Oregon Community Foundation

# Recover to Rebuild:
# Shaping Investments for Community Impact

May 24, 2021

Niyati Desai, Director of Community Engagement

# Agenda

- Overview of Oregon Community Foundation
- 2020: Snapshot
- Oregon Community Recovery Fund: Grantmaking Journey
- Community Investments
  - Key Lessons
  - Review Criteria
  - Assessing Impact
  - Best Practices in Grantmaking
- Questions

# What is a Community Foundation?

- Raise money in communities | build **permanent resources** to create vital communities
- **Board of local citizens** maintain organization | identify and fund communities' priorities
- **Defined geographic region** | serve needs of **all citizens**
- **Non-partisan** and **non-political** | may take political stands when good of community is at stake
- Operate openly, accessibly to **build trust**

# What does a Community Foundation Do?

- Promote philanthropy
- Act as intermediary
- Provide community leadership
- Promote community development
- Increase accountability and operating standards of non-profits

## OUR MISSION

**To improve lives for all Oregonians through the power of philanthropy.**

## OUR VISION

**A healthy, thriving, sustainable Oregon.**

## STRATEGIC PLAN 2019

**Inspire Giving**

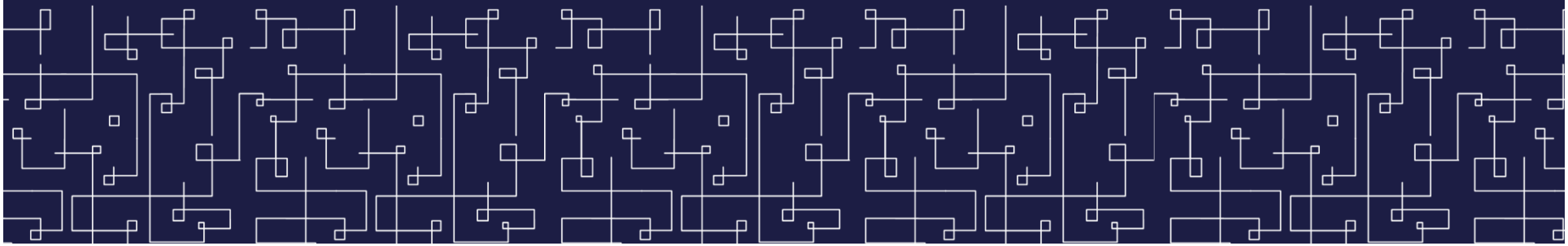
**Advance Opportunity**

**Engage Communities**

## OUR VALUES

| | |
|---|---|
| COLLABORATIVE ACTION | WISE STEWARDSHIP |
| EQUITY, DIVERSITY AND INCLUSION | SPIRIT OF COMMUNITY |

# 2020: Responding to the Cascading Crises



# 2020 – Meeting the Moment

| | | |
|---|---|---|
| $227 million in grants | 3,200 Scholarships | $2M in loans for affordable housing |
| 3,960 organizations received grants | 1,183 volunteers | 174 new funds |

# COVID-19 Pooled Funds

## Oregon Community Recovery Fund

Rapid Response funds to address evolving needs of Oregonians

$15.1 M

## Small Business Stabilization Fund

Nonprofit lenders to offer emergency grants, low- or no-interest loans and technical assistance to small businesses

