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# POOLED FUNDS FOR COMMUNITY WELLNESS

Bridging for Health: Improving Community Health Through Innovations in Financing, sponsored by the Robert Wood Johnson Foundation, supports communities' efforts to improve population health by rebalancing and aligning investments while fostering linkages among health care, public health, and other sectors.

Population health recognizes factors outside of the traditional health care delivery system that influence health, including housing, education, poverty, food availability, and access to safe recreational areas. Addressing these upstream drivers of well-being provides an opportunity for involvement of a broader group of stakeholders to jointly address health outcomes.

Bringing together the right people is an important first step. But communities must also figure out how to fund these initiatives targeting the upstream drivers of health and wellness. Experts increasingly see the ability to tap into and coordinate various funding streams as a key strategy for financial sustainability of community health improvement efforts.<sup>1</sup>

## Pooling Streams of Resources

Communities around the nation are thinking innovatively about aligning streams of resources to sustainably support initiatives of shared interest and importance. They are blending and braiding resources to pool funds from a mix of philanthropic grants; revenue from a tax or other state-funded source; hospital community benefits dollars; and contributions from businesses, insurers, and community banks. Potential benefits from investment of these funds will be seen across sectors.

Through a two-year innovation process, seven communities expanded the capacity of their collaboration, explored innovative financing mechanisms, and decided upon strategies for improving population health. While varying in composition, purpose, and scope, all seven sites developed a pooled community wellness fund to address primary prevention of chronic conditions or an upstream driver of health.

In order for communities to make real progress in developing their pooled community wellness fund, three critical questions must be answered:



Sources: Where does the money come from?



Uses: What will funds be used for?



Structure: How do we manage, administer, and provide stewardship for these funds?

<sup>1</sup> Trust for America's Health. (2016). Sustainable Funding for Healthy Communities Local Health Trusts: Structures to Support Local Coordination of Funds. Accessed at <http://healthyamericans.org/health-issues/wp-content/uploads/2016/10/Local-Health-Trusts-Convening-Summary-FINAL-1.pdf>

What follows is a brief summary of how the seven Bridging for Health sites have constructed their sources, uses, and structure of their pooled community wellness fund.

<p><b>ALLEGHENY COUNTY HEALTH DEPARTMENT</b></p> <p><u>Sources:</u> The pooled funds from local foundations reached \$600,000 for each two-year funding cycle.</p> <p><u>Uses:</u> The established fund expanded its focus from supporting infrastructure and professional capacity for the county health department to also include public health interventions guided by the priorities of the Plan for a Healthier Allegheny County.</p> <p><u>Structure:</u> The current distribution fund is coordinated by the Pittsburgh Foundation, with proposals presented by the director of the health department.</p>	<p><b>NEK PROSPER! CALEDONIA + SOUTHERN ESSEX ACCOUNTABLE HEALTH COMMUNITY</b></p> <p><u>Sources:</u> The leadership team worked with a community bank and state government to secure initial funds for the community investment fund, NEK Prosper!</p> <p><u>Uses:</u> The funds will initially be invested in female-owned small-businesses owners in the Caledonia–Southern Essex region with the goal of creating jobs and reducing poverty.</p> <p><u>Structure:</u> NEK Prosper! was established as an LLC and is housed with the Northern Community Investment Corp.</p>
<p><b>THE HEALTH COLLABORATIVE IN BEXAR COUNTY</b></p> <p><u>Sources:</u> The HUB was created by the Health Collaborative in partnership with 10 care coordination agencies that serve at-risk populations across the county. To date, \$500,000 has been secured.</p> <p><u>Uses:</u> The shared resources will improve care coordination among individuals at highest risk for poor health outcomes. Funds will be used to pay for program operations (e.g., stipends for community health workers), as well as provider payments for outcomes.</p> <p><u>Structure:</u> The Health Collaborative will manage and distribute funds.</p>	<p><b>INLAND EMPIRE</b></p> <p><u>Sources:</u> Operational support for the Prosperity Fund comes from grants (\$10,000-\$15,000) from Kaiser Permanente, San Bernardino and Riverside counties, and two hospitals. The collaborative is working to secure innovation support for the fund.</p> <p><u>Uses:</u> The Prosperity Fund will initially support an enhanced diabetes prevention program initiative within an accountable community for health structure.</p> <p><u>Structure:</u> The Riverside Community Health Foundation will manage the Prosperity Fund.</p>
<p><b>MICHIGAN HEALTH IMPROVEMENT ALLIANCE</b></p> <p><u>Sources:</u> Pooled funds will form a prevention fund. Funds are anticipated to come from local community and family foundations, businesses, nonprofits, hospitals, health care systems, and insurers.</p> <p><u>Uses:</u> In the initial phase, the prevention fund will be used for diabetes prevention initiatives among young adults in Central Michigan.</p> <p><u>Structure:</u> Options are being explored for the management of the fund.</p>	<p><b>WAY TO WELLVILLE SPARTANBURG</b></p> <p><u>Sources:</u> \$60,000 in seed funding for the Wellville Exchange came from the Mary Black Foundation, the Chamber of Commerce, the local hospital system, and the city of Spartanburg, with the goal of growing the effort into a sustainable program supported by employers, employees, and the community.</p> <p><u>Uses:</u> The Wellville Exchange supports the health and economic well-being of small-business employers and their employees. It will offer physical, mental, and financial services, along with health coaching.</p> <p><u>Structure:</u> The local Chamber of Commerce provides backbone support.</p>
<p><b>YAMHILL COMMUNITY CARE ORGANIZATION (CCO)</b></p> <p><u>Sources:</u> Yamhill has a 3-year-old wellness fund resourced with money designated from CCO incentive payments that are reinvested into community prevention and wellness activities.</p> <p><u>Uses:</u> The fund will initially support expansion of the Good Behavior Game Initiative, an evidence-based, behavioral classroom management strategy that could ultimately benefit mental health, substance use, chronic conditions, third-grade reading scores, social-emotional skills, and social determinants of health.</p> <p><u>Structure:</u> Yamhill is amending its charter, as needed, for new activities. For now, the fund and its management will stay within the CCO as part of its community prevention and wellness work.</p>	