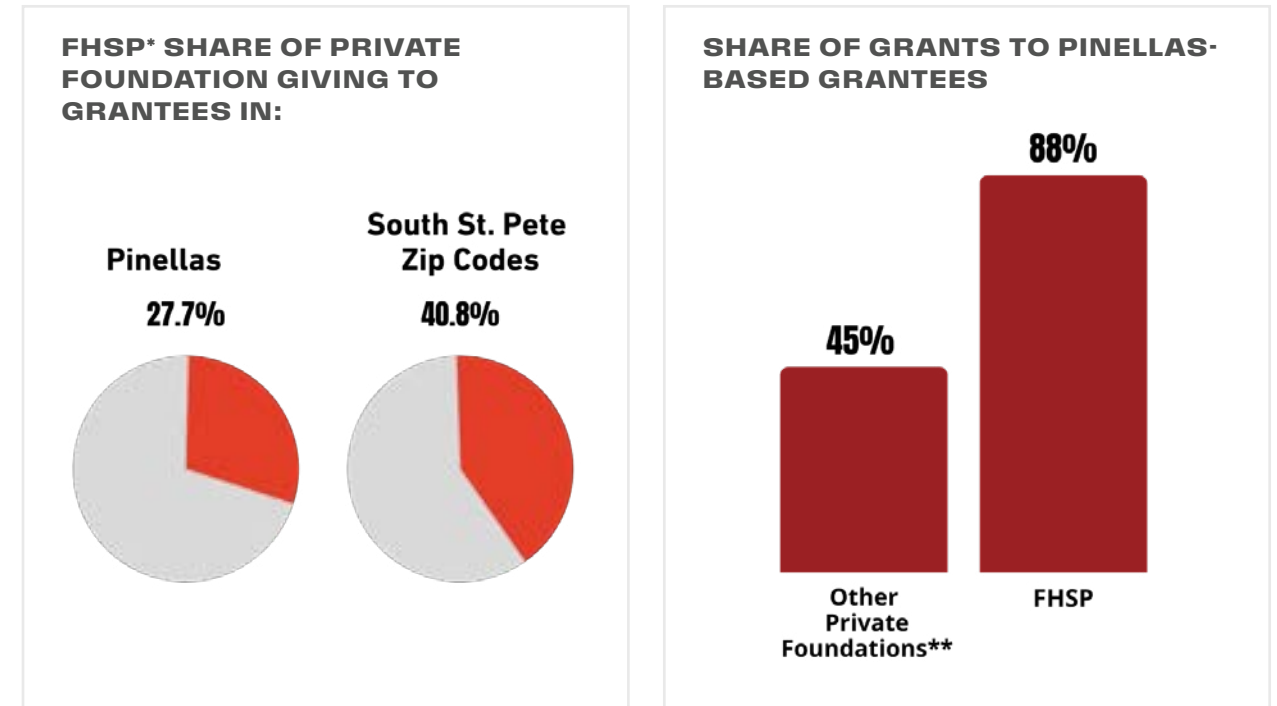
The Foundation is helping to narrow the philanthropy gap. Based on data published by the National Center for Charitable Statistics—available through 2021—grants made by Pinellas-based public benefit foundations have grown by an estimated 8.7% since the Foundation’s inception.

The Foundation’s impact is even larger when examining grants made within Pinellas County, particularly within the Foundation’s priority service area—zip codes 33705, 33711, and 33712—which is home to more than 40% of Pinellas County’s Black population.

UMA analyzed the grantmaking of 10 of Pinellas County’s largest private foundations in terms of assets* using their most recent IRS filings. **Among these 10 funders, Foundation grants accounted for 28% of total giving to grantees in Pinellas County in 2024, and for 41% of grantmaking to organizations headquartered in the Foundation’s priority zip codes.**

The Foundation’s hyper-local focus can be seen in its ratio of grantmaking within Pinellas: 88% of Foundation grants were made to organizations within the county; this was nearly two times the 45% average for its peers, whose grantmaking territories range from local to global.

The Foundation’s singular focus on health and racial equity established an institutionally anchored vision that has multiplied private funding toward the goal of narrowing race-based and place-based gaps in the social determinants of health. Foundation grantmaking and staff-driven strategic initiatives have helped foster equity-informed practices across nearly two dozen sectors and systems that influence health outcomes.



*FHSP refers to the Foundation for a Healthy St. Petersburg

**Pinellas-based organizations classed as private foundations by the U.S. Internal Revenue Services, determined as being among the largest based upon assets

Expanded Uses and Reach of Philanthropy

The Foundation has expanded the reach of philanthropy into strategies that are under-resourced relative to their potential for positive change. Prominent examples include the Foundation’s focus on capacity building for the nonprofit community and its cornerstone commitment to systems change investment. Data published by Candid and the Florida Philanthropic Network suggest that funders invest relatively little in these domains.

