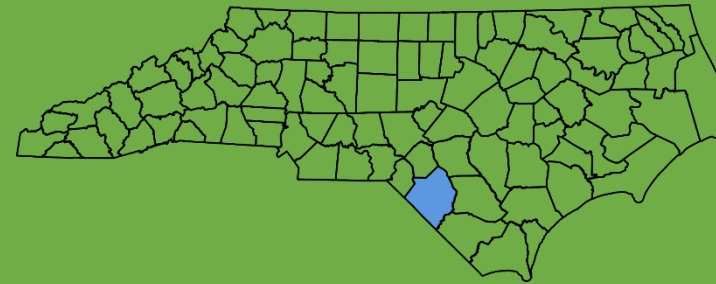




NORTH CAROLINA
HEALTHCARE FOUNDATION

Robeson County Social Impact Grants

Q&A Session
April 3, 2025



Social Impact Program Team



Shakeerah McCoy
Director, Rural Health
Innovation



Trish Vandersea
Director,
Performance
Improvement and
Population Health



Jamie Wildgoose
Program Manager,
Social Impact



Emily Roland
Sr. Director,
Program
Implementation



Miriam Tardif-
Douglin
Sr. Program
Manager,
Research & Policy



Shannon Twist
Implementation
Analyst

Agenda

Agenda	
Welcome	10
Program Overview	10
Mini Grant Presentation	5-10
Closing + Q&A	10

NC Healthcare Foundation: Purpose

Our Mission

To foster and accelerate the collective impact of hospitals, health systems, and community partners to improve the health of North Carolinians.

Our Vision

A North Carolina where high-quality healthcare is equitable and accessible for all.

<https://www.ncha.org/foundation/>

Convener of Change



Our Priority Areas

To elevate our voice and impact, we are addressing the state's most pressing health concerns.



ACCESS TO CARE

Through scalable initiatives and facilitating a platform for peer learning and improvement, we can help remove barriers to care and improve overall health and well-being.



RURAL HEALTH

We strive to create stable rural health services that meet the changing needs of North Carolina's rural communities while demonstrating value to the overall system of care.



WORKFORCE

Our work helps create a robust healthcare workforce that views their work as mission-critical, along with a thriving pipeline of individuals committed to improving the lives of North Carolinians.



BEHAVIORAL HEALTH

We support behavioral healthcare that reliably responds to each North Carolinian with a standard of excellence that parallels physical healthcare.



