



greater rochester

Health *foundation*

STRATEGIC FRAMEWORK

Our Commitment to Equity

Greater Rochester Health Foundation was created in 2006 when the not-for-profits MVP Health Plan and HMO Preferred Care merged, creating a foundation dedicated to improving the health of the Greater Rochester community, inclusive of Genesee, Livingston, Monroe, Ontario, Orleans, Seneca, Wayne, Wyoming, and Yates counties.

We view health as a state of complete physical, mental, and social well-being — powerfully shaped by social, economic and environmental factors that are distributed unevenly and unjustly, creating pervasive health inequities by race, income, geography, disability and other identities. Structural racism has resulted in a public health crisis, combining and intersecting with other forms of discrimination, generational poverty, neighborhood disinvestment, rural access barriers, and other social inequities that prevent far too many residents of our region from reaching their full health potential.

Yet, we believe that potential is vast — that the people, neighborhoods, and organizations closest to the issues have the expertise needed to develop solutions — harnessing often underappreciated strengths and assets. Guided by the voice and participation of community, we invest resources to help implement these informed solutions. We operate with a sense of urgency while engaging in the relationship building and co-creation needed for enduring change, recognizing that we will go farther together.

We are committed to doing our part to changing systems, policies and practices to be more just and equitable, contributing to a healthier region where all people can thrive.

Our Mission

To pursue and invest in solutions that build a healthier region where all people can thrive.

Our Values

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- EQUITY** To achieve justice and fairness in health resources and outcomes we seek to disrupt the conditions that result in racial and other health inequities in our nine-county region
- STEWARDSHIP** To support our work we must have responsible oversight and management of the Foundation's resources
- PARTNERSHIP** We are committed to listening to and collaborating with people across communities, across sectors, and across differences in recognition that we accomplish more together to assure relevant strategies and solutions
- INNOVATION** We strive to catalyze innovative solutions to complex community health challenges
- INTEGRITY** We act in an honest, accountable, ethical, and transparent manner and foster a culture of trust and respect in our interactions with people, organizations, and communities

Our Priorities

Rooted in our updated mission and values, Greater Rochester Health Foundation adopted a Strategic Framework in 2020. Through this framework we seek to be responsive to critical issues and emerging solutions across our region, develop partnerships that leverage collective resources and expertise, and invest for deeper impact on racial and health equity issues prioritized by communities.

ACROSS OUR WORK, WE STRIVE TO:

- Center race equity and do our part to dismantle structural racism
- Uphold equity, diversity, and inclusion in our own organization and practices
- Shift and share power to create solutions together with people and communities most impacted
- Influence systems and practices to be more equitable
- Build collaborative, trusting relationships with our partners
- Practice transparent, trust-based, and flexible grantmaking



How We Invest in Our Community

RESPONSIVE GRANTS

Through Responsive Grants, we seek ideas from a broad array of organizations and communities to address their priority needs and respond to pressing health equity issues in our region.

Core Elements

- Fund work that addresses multiple and intersecting oppressions and inequities related to health
- Support ideas shaped by community voice and partnership in design and decision-making
- Pursue innovative approaches that reimagine services and systems to be more equitable

Learning Objectives

- Identify results and insights from funded projects
- Understand assets, needs, priorities and solutions across varied communities and fields
- Understand impact of Health Foundation grants on organizations

TARGETED GRANTS

Through our Targeted work we make focused, long-term investments addressing areas of racial and health inequity identified in collaboration with community. Current initiatives include Healthy and Equitable Futures; Racial Health Equity; and Neighborhood Health Status Improvement.

Core Elements

- Center families and community members as experts and leaders in decision making
- Deepen relationships, coordination, and collective advocacy needed for systemic change
- Contribute to more equitable policies and practices within organizations, systems and fields

Learning Objectives

- Determine extent and direction of change through initiative level evaluations
- Understand the Health Foundation's contributions to changes
- Understand how funder practices must adapt to center and co-create with community

PARTNERSHIP

Through our Partnership work, we support collaborative projects and initiatives as well as sponsor fundraising and other events hosted by mission-aligned non-profit organizations through our Community Event Fund.

Core Elements

- Expand collaboration with new and existing partners
- Participate in the development of community efforts and initiatives
- Leverage collective funding and expertise to increase impact on critical issues impacting health

Learning Objectives

- Identify results and insights from funded projects and collective impact initiatives
- Determine how best to partner with other funders, entities and stakeholders to resource change
- Identify where the Health Foundation is best positioned to lead, partner, and support



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