



Health and Housing Funders' Forum

Housing, Health, and Education: Where Missions Meet
Thursday, May 29, 2014



ON MAY 29TH, THE KRESGE FOUNDATION, THE HEALTH AND HOUSING FUNDERS' FORUM, AND THE NATIONAL CENTER FOR HEALTHY HOUSING (NCHH) brought philanthropic leaders from across the country together with affordable housing and health professionals to learn how poor housing conditions cause numerous health problems and hampers educational achievement, especially among children. This report summarizes:

- The key problems identified
- Model programs getting results in the field, and
- What roles philanthropy can play.

THE KEY PROBLEMS

Biggest Problem

Because many housing, community development, health, and philanthropic groups work in “silos,” they don’t understand all of the ways that poor housing harms residents’ health and hinders childhood educational development. These groups often lack leadership, capacity, and experience to build and manage a cross-sector collaborative that tackles housing, health, and education problems holistically.

Key Takeaway:

Improving housing conditions, particularly among the poor, is a highly cost-effective springboard to improving health and education outcomes, but only if housing, health, and education groups collaborate and partner with philanthropic organizations and government agencies. Such a collaborative can undertake much larger efforts than individual groups can alone.



KRESGE'S PRESIDENT AND HUD SECRETARY FRAME THE ISSUE

Rip Rapson, President and CEO of The Kresge Foundation, and Shaun Donovan, then-Secretary of the U.S. Department of Housing and Urban Development, kicked off the Forum. Mr. Rapson hailed the uniqueness of bringing so many philanthropic leaders together with governmental officials and community organizations, and he offered examples of how collaborative programs, investments, and best practices to improve housing conditions and affordability can strengthen whole neighborhoods and even entire cities.

Kresge aspires to change the city of Detroit's trajectory to one of long-term economic opportunity that advances social equity, promotes cultural expression, and re-establishes our hometown as the center of a vibrant region.

Working with other philanthropic organizations, nonprofits, business, government, and other partners, The Kresge Foundation is investing in areas that leverage Detroit's strong assets and present opportunities for helping Detroit residents imagine and build a vibrant 21st-century version of their city. We believe that if we can make headway against the extreme social and economic challenges here, the lessons will have broader applicability to other communities.

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Philanthropy is often the 'risk capital' for broad community development efforts, while government is good at bringing successful ideas to scale.”

– Rip Rapson, President, The Kresge Foundation

Secretary Donovan highlighted several federal efforts, such as the Federal Interagency Healthy Homes Workgroup and the Sustainable Communities Index, but he acknowledged the limits of federal funding and hence the importance of building partnerships and collaborating across sectors at the local level. The Secretary cautioned that we need to understand the limits of federal government funding, with Mr. Rapson articulating that philanthropy is often the “risk capital” for broad community development efforts, and government can help bring successful ideas to scale.



NCHH was a platinum sponsor of the annual three-day National Healthy Homes Conference, held concurrently with the Health and Housing Funders' Forum meeting, which drew 2,000 professionals working for nonprofits, corporations, foundations, and government agencies across the United States.

Forty-two foundation and affinity-group leaders then engaged experts working on the ground in housing, health care, and education to hear firsthand about the challenges in tackling this multi-dimensional problem collaboratively and to learn about successful models that are improving housing conditions, health status, and the educational experience.

Several Barriers to Collaboration

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How do we break down the silos? How do we get the health community to work with the housing community, to work with the education community?”