NONPROFIT CAPACITY BUILDING

The Foundation has invested in strengthening the capacity of its local nonprofit community for most of its tenure. In recent years, the organization has grown even more intentional and focused in its capacity-building strategy, which offers a valuable avenue for nonprofit development.

By pairing financial support with offerings like individual capacity-building assessments and learning opportunities, the Foundation helps ensure grant dollars are deployed as effectively as possible. This commitment to strengthening Pinellas County’s nonprofit community has helped funded partners heighten their financial sustainability and strengthen the life-enhancing services they provide, increasing their impact for local residents.

SYSTEMS CHANGE

The Foundation is also among a small cohort of private funders that substantially invest in systems change in Pinellas County. Part of the Foundation's theory of change is that working toward long-term systemic changes that provide equitable opportunities for all residents is vital to achieving health equity.

Foundation investments intended to shift systems to create a thriving, healthy community account for \$11.5M or roughly one-third of total Foundation grantmaking since its inception, according to UMA analysis. The Foundation's emphasis on systems change has only grown during its tenure, emerging as a key priority in the Foundation's current five-year strategic plan. The Foundation not only invests in strategic systems change efforts but works to advocate for a systems approach to problem-solving among local leaders, nonprofits, and funders alike.

This ambition to foster systems change is helping to fulfill long held but elusive goals for the county. During its first decade of investments in this impact area, the Foundation and its collaborators have:

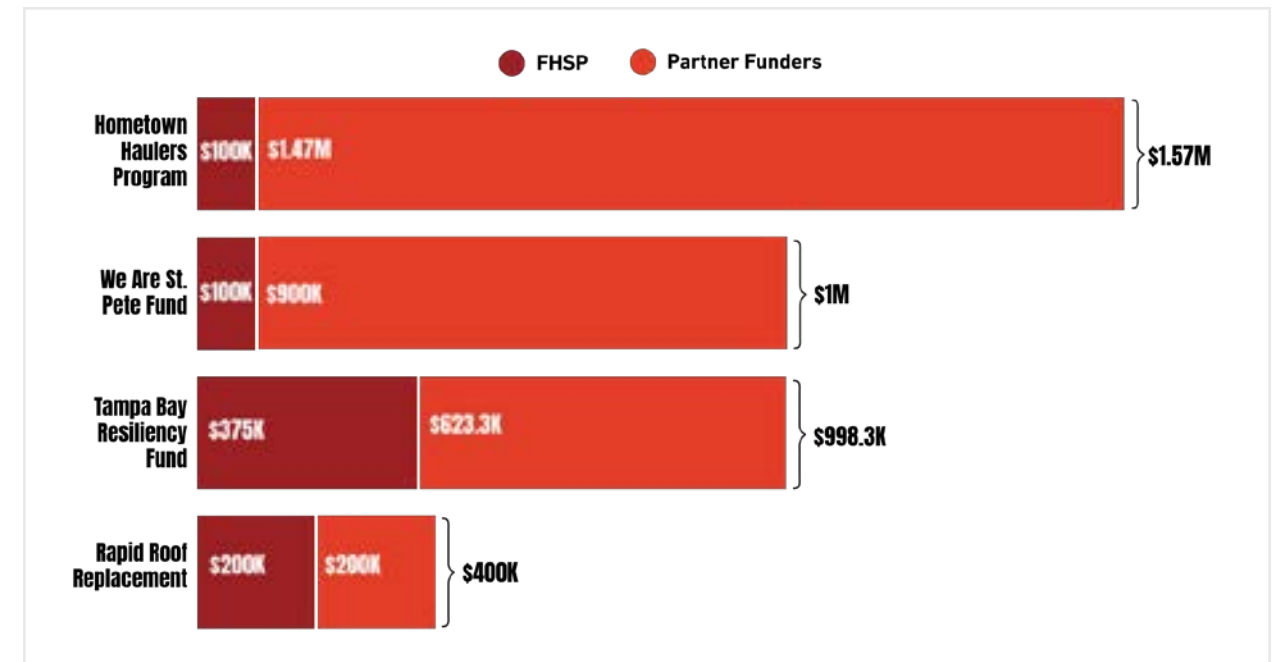
- **Demonstrated the possibilities and limits** of bold new approaches at the systems level
- **Influenced policies and practices** that shape life outcomes for neighbors across Pinellas County
- Created a richer, **more actionable understanding** of Pinellas County's greatest challenges and opportunities through its funding of research and evaluation
- Invested in **more responsive systems** that heightened residents' resilience in the face of emergencies and natural disasters
- **Strengthened the deployment of funder collaborations** that multiplied resource availability in the Foundation's service area

Collaborated With Peer Funders to Invest in More Responsive Systems

In addition to investing in underutilized strategies for impact, the Foundation has worked shoulder-to-shoulder with other area funders to jointly strategize, leverage resources, and strengthen the ability of the nonprofit community in its frontline work to better the lives of Pinellas residents.