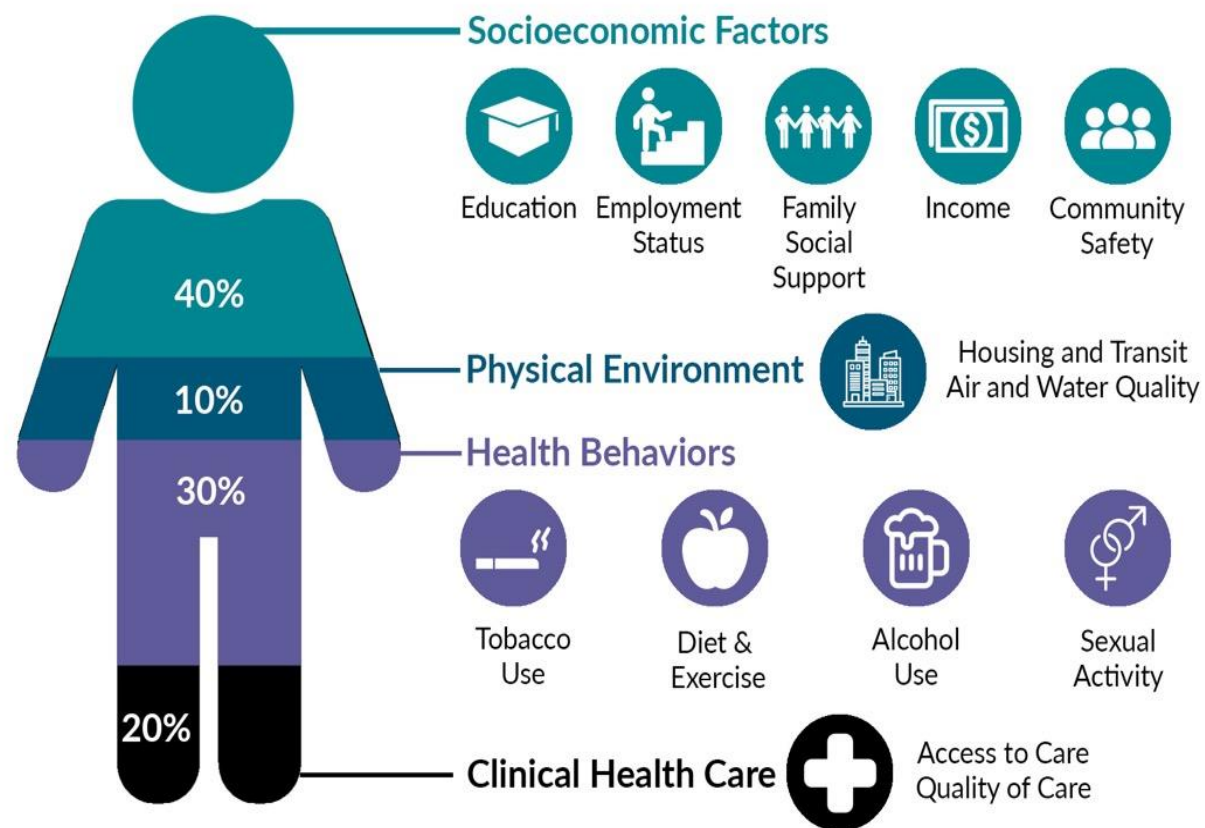
EQUITY OF CARE

We build new care models that are creating widespread change for people across North Carolina's hospitals and health systems that are consistent regardless of race or ethnicity.

Program Overview

What Is Social Impact?

- Moving beyond hospital walls
- Health outcomes are 80% dependent on health factors outside of clinical care
- Transforming the accessibility of resources at a systems level



Hood, CM, Gennuso, KP, Swain, GR, & Caitlin BB. (2015). County health rankings: Relationships between determinant factors and health outcomes. *American Journal of Preventive Medicine*.