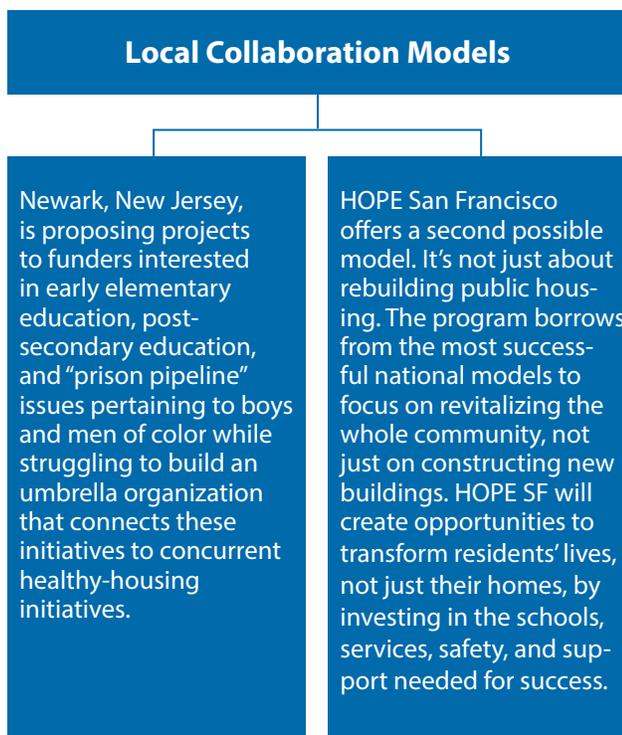
– Marion Standish, Sr. Advisor to the President, The California Endowment

Ms. Standish explained how her foundation initially focused on health issues, but “it wasn't a long journey” to realizing how many of the health problems experienced by the children and adults in the communities it served related to their housing. She then identified three barriers to health, housing, and education groups working together:

1. Our respective fields do not equally value the root causes of problems.
2. We speak different “languages.”
3. We have different expectations for success.

COLLABORATION SUCCESS STORIES

<h3>National Collaborative of Funders Replicate Model at Local Level</h3>
<p>The Convergence Partnership is a collaboration among Ascension Health, The California Endowment, Kaiser Permanente, The Kresge Foundation, The Rockefeller Foundation, and other national funders.</p>
<p>Through outreach, investments, and collaboration with advocates, policymakers, and practitioners from many fields, it is reducing obesity, diabetes, asthma, and heart disease by changing the physical environment – how neighborhoods and transportation systems are built – and the food environment; i.e., how food is grown, processed, and sold.</p>
<p>The collaborative has formed 14 regional partnerships of funders across sectors to work on like-minded issues.</p>
<p>It also launched an Innovation Fund of matching grants and technical assistance that incentivize local and regional foundations to expand their relationships, particularly in low-income neighborhoods, and fund programs that improve the built environment and access to healthy food.</p>



Living in Unhealthy Places Slows Childhood Educational Progress

Children at risk for developmental and behavioral problems too often elude early detection, when the chances for the best outcomes are highest. A disproportionate share of these kids live in substandard housing in dangerous neighborhoods. Parents, child-care providers, teachers, and human-service agencies often have difficulty recognizing early signs of developmental or behavioral difficulties. Even when they do, finding programs to address those needs can be confusing and time-consuming.

Help Me Grow is a cross-sector collaborative of organizations providing health care, child care, housing, education, and family support that identifies at-risk children. Through physician outreach, community outreach and centralized information and referral centers, it then helps families access existing community-based programs and services. With support from the Commonwealth Fund and the Kellogg Foundation, the model has been replicated in 24 states by the Help Me Grow National Center, led by Dr. Paul Dworkin.

Dr. Dworkin also runs the **Office for Community Child Health** at the Connecticut Children’s Medical Center, another example of cross-disciplinary collaboration that includes programs in Green and Healthy Homes, Easy Breathing, Growing Up Healthy, Injury Prevention, and the Hartford Care Coordination Collaborative.

The Importance of Changing Public Policy

ChangeLab Solutions’ team of lawyers, urban planners, architects, and public health specialists draft model laws and policies that link housing, land use, transportation planning, education, jobs, and the environment to healthy outcomes. They provide strategies, training, and technical assistance to diverse coalitions seeking to work with government on the following:

- Safer homes to live in, including enforcing codes to prevent hazards, such as mold
- Cleaner indoor and outdoor air
- Safer places to play that promote physical activity
- School environments that encourage learning
- Nourishing food and clean water, and
- Promoting biking, walking, and transit, including safer routes to school.

Terri Wright, Director of the Center for School, Health, and Education at the American Public Health Association, urged healthy-housing collaboratives to also focus on high school dropout prevention and improving high school graduation rates, because they are leading indicators of adult health.