For example, coordinated Foundation investments, together with Pinellas Community Foundation, Allegany Franciscan Ministries, United Way Suncoast, the City of St. Petersburg, and others, multiplied the county's community-focused crisis response and resiliency efforts in the face of emergencies.

Jointly funded initiatives enabled tens of thousands of residents to access opportunities and resources to aid their recovery and response at the height of the COVID-19-induced downturn, and during multiple major hurricanes.



The Tampa Bay Resiliency Fund (TBRF) exemplifies the potential of collective impact on the part of funders. This collaborative fund—spearheaded by the Pinellas Community Foundation and backed by the Foundation, Allegany Franciscan Ministries, and United Way Suncoast—was launched to marshal response to the COVID-19 pandemic. It has since been activated to mitigate the devastating impacts of natural disasters that are striking Florida with greater frequency and intensity.

Through nearly \$1M in grants (\$998,332) distributed after the 2024 hurricane season, the Fund mobilized resources quickly and served as a stabilizing force. In the immediate aftermath of the storms, TBRF grants supported basic needs such as food, essential supplies, and medical aid, while providing housing and financial stabilization services that helped prevent temporary hardship and avoid the cascading financial setbacks that often follow major disasters.

Meanwhile, TBRF investments in local nonprofits covering needs such as roof repairs, flood mitigation, generators, and refrigeration enabled community organizations to reopen quickly and remain operational during power outages, preserving local jobs and sustaining services to residents in need.

Stood in the Gap With a Holistic Response to the COVID-19 Pandemic

The Foundation took a holistic approach in its response to the COVID-19 pandemic. In addition to the rapid roll-out of new grants to shore up critical services, the Foundation worked with funded partners to repurpose their funding as needed to address pandemic-related priorities.

The Foundation also lent the full capacity of its staff and headquarters to meet the challenges, turning its Center for Health Equity into a rapid-response resource hub.

First, the Foundation's Center was transformed into a call center for the 211 Tampa Bay CARES program and its team of 25 temporary employees who processed \$1.5M in Coronavirus Aid, Relief, and Economic Security (CARES) Act funding for local households.

The Foundation also partnered with the Florida Department of Health in Pinellas County to host its

highest-traffic testing and vaccination site, serving 62,000 community members. In addition, the Foundation's Center housed the Love Lunches program, which served 21,000 meals that provided food security for many; Love Lunches was offered in partnership with Feeding Tampa Bay, the Childs Park Neighborhood Association, and Community Development and Training Center.

When community leaders issued a report warning that structural barriers would impede underserved residents' access to relief resources, the Foundation invested in navigation services that provided hands-on help to residents, nonprofits, and business owners to secure financial aid.

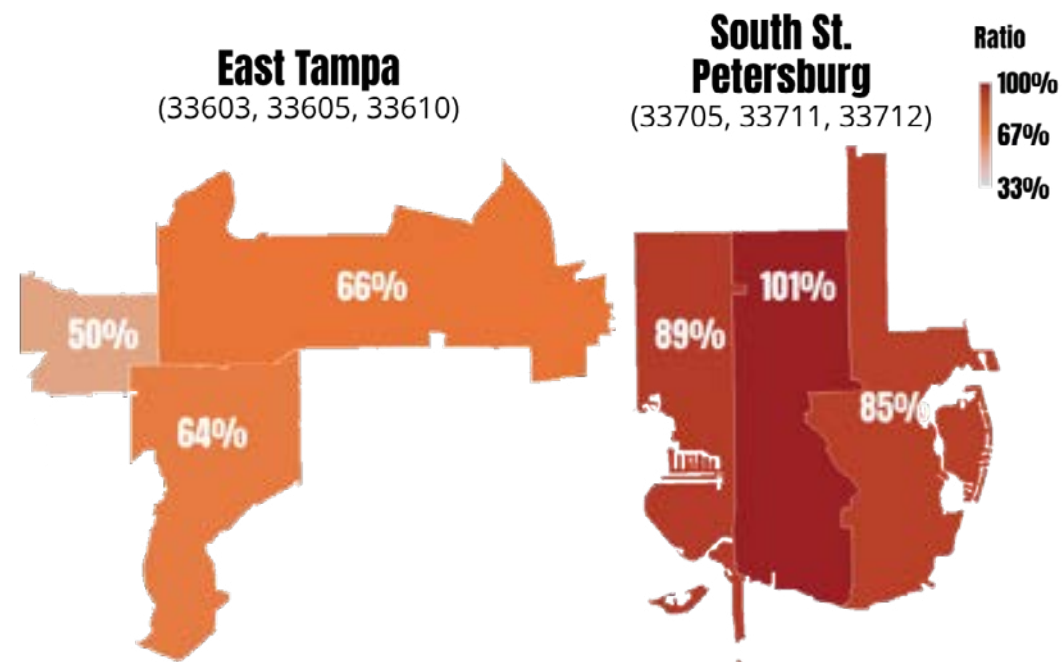
Available data suggest the comprehensive approach made a difference for Pinellas residents—in health and economic outcomes.