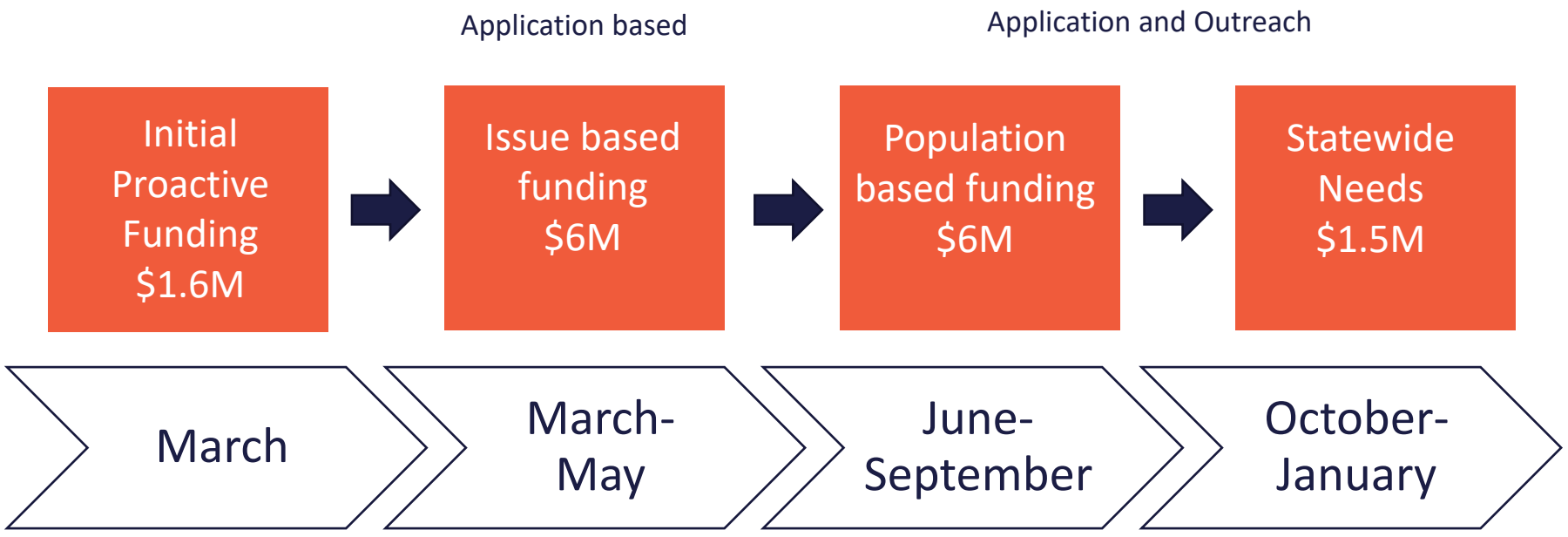
$2.6 M

## Arts & Culture Recovery Fund

Relief funding for arts and culture organizations in Oregon

$5.1 M

# Phases of Oregon Community Recovery Fund



# March-May 2020:
# Issue based funding – Social Determinants of Health

**Basic Services**

Food, housing, hygiene

**Economic Stability**

Jobs and economic opportunity

**Education**

Issues related to school closures

**Social Inclusion and Wellbeing**

Mental health, domestic violence, child abuse, senior support, etc.

**Childcare**

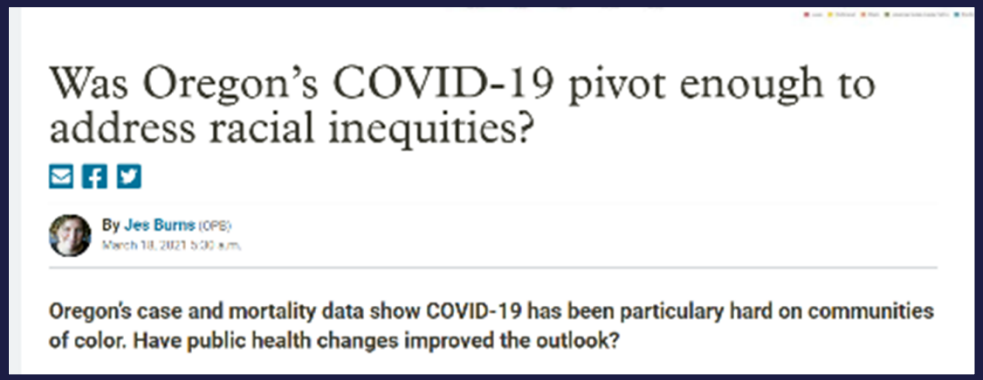
Issues related to early childhood facility closures

**Health care**

COVID-19 outreach, information and access to care

# Topic Based review criteria

- Is the organization addressing an immediate community need?
- Is this community need related to the impact of COVID 19? Is it new, different or increased need due to COVID-19?
- Is the org providing direct services and assistance that keeps people housed, fed, healthy, and safe?
- Is the applicant providing services or resources to those most vulnerable, at-risk, and disproportionately impacted?



Was Oregon's COVID-19 pivot enough to address racial inequities?

By Jes Burns (OPB)
March 18, 2021 5:30 a.m.

Oregon's case and mortality data show COVID-19 has been particulary hard on communities of color. Have public health changes improved the outlook?