Graduating High School IS a Public Health Priority Because Dropouts:

- Have shorter life expectancies
- Are 28% less likely to have health insurance than college graduates, and
- Suffer higher rates of heart disease, diabetes, infections, and cancer.

School-based Health Care Centers

These programs are well-situated to improve youth health and education, Wright said, because they sit at the intersection of both challenges for nearly all kids. They can and should address the problems that most impact health and learning, several of which are exacerbated by poor housing:

- Untreated illnesses and chronic conditions
- Long-term and traumatic stress
- Homelessness
- Aggression and violence, and
- Risky sexual behavior.

The first step to strengthening these centers is acquiring school-wide population data. The second step is sharing the data with the school health providers, leaders, and administration. The next step should encompass bringing resources into the school where possible rather than referring children to outside agencies and expecting them to follow through.

Heart Association Sees Need to Help Americans Escape Several Deserts

Eduardo Sanchez, M.D., Deputy Chief Medical Officer of the American Heart Association, delivered sobering evidence that place and education “absolutely matters” to the long-term health of low-income Americans. As a result, the American Heart Association has incorporated affordable housing and social determinants of health into its impact strategies, which include reducing the number of people living in food deserts, active-living deserts, and primary-care deserts while promoting skills training in underserved settings.

Health should be an input to collaborative housing and community development efforts, Dr. Sanchez concluded, not just an output, and thus a vehicle to engage groups that are not always at the table of traditional healthy housing coalitions.

Some Facts about the Health-Housing-Education Connection:

- Moving from a high-poverty neighborhood to a lower-poverty one produces 10- to 15-year improvements in adult physical and mental health, including lower rates of obesity, diabetes, and depression.
- Low educational attainment contributes to premature excess death.

The U.S. Is Still Segregated, Only Now by Neighborhood

Judith Bell of PolicyLink insisted that the forum also talk about race. She emphasized that despite the huge demographic shifts in the U.S., “our neighborhoods continue to be highly segregated” by race, and the rate of desegregation has been far slower than the increase in diversity. Meanwhile, residential segregation by income is rising. This has well-documented impacts on neighborhoods, schools, and access to employment, healthy food, and social networks.

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A child’s zip code should never determine her destiny; but today, the neighborhood she grows up in impacts her odds of graduating high school, her health outcomes, and her lifetime economic opportunities.”

– *White House fact sheet on Promise Zones*

In response, the federal government has been moving toward place-based initiatives and multi-issue and multi-agency approaches.

Chicago’s Sustainable Communities Initiative:

HUD is proposing a model to conduct fair-housing equity assessments based on the successful work done by Chicago’s Sustainable Communities Initiative, a collaboration among the Chicago Agency for Planning, the Chicago Area Fair Housing Alliance, and an array of nonprofits and agencies that are pursuing changes in zoning and land use plans to reduce poverty and promote affordable housing and transit.

HUD Tightens the Requirements for Programs While Federal Funding Is Drying Up

As HUD pushes the boundaries on what it requires in its programs, there has been pushback from cities. Ms. Bell of PolicyLink agreed that there is pushback; and that speaks to the need for those who have had positive experiences to speak up about why this matters and what benefits it brings in terms of economics, health, et cetera. There are many examples of regional success in areas using the Sustainable Communities Initiative, and the International Monetary Fund says that if regions make investments in equity, economics for everyone in the region are stronger and stay stronger longer. Moving forward, the economic argument can be combined with local voices so that it will not feel like the federal government coming in and telling you how to do your business; it will rather be the federal government providing an incentive for a table to be set with those to sit around it who normally don't talk to each other, and then to make better outcomes for neighborhoods and for regions.

Ms. Standish of The California Endowment cited CDC's Community Transformation grants as a cautionary tale in which federally-funded community action on an array of environmental and health issues came under intense congressional scrutiny and were ultimately terminated in year three of what was designed to be a five-year grant. She further noted that the CDC is reissuing new grants that "almost require people to start all over again." Ms. Standish believes that it should be the role of philanthropy to take this development of health professionals working with housing people working with planners and developers in communities across the country and sustain that capacity and begin to build a broader learning community from their work.