As one indicator, analysis of data on deployment of the U.S. Small Business Administration Paycheck Protection Program (PPP), the largest federal COVID-19 relief program for businesses, shows that entrepreneurs in the Foundation's targeted zip codes secured higher than average funding relative to their peers in other historically Black communities across Tampa Bay.

UMA calculated the ratio of PPP loans to the aggregate number of self-employed individuals and business establishments in historically Black Tampa Bay communities. Though this aggregate is not all-inclusive of entrepreneurs—as some business counts are not available at the zip code level—the analysis revealed far higher rates of access for entrepreneurs in South St. Petersburg, as compared with their peers in other historically Black communities across Tampa Bay.

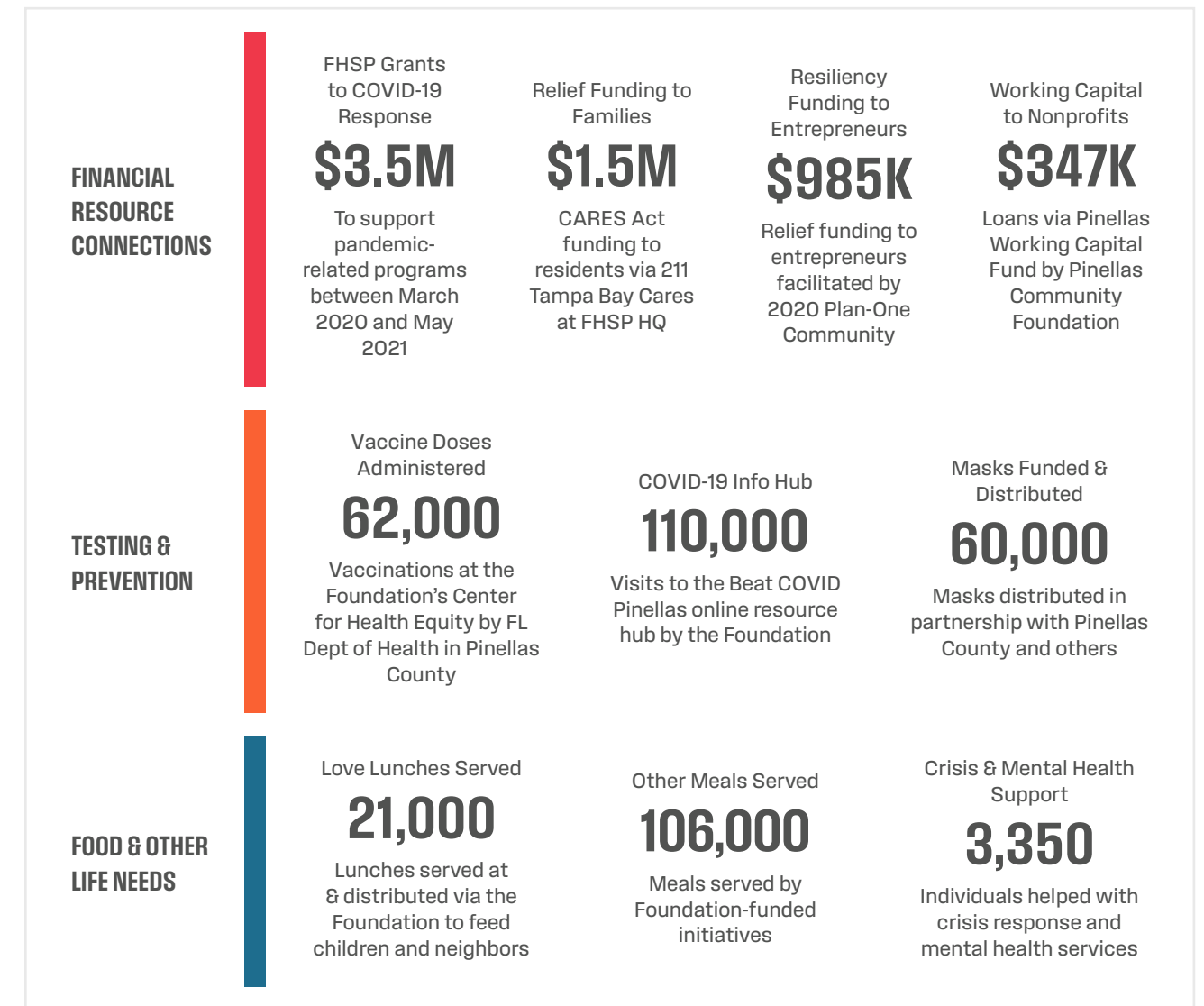
RATIO OF PPP LOANS* AWARDED RELATIVE TO SELECT GROUPS OF ENTREPRENEURS

By investing in navigation services that provided hands-on help to residents, the Foundation helped boost access to financial aid for South St. Pete entrepreneurs during the pandemic.