Investing in Social Drivers of Health



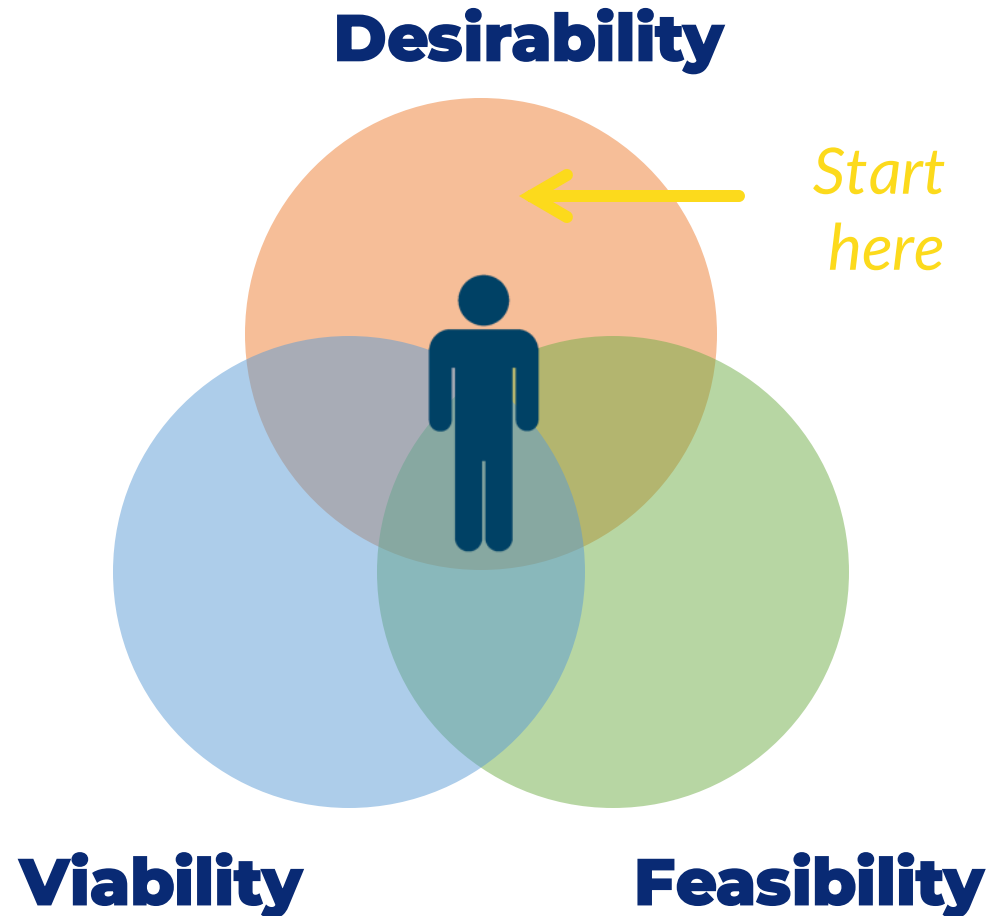
- ✓ Implement a **systems change** effort that addresses social determinants of health and improves equitable health outcomes
- ✓ Facilitate **authentic collaboration** between the health system and historically marginalized populations to encourage greater community voice and shared decision making
- ✓ Provisioning mini-grants to pilot **innovative** interventions that address root causes of challenges around social determinants of health.
- ✓ Create and disseminate Social Impact in Healthcare Playbook to **share learnings** beyond Robeson County

Kate B. Reynolds
Charitable Trust
Investing in Impact

Human Centered Design

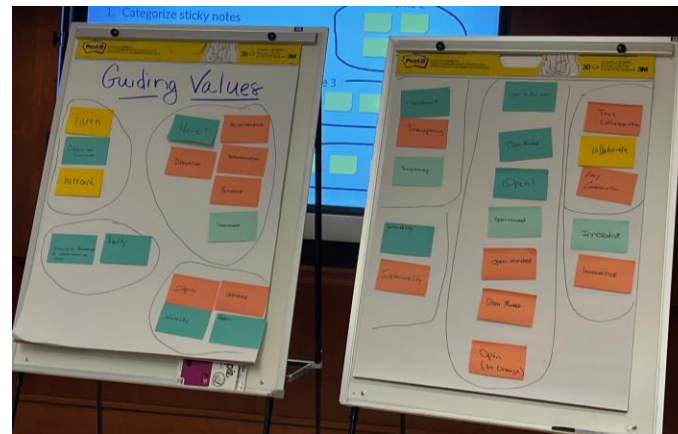
Uncovering wants and needs through...***asking, observing, and involving***

