



COUNCIL *on* FOUNDATIONS

Approaches to Place-Based Philanthropy

September 25, 2014



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Lori Fuller

Director of Evaluation and Research,
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Types of Place-Based Initiatives:

- Federal neighborhood revitalization
- Multi-site, single city initiatives
- Embedded funder targeting single neighborhood
- Networks of place-based initiatives
- Multi-site regional initiatives



Common Characteristics:

- Community engagement and investment of key stakeholders
- Multiple partners across sectors and “levels”
- Attention to pace and strategic sequencing/aggregation of activities and programs
- “Backbone” or lead organization, or structured coordination “arrangements”
- Use of local data for planning and decision-making
- Long-term commitment

-Prue Brown, 2013



The Kate B. Reynolds Charitable Trust





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Putting Healthy Places NC In Context





Lessons Learned from Other Funders



Roanoke River, Halifax County

- Understand the community
- “How much change?” instead of “How much money?”
- Think long-term, sustainable
- Take calculated risks
- Foundation’s capacity aligned with the role it intends to play
- Create the culture/structures for learning and adaptation



Trust Strategy for Healthy Places NC



- Long-term commitment
- Decentralized, emergent approach
- Program officers as cultivators
- Partners provide capacity building
- Early grants
- New mindsets



Q&A

Part I



Sheri Brady

Senior Associate for Strategic Partnerships,
The Aspen Institute





- Place-Based Philanthropy should enable and expect community residents to participate in determining their own destinies
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Foundation Practices

- National and local funders should coordinate asks of community. This means nationals should engage local funders before launching in particular communities and local funders should work to educate national funders on context of their communities
 - Funders need to think about place- based work as long-term and get away from the initiative mentality of 3-5 years
 - Need to think about the skill set that program officers need to do place-based work
 - Funders have to let go of “funder-ego” and know when to sit back and listen
 - Acknowledge and understand the context of the place you are investing in- this includes race and class dynamics
 - Stick with it even when there are tough time
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- **Relationships Themes**
- A key factor is taking the time to building trust with the community.
- Recognize and acknowledge the power differential
- Go in with spirit of co-creation. Listen to the community including local funders
- Try to align goals with local priorities
- Be transparent with your partners
- Be flexible



- For more information on the Opportunity Youth Incentive Fund and the work the of Aspen Forum for Community Solutions go to: <http://aspencommunitysolutions.org/>
- To see the video of the Funder Conversation go to: <http://youtu.be/guBoQCbmE8>



- To receive the follow up materials from the place-based meeting or if you have any other questions contact Sheri at:
sheri.brady@aspensitute.org
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Q&A

Part II



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Thank You for Joining Us for
Approaches to Place-Based Philanthropy

In partnership with The Robert Wood Johnson Foundation

Upcoming Council Events:

Fall Conference for Community Foundations

October 20 – 22, 2014

Cleveland, Ohio

**What's New with National Standards for
Community Foundations?**

November 12, 2014 3:00pm EST

Learn more and register at www.cof.org