* Loans under \$150,000 excluding loans to Corporations, Subchapter S Corporations, Nonprofit Organizations and Professional Associations.

Community Help Supported by the Foundation During the Height of the Pandemic



Strengthened the County's Entrepreneurial Ecosystem

Since 2016, the Foundation has been one of Pinellas County's largest private funding sources to equity-focused entrepreneurship programs.

In addition, because the Foundation invested in multiple business development organizations powering collective impact for equity in entrepreneurship, the Foundation played a powerful role in strengthening Pinellas County's micro and small business sectors.

The Foundation's funded partners offered capacity-building and capital access services to an estimated 2,100 entrepreneurs, helping them to refine their plans and goals, grow in confidence, compete for new opportunities, launch new products and services, and access resource connections.

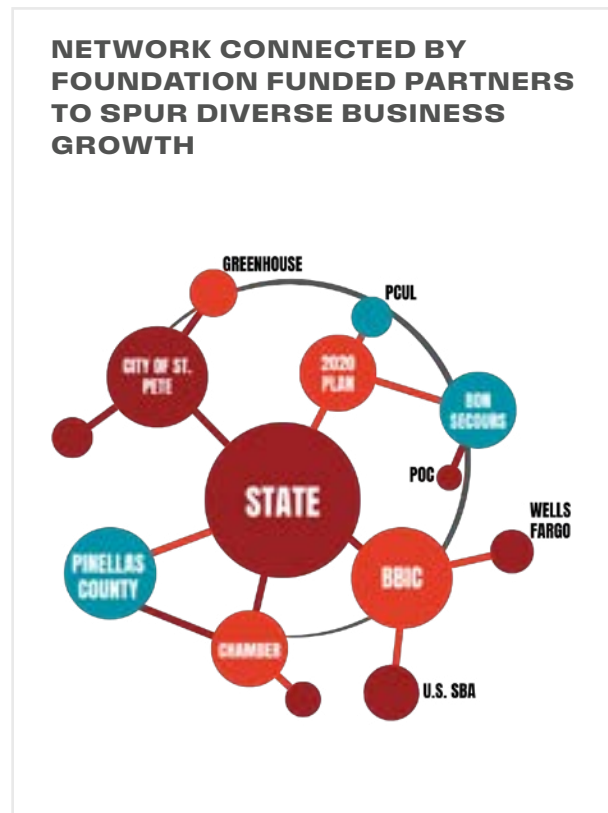
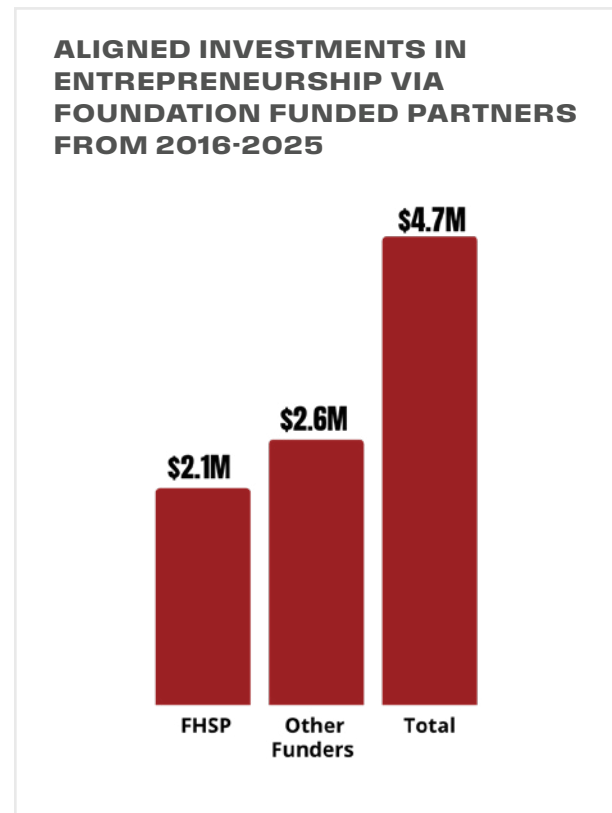
CONTRIBUTIONS TO BUSINESS GROWTH