At the same time, many participants bemoaned the fact that HUD's and CDC's already-minuscule healthy housing budgets were shrinking, despite the science and business case justifying greater investment. Several funders responded that they and their community-based partners must intensify efforts showing that healthy housing is a key part of the solution to a complex system of problems. New York City's massive \$60 billion planned investment in new affordable housing provides a timely opportunity to focus attention on these issues and make the case for including healthy housing strategies in new affordable housing programs.

MODEL PROGRAMS:

LEADING FOUNDATIONS ARE FUNDING PROJECTS TO IMPROVE HOUSING AND HEALTH

Low Income Investment Fund: Giving up the Neutron Bomb and Expanding from a Building's "Sticks and Bricks" to the People Inside

Nancy Andrews of the Low Income Investment Fund acknowledged that for many years, community development groups had a "mono-focus" on the "sticks and bricks" of the housing itself that suggested a "neutron bomb" approach to community development: "[I]f we just invested in the buildings, somehow the people would get better just because the buildings were better . . . We protected the buildings but forgot about the people."

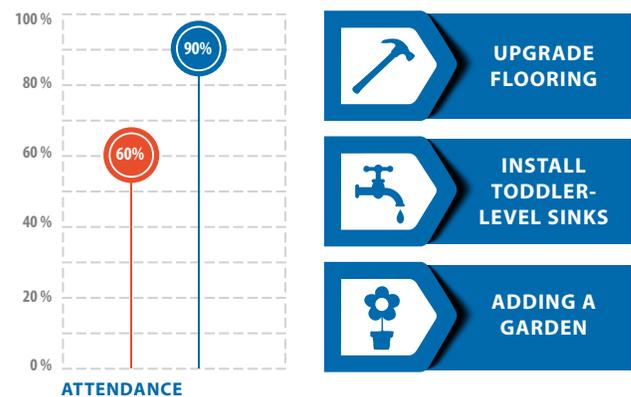
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Heat maps have shown that community development [organizations] and health [groups] have been focused on and working in the same places and just never knew each other.”

– Nancy Andrews, President and CEO,
Low Income Investment Fund

Ms. Andrews sees a "paradigm shift in the community development world where poverty is completely intertwined with the issues of health and place." For example, her organization now uses health outcomes to "evaluate, measure, and test all of the programs we run, from housing to early learning, transportation, healthy foods, and our health clinic investing."

Low Income Investment Fund: Making a Child Care Center Healthier



Low Income Investment Fund

The Low Income Investment Fund helped save a financially struggling child care center by raising attendance from 60% to 90% from fewer kids having asthma attacks, and because staff disability claims went down as they no longer had to pick the children up to wash their hands.

Enterprise Community Partners: Best-in-Class Study to Document the Health Benefits of Green Affordable Housing

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Enterprise is committed to making sure that all low-income families have a safe and affordable place to call home in a healthy and sustainable community. Housing is an essential platform that gives families a fair shot for success.”

– Terri Ludwig, President and CEO,
Enterprise Community Partners

There are many new efforts demonstrating the impact of improved housing conditions on health, but much evidence is anecdotal. The next step, Ms. Ludwig of Enterprise Community Partners explained, is to generate the data and messaging “to make this case on a much larger scale” and “drive systemic change.” To that end, Enterprise, the JPB Foundation, the MacArthur Foundation, The Kresge Foundation, and Wells Fargo are funding a seven-year study in three cities – the largest of its kind – to quantify clinical outcomes of residents in green affordable housing to demonstrate its health benefits.

Foundations have many opportunities for collaboration, she added, but in Enterprise’s experience, successful partnerships depend on a common agreement “that smart housing investments can improve health while lowering health care costs.”

“

The results from the Enterprise study will hugely advance the case for housing in this country. If a community developer, a bank, and three other funders with differing focuses [affordable housing, environmental health, and public health] can work together on such a massive project that does not fit neatly within any of their portfolios, what else could we possibly do?”

– David Fukuzawa, Managing Director of Health,
The Kresge Foundation

MACARTHUR FOUNDATION: BUILDING THE EVIDENCE BASE THAT HOUSING MATTERS

The Challenge

Although lead-paint poisoning and asthma-trigger control programs have demonstrated the impacts housing improvements can have on certain health outcomes, there are significant gaps in understanding how housing affects other health measures, education outcomes, economic opportunity, and specific populations.