New Portland economic report shows pandemic has hurt low-income, BIPOC and women the most

Disproportionate: The impacts of COVID-19 on Oregon's Latino community

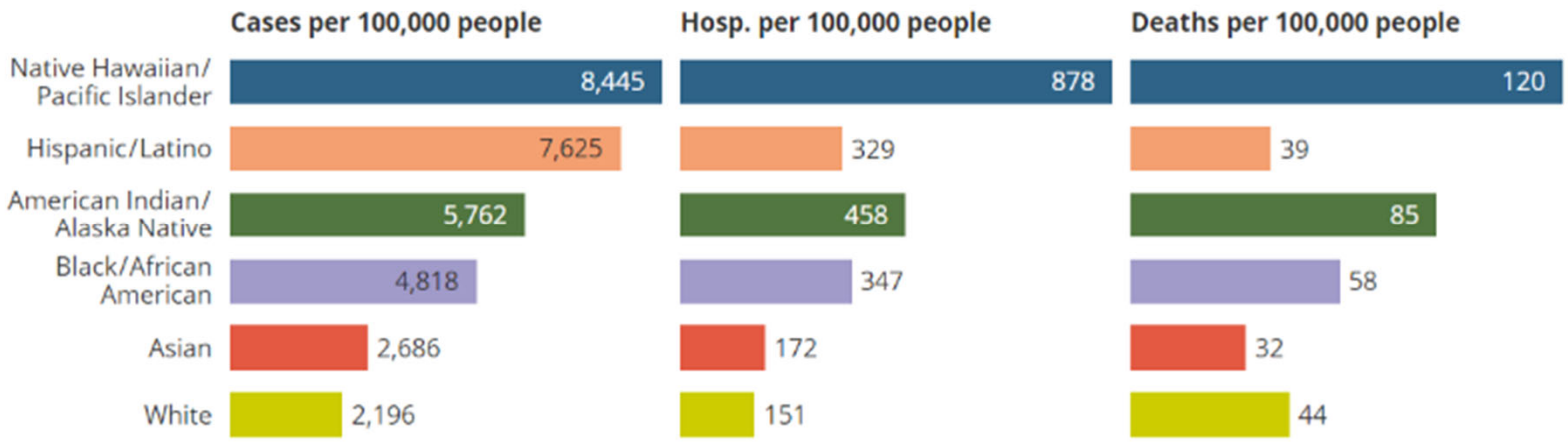
CAITLYN M. MAY Mar 14, 2021 Updated Mar 22, 2021 0

'We failed them:' New data shows Hispanic residents disproportionately impacted by COVID-19 in 2020