Putting people and their needs at the center of any design



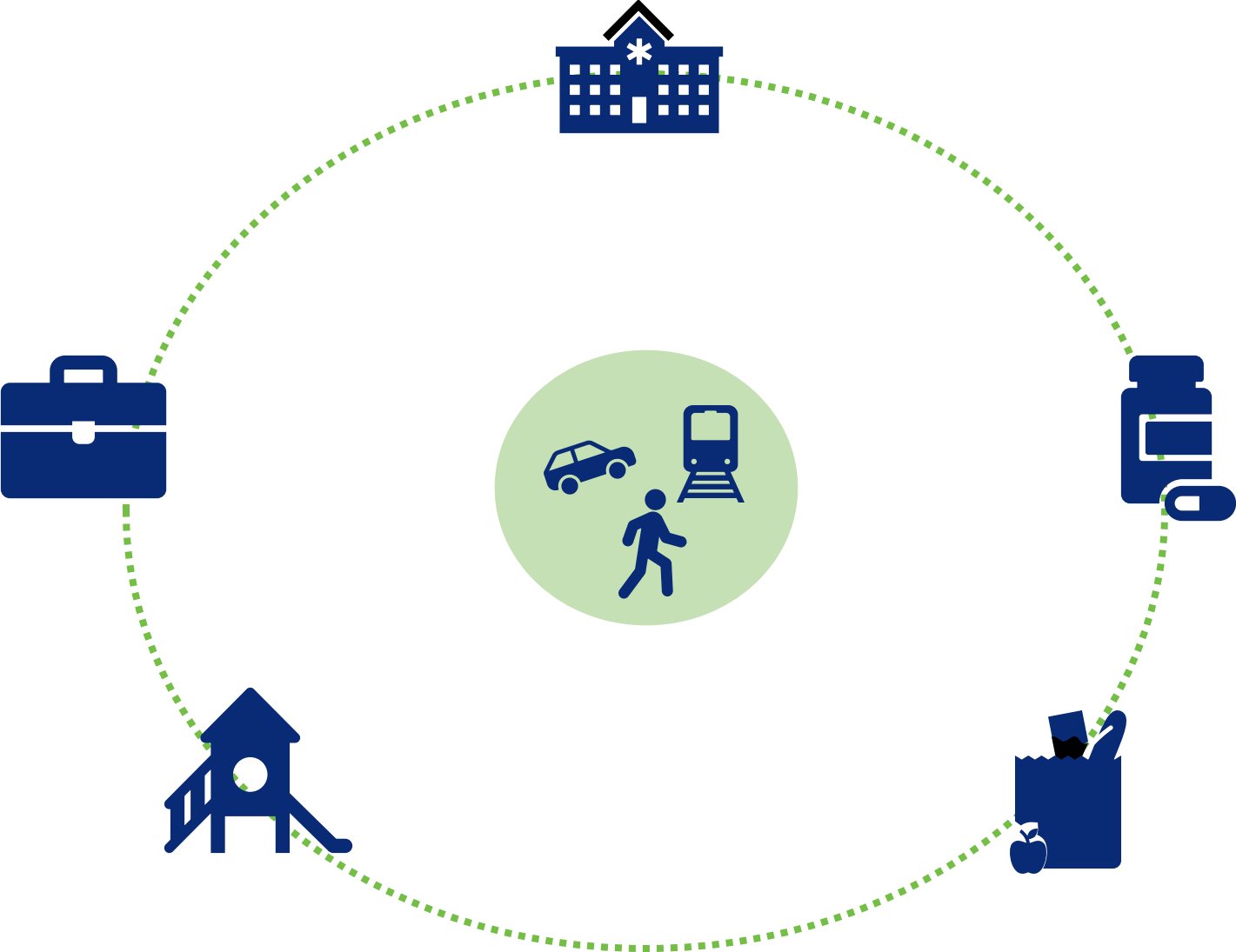
Community Development Team

- Representatives of anchor institutions (i.e. major employers) and community-based organizations across Robeson County.
- Identifies opportunities for collaboration to advance community-well-being.
- Informed the scope and parameters of mini-grants to community members with sustainable solutions to inequitable systems impeding health and high quality of life in the community.





Transportation as a Focus



What is Systems Change in Robeson County?