The Response

How Housing Matters to Families and Communities, an initiative the MacArthur Foundation launched in 2008, has funded over 40 research projects on the impacts poor housing has on physical health, mental health, employment, children, and the aged. One program, *Children’s Health Watch*, for example, has documented the links between housing insecurity, housing affordability, children’s health outcomes, and food security. It found that having a housing subsidy helps stabilize a family’s food security, which in turn greatly improves child development, healthy weight, and how kids learn in school.

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CONCLUSION: Having decent, not substandard, housing has important implications for young children’s social and emotional development. In addition to homelessness, other types of housing instability, including doubling up and moving frequently, likewise can have significant impacts on all of the children in a classroom, not just the affected child.”

– MacArthur-funded Boston College Report

MacArthur is also funding research on the cost savings achieved by ensuring stable, quality, affordable housing for seniors and service models to implement this housing. When talking with housing groups, MacArthur encourages them to “make the case for what is the value” of improving the housing stock to the health care and education communities. Housing organizations have to adopt an “asset-based approach to community development” and identify the value that each group can bring to the table.

“

[Given] the significant budgetary constraints at all levels of government, [in-depth research] is needed to make a compelling . . . evidence-based case about why we need to make investments in housing in ways that better integrate housing with health and education.”

—*Janna Kachoris, Program Officer,
MacArthur Foundation*

What Good is Research Data if Local Officials Don't Understand It?

A Forum participant responded that one of the biggest challenges with a complex evidence-base is translating it for municipal policymakers and government officials, and then getting them to understand and act on it. “Even though we [have] the research to make the case . . . it [improved housing improves health and educational outcomes] still doesn't seem to be enough to . . . turn that corner and get collaborative action.” Healthy housing is “an industry they don't understand.”

A participant asked, “How can a local foundation take all this heavy research, like the Enterprise study, to the chairman of the Department of City Planning, distill it in a way that makes sense, and inform his decision-making?” Another added that New York's Department of Housing Preservation and Development is aware of the Enterprise study and requires all projects that receive public funding through that agency to meet Enterprise's Green Communities criteria, but that a healthy housing collaborative must get more involved to ensure that when the city chooses communities for funding, these studies “are in fact being used, not just talked about.”

Foundations supporting the Enterprise study acknowledged that they may not be engaging local government officials sufficiently enough so that they understand what the research is intended to accomplish and incorporate local officials' needs into the study design. Ms. Kachoris asserted that MacArthur was trying to make the research and best practices that it, Enterprise, and others have funded “available to as wide an audience as possible” through a web portal being developed with the Urban Land Institute.

JPB Foundation: Green Housing Techniques and Proper Building Materials Influence Health

10 Years of Green Communities

- Invested over \$2.8 billion in grants, loans and equity toward the development and preservation of nearly 40,000 Green Affordable Homes.
- Supported 20 state and local housing policies to become more sustainable.
- Trained over 5,000 housing professionals nationally.



“

Not only are we not providing enough housing that's affordable to people with low and very low incomes, or who are formatively homeless, we're also causing externalities . . . that cost us at least \$250 billion a year.”

—*Dana Bourland, V.P. of the Environment,
JPB Foundation*

According to Ms. Bourland of the JPB Foundation, the recent creation of the foundation gave the funder “a fresh start [to] entering philanthropy.” Its environment program takes a very “broad view” of the environment and works on ways to help communities improve systems “that every community needs – energy, transportation, housing.” It looked first at “how to encourage the retrofitting of existing affordable housing in a way [that] improves health with a long-term . . . outcome of reducing the emissions from power plants.”

Ms. Bourland added that off-gassing of substandard housing materials, which harms the health of construction workers and the children and adults living in low-income housing, demonstrates how “housing is really . . . an entry point to solve a lot of health issues.”

“

This longitudinal study and other work [supported by JPB will] prove that housing really can be part of a holistic solution to enabling resilient, healthy communities.”