By BRYCE DOLE East Oregonian Mar 16, 2021 Updated Mar 16, 2021 0

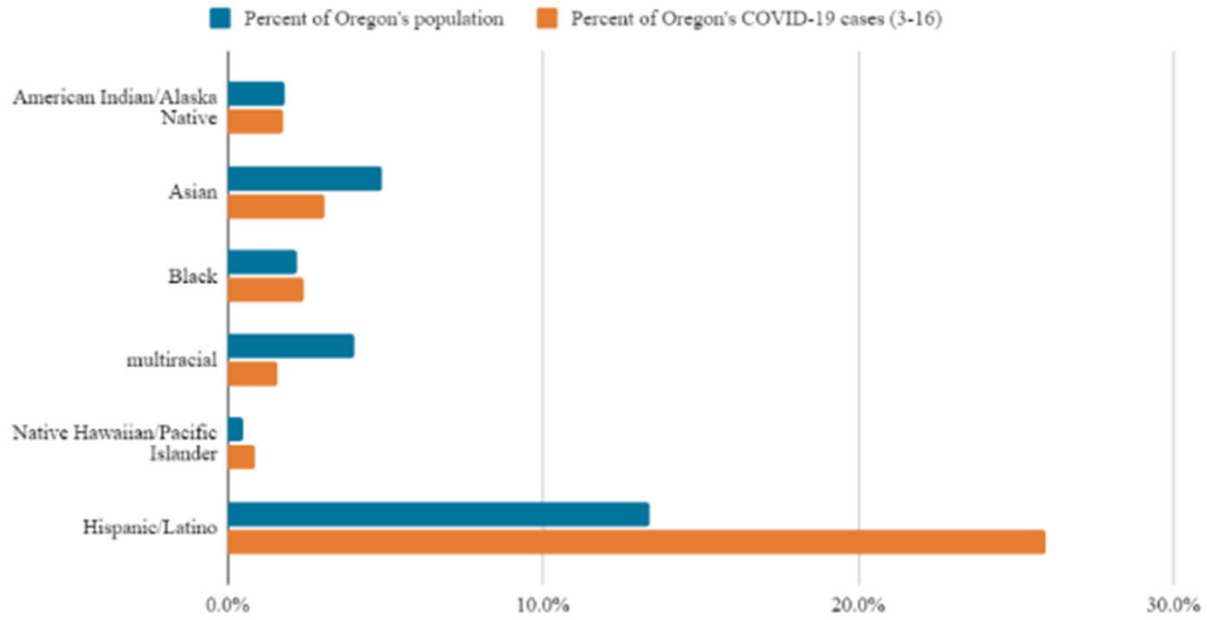
# Native Hawaiians/Pacific Islanders

## Were more likely to contract, be hospitalized and died from COVID-19 (through March 7, 2021) – OHA, OPB 2021



# Hispanic/Latino

## Experienced COVID-19 cases at a rate double their population




### COVID-19 cases in Oregon

A comparison of case rates by community to overall population in the state.

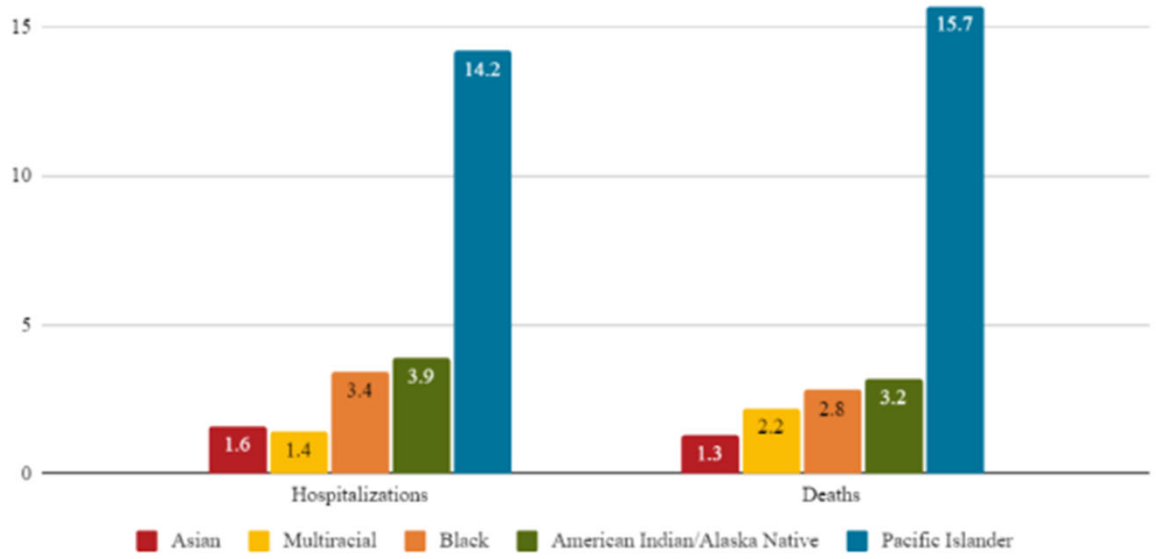
**Note:** Race/ethnicity data are not known for up to 25% of Oregon's cases.

**Graphic:** Jes Burns/OPB

**Data Source:** OHA, US Census Bureau

# Disproportionate impact

## How many times more likely are Oregon's communities of color to have been hospitalized or to die of COVID-19 compared to white populations?




(Adjusted for age)

**Note:** Race/ethnicity data are not known for up to 24% of Oregon's COVID-19 deaths.

**Graphic:** Jes Burns/OPB

**Data Source:** Oregon Health Authority 3-10-21

# Impact on nonprofit organizations

- 61% office closures
- 44% program site closures
- 86% event cancellations
- 29% layoffs

*The Nonprofit Association of Oregon: Oregon Nonprofits: A Year Into The Pandemic*

*Portraits of the Pandemic*

# COVID-19's disparate toll on Oregon, one year later

Updated on Feb 28, 2021; Published on Feb 28, 2021

Johnson Bill stands at his mother's grave in Simnasho, on the Warm Springs reservation. She died Feb. 5, Oregon's 2,359th coronavirus death. Beth Nakamura/Staff The Oregonian