This vital support contributed to measurable points-of-progress that include:

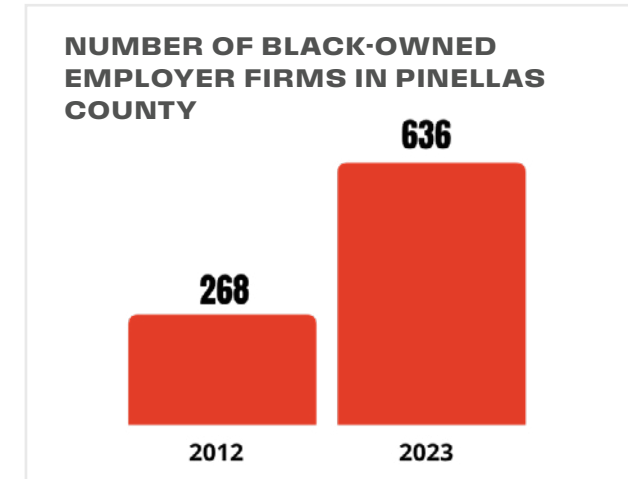
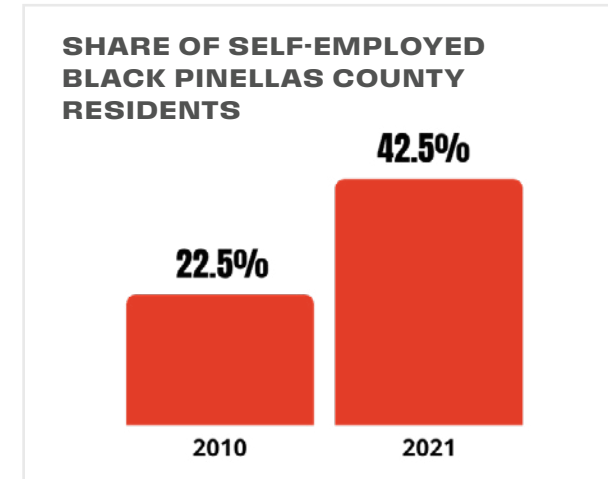
- Historic growth in the number of Black-owned employer firms in Pinellas County
- A sizable increase in business formations and incorporations by African Americans, reducing the gap for Black- and white-owned businesses by nearly 50% between 2010 and 2021
- Revenue growth for firms owned by people of color, which the Foundation supported in multiple ways, including its in-house commitment to local procurement

The Foundation’s \$2.1M in grants to strengthen diverse businesses worked in alignment with \$2.6M in funding from public and private sector sources.

The following graphics represent signals of systemic shifts in the economic strength in the Foundation’s targeted three zip codes. Agency comes with self-employment and the ability to make decisions in the determinants that shape lives.



The share of self-employed African Americans with an incorporated business nearly doubled in Pinellas County from 2010 to 2021, according to U.S. Census Bureau data.



Businesses also grew in job creation capacity. The number of Black-owned employer firms, or firms with at least one employee excluding the owner, increased by 137% from 2012 to 2023, according to U.S. Census Bureau data.

Leading in Equity Practice

The Foundation is leading by example, “putting its money where its mouth is,” to advance equitable outcomes, not only via **grantmaking** but through **operations, decision-making, and asset investments** as well.

The Foundation’s commitment to mission-aligned investing of its assets is one of the ways the Foundation leverages its capacity for impact.

The Foundation is among the minority of U.S. foundations that prioritize investing in financial assets that align with and advance mission, putting its endowment to work as another tool for fostering equity in outcomes.

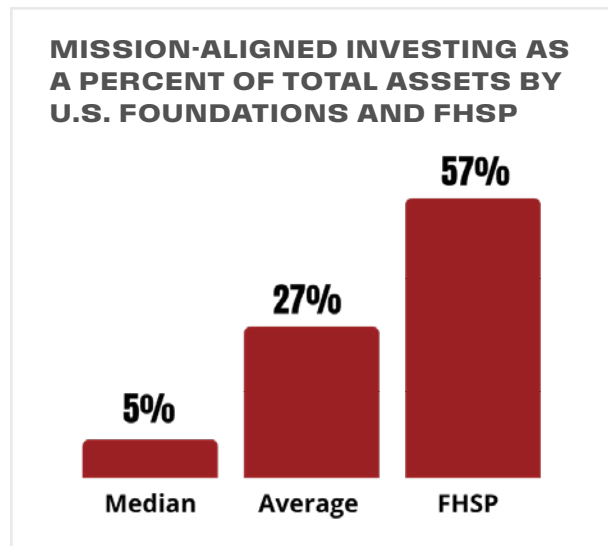
By 2025, 57% of the Foundation’s portfolio incorporated equity strategies such as investing with asset managers of color and investing in impact-oriented strategies that address affordability, access, and inclusion.