—*Dana Bourland, JPB Foundation*

The JPB Foundation has also been studying “toxic stress,” which it defines as “the repetitive exposure to psychological stressors in a young person’s life . . . that can actually change their brain function, their executive function, and put them on a different pathway for opportunity.” Thus, “housing needs to be designed so that we feel safe, so that we have quiet places to meditate, to build community,” and “[has] light, [is] a place we love to be, [and] gives us an identity that we’re proud of.”

Ms. Bourland closed by emphasizing that children without caregivers to support them, especially early in life, suffer in their educational attainment, their ability to land and keep a job, and their quality of life.

Wells Fargo Housing Foundation: \$1 Billion in Green Community Lending and the Health Housing Challenge

“Wells Fargo is fully vested in the importance of healthy affordable housing [to the occupants] and . . . the surrounding communities.”

– Connie Wright, Assistant Director,
Wells Fargo Housing Foundation

The Wells Fargo Housing Foundation has established a three-pronged approach to address holistically all aspects of the health and environmental challenges presented by building and preserving affordable housing:

1. Create changes within the company’s walls.
2. Support key stakeholders in their communities.
3. Invest in global initiatives.

Incorporating health into affordable housing must “happen both internally and externally with many lines of businesses working together, leveraging resources,” and it means partnering with “organizations that share the same mission of healthy and affordable housing,” Ms. Wright explained.

For its first initiative, Wells Fargo committed \$1 billion to green community lending. For example, the **Hunters Point South Project** in New York City will provide permanent affordable housing units, retail space, a school, and a water park that all meet Enterprise Green Community standards.

Wells Fargo has also partnered with NCHH and Rebuilding Together on the **Healthy Housing Challenge**, which offers a solutions-based approach to home assessment—identifying the problems, ranking them in order of importance, and correcting them promptly and safely. The Healthy Housing Challenge consists of over 350 evidence-based, low-cost home repairs that will be piloted by Rebuilding Together affiliates in more than 40 communities to document how they protect homeowner health and safety.

Healthy Housing Challenge Home of Erma Taylor



After Erma Taylor lost her husband, she struggled to keep up her home in a historically African American section of Arlington, Virginia, where she lived with her daughter and grandson. Her 77-year-old house was not wheelchair-accessible and had poor air quality. She had visited the ER three times over 12 months for fall-related injuries and respiratory problems. In one day, a volunteer crew replaced the outside lights and front door, repaired the entrance ramp, and improved ventilation. It also cleared clutter and replaced the dank carpet in her grandson’s bedroom with hard-surface flooring. Since then, Erma has had no ER visits and her grandson’s asthma has improved.

In its first year, the program exceeded its goals on the ground and provided a Challenge Tool Kit to all 190-plus Rebuilding Together affiliates. It also generated 50 million media impressions. After persuading Freddie Mac to support the Challenge, Wells Fargo is now recruiting other foundations and corporations to expand the program.

“[Philanthropic organizations] must not only write checks but be able to leverage funding and human capital . . . Our team members are [now] familiar with the work . . . [and we] will just look to increase that exponentially each and every year.”

– Connie Wright, Wells Fargo Housing Foundation

At the same time, “it’s imperative that local organizations seeking funding be able to tell [their] story, to be able to connect the dots,” Ms. Wright added. A number of financial institutions are working in the same direction as Wells Fargo and “share a common goal of supporting community development, as well as education, and health and human services . . . It’s just a matter of you telling the story and being able to get them onboard.”

The Kresge Foundation's Advancing Safe and Healthy Homes Initiative

David Fukuzawa, Managing Director of Health for The Kresge Foundation, presented its *Advancing Safe and Healthy Homes for Children and Families Initiative* (ASHHI). Through ASHHI, The Kresge Foundation has partnered with high-performing healthy-housing entities in six cities to:

- Engage stakeholders at the federal, state, and local levels.
- Advance new ways to address healthy homes-related issues, such as code enforcement, public policy, and advocacy.
- Accelerate the diffusion of tools and community-driven models that improve the health of vulnerable populations by reducing in-home environmental hazards.
- Expand the impact of the limited monies available to advance the field of healthy housing.