By Andrew Theen | The Oregonian/OregonLive and Fedor Zarkhin | The Oregonian/OregonLive

Coronavirus

## Higher risk of exposure, not underlying conditions, found to be cause of disproportionate impact of coronavirus on minority populations, study says

Updated Dec 08, 2020; Posted Dec 08, 2020

A face mask used to help stem the spread of coronavirus, seen on Tues., Nov. 17, 2020. The Oregonian

2,257

## New review confirms disproportionate impact of COVID-19 on Black, Hispanic populations

Primary factor is heightened risk of exposure, transmission

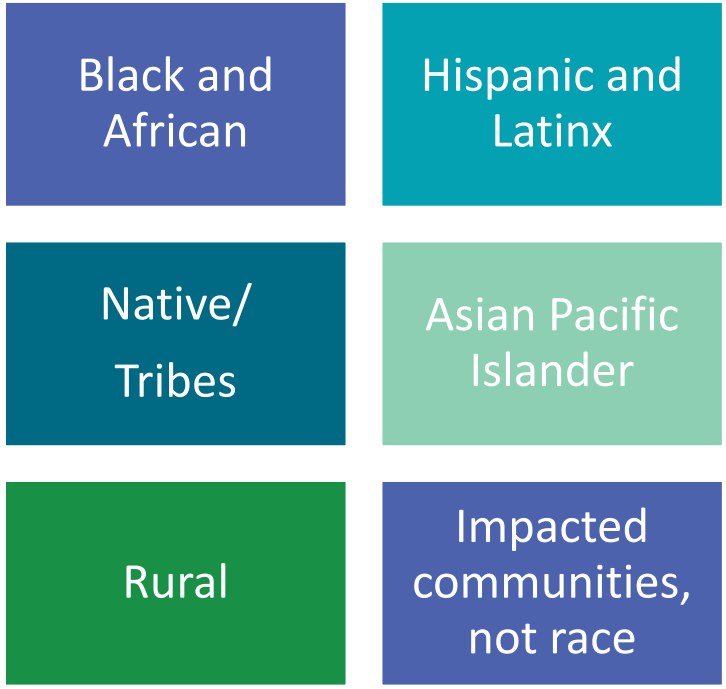
# OCRF funding gap analysis:
# Does our funding align with the emerging data?

- We found funding for the general population in Oregon (organizations serving community not specified by race) at much higher rate than specific communities of color

- **Why?**
  - Application pipeline
  - Review criteria and process
  - Lacking lived experience and real-time information

# June 2020 –September 2020: Populations most impacted

- Reframe to address SDOH or key issue areas within the context of the communities who are experiencing it
- Established a community engagement strategy: Community Advisory Teams
- Conducted outreach in addition to responding to applications



Laura
Oropeza
Peatoro

“Foundation resources need to be critically managed by the whole community in order to make very real substantial change - particularly in the context of black and other communities of color.”

Central Oregon, Black and African CAT members

“We have been in a state of recovery for years. We come together in emergencies: COVID, wildfires, just to get back to where people were originally, in a state of recovery.

It’s a cycle, and it’s suffocating. We plan, we talk, we sit; but how are we really going to impact our communities in a positive way…Fewer steps, processes and if you want to empower people, then give it away, do it quicker. Do more, talk less.”

Latinx CAT member

“For the most part, our rural communities have been in economic recovery for the past 35 years,…there were [communities] that were just barely getting there, and then all this landslide.”

Rural CAT member

# October 2020 -January 2021

## Final funding based on statewide themes emerging from community engagement

- Housing
- Mental Health
- Education/ Distance Learning
- Food Insecurity

# Housing

## What we heard

- Rental and utilities assistance
- Rise in houselessness
- Increased demand on shelters
- Need for non-congregate shelter
- Affordable, fair housing

## Where we focused

- Direct payments for rent, utilities and mortgage assistance
- Support infrastructure and supplies for shelters that also offer social services

# Mental Health

## What we heard

- Youth and social isolation
- Substance abuse
- Lack of access to mental health services, especially culturally and linguistically appropriate

## Where we focused

- Child abuse intervention services
- Virtual/telehealth support for high risk populations
- Culturally specific mental health care
- Substance abuse care
- School based mental health and wellness