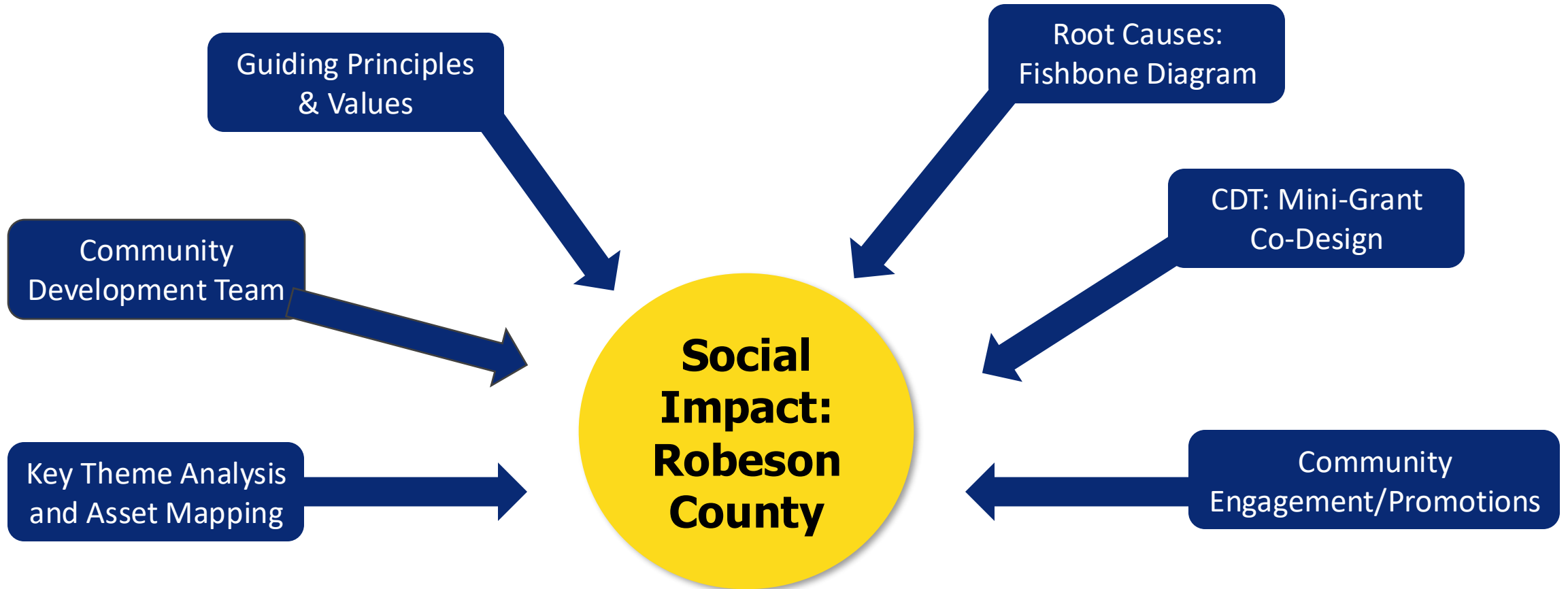
- Moves beyond grant-dependent programs to **redefine mindsets, structures, and relationships** that influence health outcomes.
- Community-wide **shared investment** and recognition of the value of initiatives.
- Fosters **supportive, mutualistic partnerships** with elected officials, investors, and impacted communities to prioritize informed decision-making.
- Amplifies marginalized voices to **shift power dynamics**, enact policy change, and empower communities to advocate for their own health and well-being.

Multi-Sector Perspectives

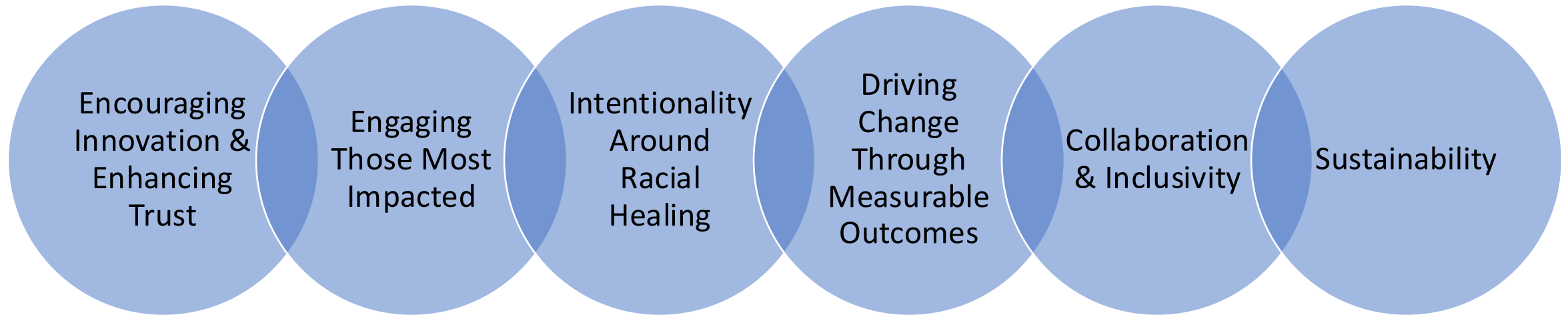
Inclusive of sector leaders & **grassroots organizations** representing:

Workforce Development	Hospitals	Public Health Department	Local Food Systems	FQHC	Youth Development
County Government	Lumbee Tribal Government	Racial Equity & Healing	Higher Education	Resiliency & ACEs	Emergency Medical Services
Community Coalitions	City Government	Early Childhood Support & Education	Faith-Based Organization	Public Transportation	Substance Use Disorder Prevention, Treatment & Recovery

Co-Design Process



What They Want to See



Mini Grants

Why Mini Grants?

INPUTS:

- Support **capacity building**
 - Understand **policies** and **systemic issues** impacting outcomes
 - **Leverage community voice** to identify opportunities for practice & policy change
 - Develop partnerships to **support grassroots efforts** for communities
- 

OUTCOMES:

Increase trust and collaboration across organizations and with health ecosystem

Create cross-sector collaboration for multi-layered, system-level approaches

Inform approaches to systems change through case studies

Drive practice and policy changes influencing long-term improved health

WHAT WE'RE DOING:



Collaborate

Generating partnerships and ideas that support a shared vision of a healthier community.



Empower

Elevating community voice and supporting local organizations' work to improve health outcomes.

Invest

Sharing resources to remove barriers, address root causes of disparities, and increase impact.



Sustain

Unlocking lasting change by developing long-term solutions that fund the future of a healthier Robeson County.

Robeson County Social Impact Mini-Grants

- Key areas of priority based on stakeholder input:
 - Addressing transportation as a social driver of health
 - Building community trust and collaboration, ultimately impacting access to/use of transportation resources to improve health
- Total amount for 2025 awards - \$300K
- Sites funded for a minimum of 1 Yr. with opportunity to renew
- Applications will be reviewed by an external team

HOW WE'RE DOING IT:

INVESTING OVER
\$900,000
IN FUNDING

OVER
3
YEARS

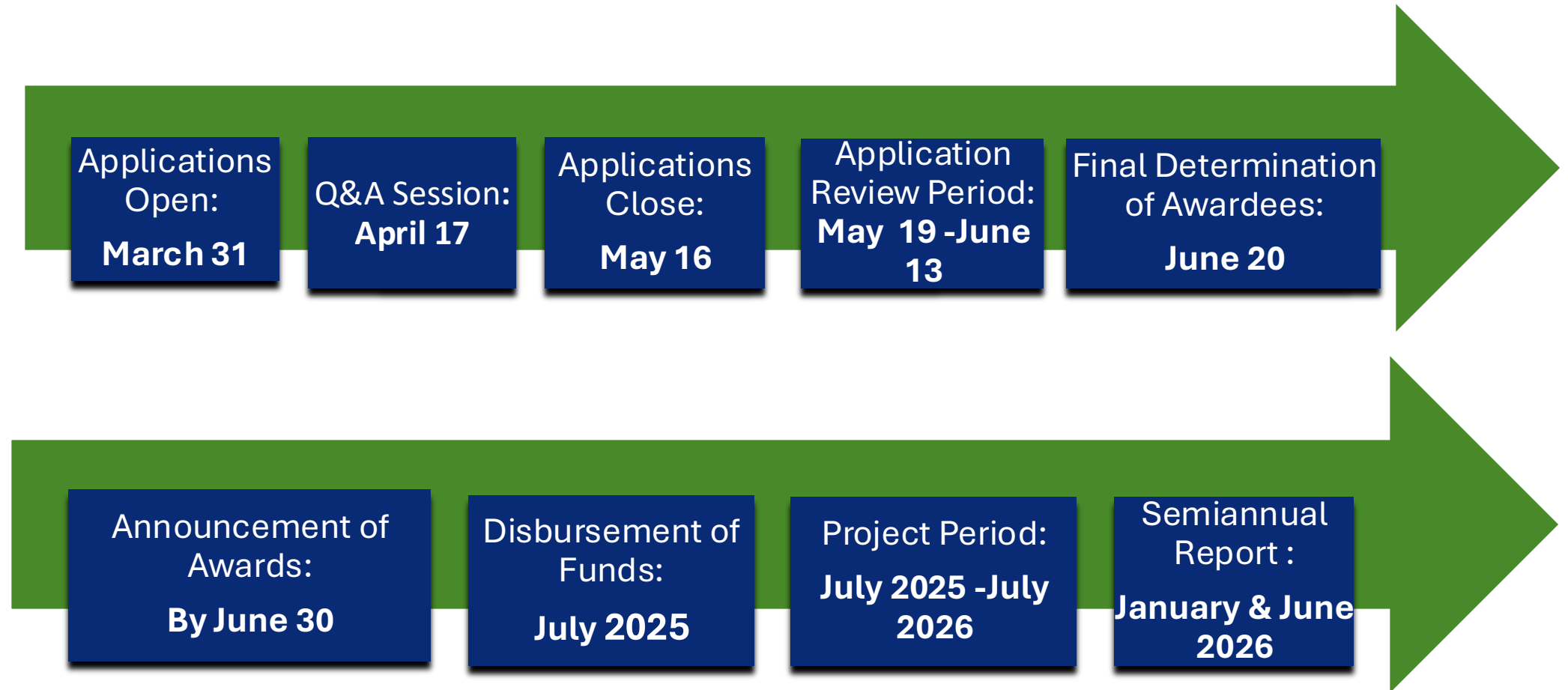
STARTING IN
Q2
OF 2024

Award Details

Eligible Applicants	<ul style="list-style-type: none">• 501(c)(3) nonprofit organizations• Groups fiscally sponsored by a 501(c)(3) nonprofit organization• Public sector agencies serving Robeson County, North Carolina• Religious organizations with or without a non-profit designation• For profit businesses serving Robeson County
Expected # of Awards	6-10
Award Amount	\$20,000-\$50,000
Grant Term*	12 months
Application Deadline	May 16, 2025
Expected Award Announcement Date	End of June 2025

*Awards will be paid out in a lump sum at the start of the project period and may be renewed at end of project period contingent upon outcomes.

2025 Award Timeline



Resources Available to Grantees

Capacity Building

Project Prototyping
Trainings & workshops known to create sustainable change
Support for developing a sustainability strategy



Unique Partnerships

Access to shared learning and best practices
Partnerships with cross-sector stakeholders
Strategic planning and evaluation support for data driven solutions

Implementation Support

Grantee Learning Collaborative
Ongoing support for integrating HCD principles into decision making
Support for selecting evaluation metrics and developing case studies

Capacity Building

Developing the tools for sustainability & systems change

<u>TIMELINE</u>		<u>LEARNING COLLABORATIVE</u>
Q3 2024	✓	Human Centered Design as a Tool For Designing Systems – Level Interventions
Q4 2024	✓	Racial Healing as a Strategy for Enhancing Community Well Being
Q1 2025	✓	Economic Development Strategies for Investing in Social Drivers of Health
Q2 2025		Evaluating Systems-Level Impact
Q3 2025		Inputs and Outputs for Evaluating Return on Investment
Q4 2025		Impact Investing

Q & A



Closing and Next Steps

Submit your application by 11:59 p.m. on May
16, 2025

Questions? Reach out to
social.impact@ncha.org

Important Dates

- **Applications Close: 11:59 p.m. on May 16, 2025**
- **Notification of Awards: By June 30, 2025**