For example, Mr. Fukuzawa said the Greensboro Housing Coalition in North Carolina is making “the case to the payers and the health care-providing community that minor improvements to the home, plus some counseling to the parents or the homeowner, will actually reduce hospitalizations due to asthma.” Thus, they are advocating, these interventions present “possible targets for reimbursement.”

“

[The healthy housing] field is typically fragmented, [with] folks that are working on lead, on healthy housing, on affordable housing, on green housing. They are often drawing the same conclusions about the impact on people. [Even internally at Kresge, healthy housing] cuts across the six teams and yet has no common framework to really think and talk about it.”

– David Fukuzawa, Managing Director of Health, The Kresge Foundation

Is Impact Investing Ready for Prime Time?

A forum participant asked for recommendations on models of impact investing and how local collaboratives can deploy them. Ms. Kachoris of MacArthur replied that while “we do have tools,” they have not moved along far enough to understand the viability of the pay-for-success, social-impact bond-type models. One of the biggest outstanding needs, she said, is “we still need to figure out how to measure the outcomes that would then demonstrate where the cost savings potentially are and where the return on investment might be.”

Ms. Ludwig described Enterprise's *AIB Project*, which is developing “unorthodox partnerships, people who represent different parts of the impact investing community that could benefit from this work, . . . and then think about: What are some of the things that are working? What are those policy mechanisms that we can add or tweak?” She agreed that that “we have to be able to catalyze that investment to bring it in.”

Fukuzawa added that Kresge views “grants [as] good at promoting innovation and policy change, but that we should think about impact investing as promoting sector-level finance . . . [Impact] investments really are there not to replace, in essence, grant funding, but . . . to provide the early proof-of-concept to the big money.”

Ms. Bourland of the JPB Foundation concurred that there is added “complexity to impact investing,” including “something sizable enough to invest in” and the need to collaborate and pool ideas and scopes of projects from various fields.

What Roles Can Philanthropy Play?

“Too often, well-intentioned community development efforts suffer from a lack of leadership, efficiency, and coordination.”

– Pamela Flaherty, President and CEO, Citi Foundation

“It should be philanthropy's role to support models of health groups working with housing people, planners, and developers across the country, sustain that capacity, highlight their work, and begin to build a broader learning community for it.”

– Marion Standish, The California Endowment

All of the speakers agreed that philanthropy has several key roles it can play to promote greater and better collaboration among local stakeholders. For example:

Develop “Community Quarterbacks”

As detailed in *Investing in What Works for America's Communities*, this model leverages the capacity of a high-performing local organization to become a “systems integrator” and “community development champion” who can lead and coordinate complex projects with many stakeholders from different sectors.

LIIF and Citi Foundation Launch *Partners in Progress*

Through \$250,000 grants, a organizations in 13 cities are getting the training, tools, and technical assistance from the Low Income Investment Fund to become “community quarterbacks,” build or expand stakeholder networks, and coordinate efforts among many groups and residents to improve their community’s physical environment – including housing, transit, and safety – and create opportunities for education, health, and employment. Grantees will share knowledge, use data to drive project design, and participate in a learning community.

Convert successful programs you funded into “Just Add Water” models and disseminate to smaller foundations to deploy with local nonprofits that have strong leadership but limited capacity.

Just Add Water

“What we at the local level need are Just Add Water programs: ones that larger national foundations have successfully developed, such as age-friendly communities, and that we can just add water to, put it in the oven, and it comes out a cake. Otherwise, local foundations are frustrated because proposals [to address housing and health] seem so complicated that they think their money will not help or that they can’t provide enough to accomplish the goals.” - Local Activist

Help communities plan projects, integrate the necessary backbone support, build their capacity, and support a step-by-step approach with easy first steps to help them “put their toe in a very complex pool” and get some early wins.

Reach out to funders working in “silos” different from yours but who are serving the same communities and explore opportunities to collaborate.

For example, Mr. Fukuzawa of Kresge pointed out the absence of education funders during the forum’s session on Demonstrating that Place Matters and the need to “find a way to have them at the table.” He acknowledged the active roles HUD, CDC, and EPA have played in advancing healthy housing, but “we haven’t had HHS involved too much in the discussion,” either. Mr. Fukuzawa admitted that there is “a lot of work to be done” in building the relationships with education and health programs and providing leadership.