# Education

## What we heard

- Need for parent directed resources to support online learning
- Decline in attendance and completion/graduation rates
- Internet/wifi access and equipment
- Undocumented students not accessing financial aid
- Social-emotional health of students

## Where we focused

- Virtual support for families and out of school time programming
- Trauma-informed and social-emotional learning approaches
- Culturally specific education support

# Food Security

**What we heard**

- Lack of infrastructure to store and transport food
- Lack of culturally specific food options
- Stigma around food banks/pantries
- Isolated populations no longer have access to community food resources

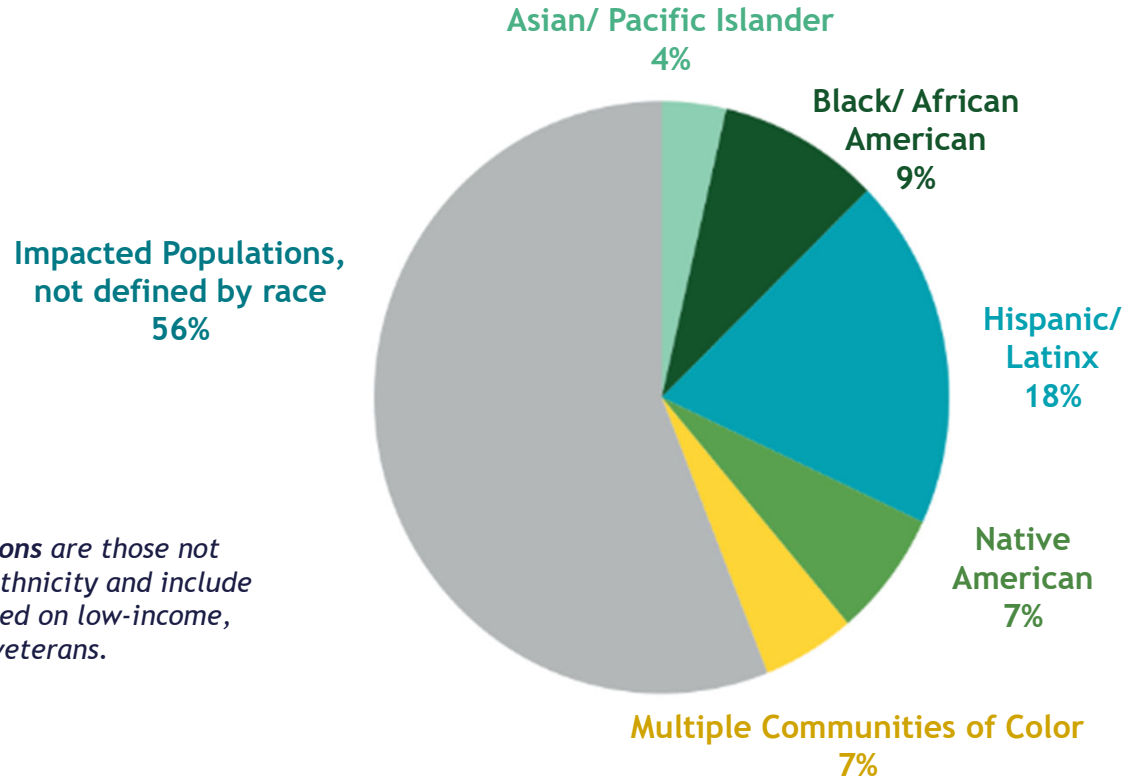
**Where we focused**

- Increased access to fresh foods through expanded operations
- Mobile/community-based food assistance programs
- Meals and food for youth and seniors
- Access to culturally specific foods