This is head and shoulders above many of the nation’s private foundations, even relative to those actively involved in the impact investing space. A recent survey by Bridgespan Social Impact, Capricorn Investment Group, and Skoll Foundation in 2024 provides relevant points of comparison.

Among the 65 primarily U.S.-based funders surveyed, 92% were members of the Global Impact Investing Network, Mission Investors Exchange, and/or the U.S. Impact Investing Alliance Presidents’ Council. The median foundation allocates just 5% of its investable assets to impact investments, according to the report, while the average allocation to impact investments as a percentage of overall endowments was 27%.

Over the time period when mission-aligned investing rose in prioritization for the Foundation, its endowment grew by 30.5%. This is an important illustration that challenges a common industry myth and mental model that mission-aligned investing may come at the cost of performance.

The Foundation has been able to meet and exceed its performance targets while simultaneously pursuing investments that amplify its impact and support of equitable opportunity.



Economic Impact

The Foundation’s resource deployment strategies have reverberating impacts for the local economy. Its approach to place-based investing combined with staff activation and the Foundation’s commitment to local sourcing—hiring locally, buying locally, and partnering resources locally—heightens the Foundation’s impact and grows the regenerative capacity of the local economy.

In current (not adjusted for inflation) dollars, the Foundation has directly contributed **\$95.5M** to the local and regional economy, including:

- **Grant Awards** to support the work of more than 200 organizations that substantially source goods, services, and workforce from within Pinellas County.
- **Procurement Outlays** to engage the work of dozens of vendor partners whose economic activity—payroll, procurement, and contracting—accrues to economic impact.
- **Sponsorships and Other Non-Grant Investments** to support local community priorities.
- **Talent Investments** that fuel spending with and contributions to Pinellas-based businesses and organizations, while strengthening the tax base.

Using RIMS II Type II multipliers developed by the U.S. Bureau of Economic Analysis for Pinellas County, the Foundation’s expenditures generated economic effects far beyond its initial spending and grantmaking,

Including direct, indirect, and induced impacts, Foundation expenditures added an estimated \$214M to local economic output, including value-added income of \$133M (in constant inflation-adjusted dollars). Economic impact is an important indicator of philanthropy’s role in its work to change the community’s outcomes; the \$95M the Foundation has contributed over the course of the last 10 years has worked to catalyze additional investments and local economic growth.

THE FOUNDATION’S ECONOMIC IMPACT 2015-2025		
	ABBREVIATED	
	CURRENT	CONSTANT
Total Foundation Expenditures	\$95.5M	\$113.6M
Increase in Gross Output*	\$179.7M	\$213.9M
Value-Added Increase	\$111.6M	\$132.8M

*Gross output measures the **total value of all goods and services produced as a result of Foundation expenditures**, including the added income generated when workers and business owners spend their earnings in the local economy.

Funded Impacts

Because of its unique strategies, Foundation grantmaking has second, third and fourth-order impacts for the local economy that the Foundation and its research partners have only begun to quantify.

CAPACITY GAINS

By underwriting strategic planning, resource development plans, and technology upgrades, Foundation investments in nonprofit capacity-building have supported funded partners to strengthen their financial health well beyond a single grant cycle, generating added economic activity.

PROGRAMMATIC IMPACTS

Foundation investments to support a healthy, thriving community have also aided thousands of Pinellas County residents in realizing education, employment, and business gains. This, too, enhances the economic multiplier effects of the Foundation’s work.

For example, Foundation investments in expanding the opportunity horizon for underserved groups have facilitated income growth and boosted future earnings potential for residents. Foundation grants funded scholarships that enabled K-12 students to enter college; workforce development programs that helped workers upskill, earn credentials, and enter higher-paying jobs; business development programs that grew the revenues and capacity of entrepreneurs; and neighborhood-level investments that increase the value of homes owned by residents—and in the process—grow families’ potential to build generational wealth.

In addition, the Foundation’s emergency-related funding and operations have helped tens of thousands of residents access relief, resiliency, and other material resources during multiple hurricanes, the COVID-19 pandemic, and—most recently—a federal government shutdown that threatened the food security of thousands of local households.

The Foundation’s proactive approach heightened the county’s economic resilience and ability to bounce back as grantees helped prevent and minimize business closures, job losses, social service disruptions, and financial instability.