Consider schools as part of any healthy housing collaboration.

Why? Because so many housing-related health problems hinder childhood learning and increase the risk of dropping out, which leads to more severe health problems in adulthood. Schools provide built-in infrastructure to reach nearly all kids.

Help local organizations and grantees connect to each other as well as other funders, academic institutions, federal agencies, and the private sector. Then showcase successful collaborations.

Measure actual outcomes, not just outputs, and quantify both the tangible return on investment and the social ROI.

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Funders of all kinds need to tie resources to outcomes rather than delivery [of outputs]. The funding model for the future will be appreciative inquiry, engaging stakeholders, recognizing the assets in the places where we want to work, and then being a partner. Our fund is currently very focused on monetizing the social value of what we’re doing and conveying that to social investors so that we can show them not only a return on investment but the social value of that investment.”

– Nancy Andrews, Low Income Investment Fund

Follow Willie Sutton’s lead: Partner with health care institutions and insurance companies.

The Institute of Medicine found that \$765 billion of health care dollars are poorly spent, much on preventable conditions. Many housing improvements have delivered documented improvements in health outcomes.

“

The deep pockets and the deep dollars are in the medical care delivery system.”

– Eduardo Sanchez, M.D., American Heart Association

Under the Affordable Care Act (ACA), many hospitals are creating multi-sector collaborations, undertaking community health needs assessments, and developing plans to address the priority health needs identified on a community-wide basis. This gives foundations the opportunity to leverage ACA resources and ensure that local healthy housing organizations have seats at the Table. Hospital-led collaborations that

document health care cost reductions through healthy housing programs will get the attention of health insurance companies and create an opening to make the case that insurers should help expand these programs.

How Does Philanthropy Need to Shift/ Change to Facilitate Greater Cross-sectoral Collaboration?

- If you fund education, here's why you need to think about housing.
- If you fund jobs training, here's why you need to think about housing.
- If you fund healthy babies, here's why you need to think about housing.

ABOUT THE HEALTH AND HOUSING FUNDERS' FORUM

Mission

The Health and Housing Funders' Forum fosters collaboration among philanthropic organizations to make a significant impact in the areas of healthy housing and healthy communities and seeks to re-envision housing so that it leads to better health for vulnerable populations. Funders' Forum members are ambassadors in their spheres of influence, creating a multidisciplinary ripple effect in areas such as health equity, sustainability, housing and community development, and public health. The Funders' Forum is a non-dues-paying collaborative that provides its members with a range of opportunities, tools, and resources, such as webinars, peer networking, and conferences.

Background

The Funders' Forum was founded by The Kresge Foundation and the National Center for Healthy Housing (NCHH) in 2009 to align philanthropic funding plans and priorities in the housing and health space. The idea for the Funders' Forum originated at the 2009 National Healthy Housing Policy Summit, when several philanthropic organizations saw the value of partnering to advance investment in safe and healthy housing. A subsequent meeting in February, 2010 united many of these leaders, and the group identified an action agenda for philanthropy.

Get Involved

Each spring, the Funders' Forum holds its annual in-person meeting. It also runs a bimonthly webinar series and holds occasional events to coincide with national philanthropic meetings. To learn more about the Funders' Forum, please contact Phillip Dodge, NCHH's Marketing and Development Officer, at 443.539.4168 or pdodge@nchh.org.

The Kresge Foundation is a \$3 billion private national foundation headquartered in metropolitan Detroit, in the suburban community of Troy, that works to expand opportunities in America's cities through grantmaking and investing in arts and culture, education, environment, health, human services, community development, and place-based efforts in Detroit.

The National Center for Healthy Housing (NCHH) is the preeminent national nonprofit dedicated to creating safe and healthy housing for America's families. It has trained over 35,000 individuals in lead-safe and healthy-housing practices since 2005, and its research provides the scientific basis for major federal policies and programs. NCHH develops scientifically valid and practical strategies to make homes safe from hazards and to protect low-income families at highest risk. You can follow NCHH on Twitter @nchh or become a fan at [Facebook.com/HealthyHousing](https://www.facebook.com/HealthyHousing).