# Impact of Community Investments

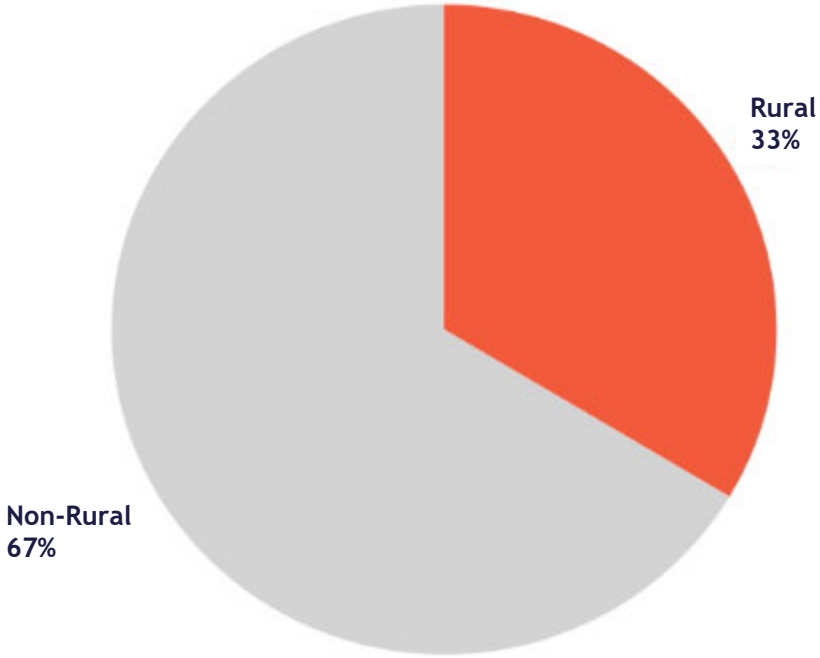
# Across topic areas, OCRF grants related to basic services and school-related closures received the most funding.

# Of $15.2M, 44% ($6.6 million) went to organizations focused on communities of color




***Impacted populations*** *are those not specified by race/ethnicity and include organizations focused on low-income, LGBTQIA, seniors, veterans.*

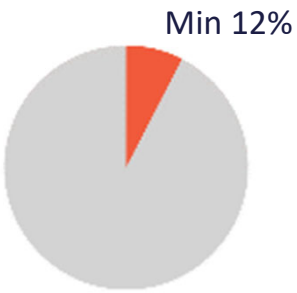
# In total, 33% ($5million) of the Oregon Community Recovery Fund went to organizations serving rural communities.

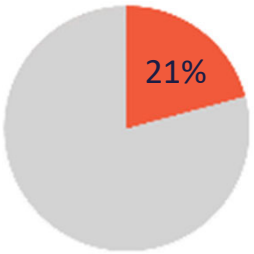


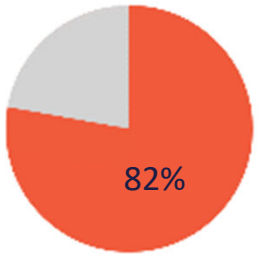

*Note: OCF uses the Ford Family Foundation definition of rural as a community population with less than 35,000, not within or next to a metro area. While some organizations serve statewide areas, including rural, they are not counted as rural unless the organization or grant focused specifically on rural.*

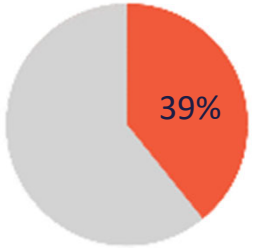
# Percent of funding to communities of color by phase

Initial Proactive Funding $1.6M → Issue based funding $6M → Population based funding $6M → Statewide Needs $1.5M



# Key Lessons

- **Getting resources to impacted communities requires more than an equity lens.**
- **Inclusive community engagement is critical to reaching impacted Oregonians**
- **Targeted outreach ensures accessible funding**
- **General operating support offers communities flexibility for crisis response**
- **Determining ‘population served’ is a largely qualitative process**

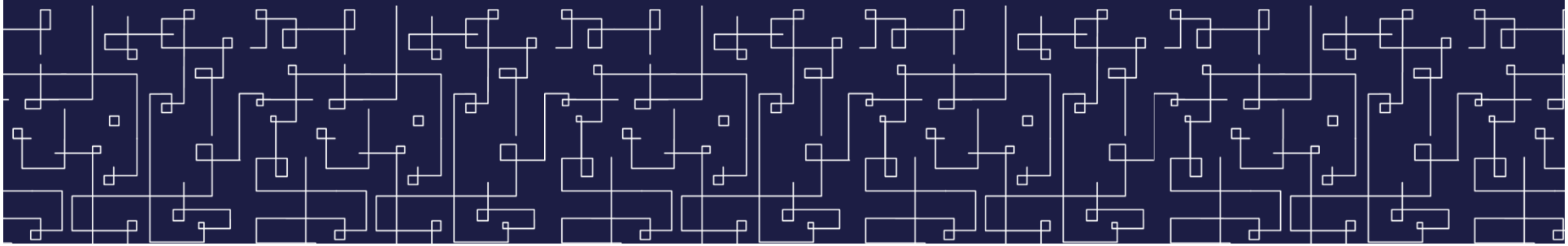
# Review – what we often look for?