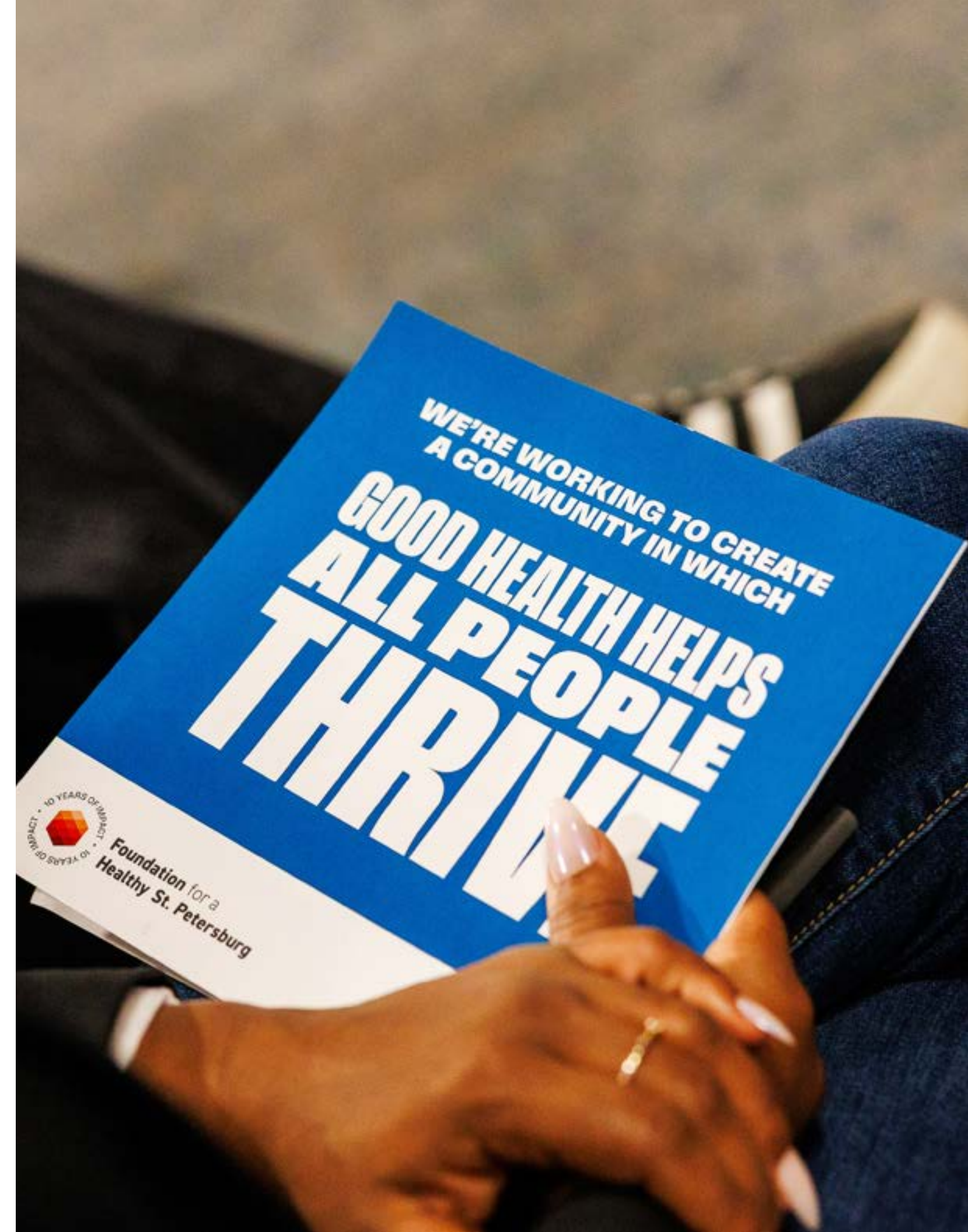
LEVERAGED & ALIGNED RESOURCES

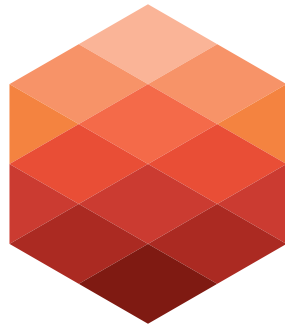
In addition to the downstream benefits of grants, the Foundation's work to help galvanize and coordinate local efforts has yielded significant benefits to the broader community. Based on a partial tally of outcomes data and an analysis of funded partner reports, UMA has determined that Foundation grantmaking—and its critical work to advocate and build bridges for community organizations—helped leverage an estimated additional \$47M in aligned resources to fuel local initiatives, much of it representing value-added income to the county.

CLOSING

The Foundation's distinctive strategies—including localized spending, place-focused giving, and holistic investing in the social determinants of health and the systems that influence them—multiply its economic impacts well beyond the direct, indirect, and induced effects of Foundation outlays.

Since it took flight in 2015, the Foundation's service as a catalyst, convener, and resource partner has demonstrated how collaborative, place-based, and data-informed philanthropy can secure enduring impacts—in lives and communities.





Foundation for a
Healthy St. Petersburg

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