- Who is primary audience / who is being served?
- Does this address a clear and compelling need?
- Proposed work is relevant to current moment
- Staff have experience/expertise in working with target community
- Realistic goals given the funding and timeframe
- Strong potential to build organization's effectiveness and capacity
- Advances equity, diversity and inclusion
- Strengths based approach

# Organizational sustainability

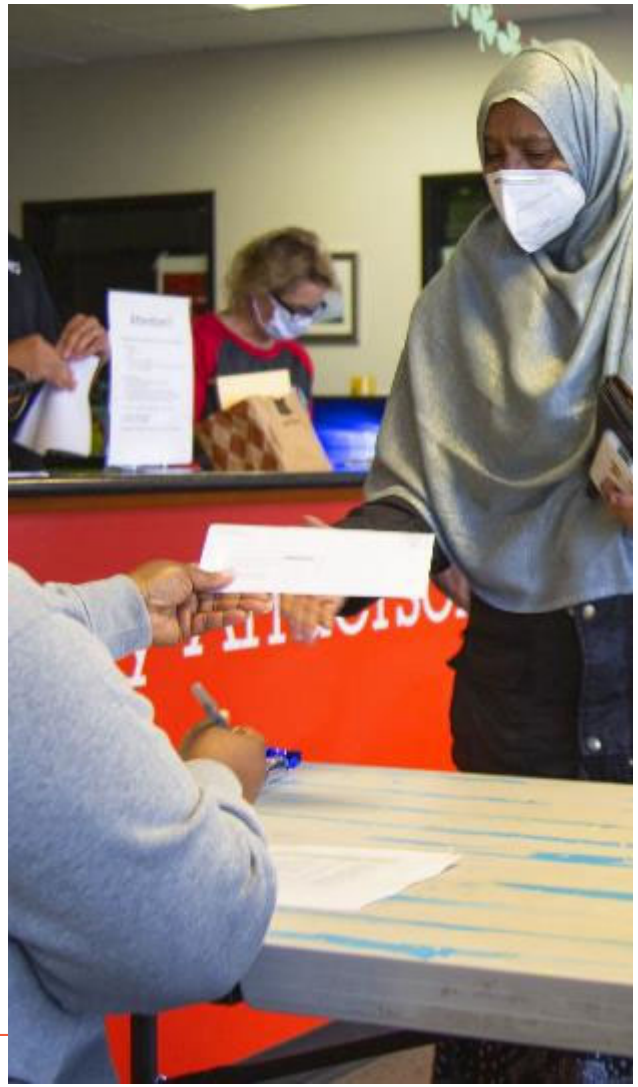
- Strong partnerships and community support
- Reasonable potential for long-term viability
- Reasonably articulates how they are thinking about sustainability

# Assessing Impact of Grantees



# Assessing Impact of Grantees www.re-aim.org

- **Program/Project**
- **Evidence-based approaches to behavior change: RE-AIM framework**
  - Reach – how many people participated
  - Effectiveness – the impact of the intervention on individual outcomes
  - Adoption – uptake of intervention in community settings
  - Implementation – what worked/what didn't work related to key functions or components of the program
  - Maintenance – to what degree is the program integrated/institutionalized in the organizational practices



# Assessing Impact of Grantees

## General Operating Support

- Investing in the organization as a whole and supporting the grantee's broader mission
  - How did the funding contribute to the success of the organization's mission
  - How well is the organization achieving its goals?
  - Did capacity improve as a result of this funding?
  - What is the organization learning, and how are they adapting?

# Best practices for shaping HRS community investments

- Engage the community in your decision-making efforts
- Be explicit who you are aiming to serve in addition to the issues
- Minimize burden on nonprofits
  - Simplify application and reporting requirements
- Prioritize organizations who adapt their work to best serve the community (vs one size fits all) and those who can demonstrate trusted partnerships and strong community support
- Minimize restrictions, when and where possible
  - General operating support, flexible funding to support mission

Oregon Community Foundation

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Questions?