



Results Grantmaking Framework

The purpose of this document is to provide refined language that describes each focus area of Pottstown Area Health & Wellness Foundation grantmaking, including the type of grant support and each program area in the PAHWF results framework.

The Foundation understands that addressing critical community needs takes time and there are various stages of change that will be experienced along the way. As clients and communities pass through the stages, changes in behaviors, skillsets, and community assets occur. While not all projects or programs will be able to serve clients in every stage, the target results intend to support progress toward sustainable improvement and make long-term outcomes more achievable.

For programmatic grants, each program area is described and includes guidelines along a continuum—from *Connect* to *Improve* to *Change*—toward the Foundation's desired impact. Prioritized target results and project types that would be considered as the most competitive for the upcoming grant round are included for each program area.

For capacity building support, the types of projects PAHWF will consider supporting, along with the desired results, are listed. For systems reform support, success measures for each type of support are described.

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Types of Grant Support

The Foundation offers grants to support three types of projects during two regular grantmaking cycles.

1. Programmatic awards support existing programs that directly serve the community and its members. Each Foundation program area has a desired impact and target results. Proposed projects should align with target results.
2. Capacity Building awards increase or improve the capacity of organizations to achieve measured results in their programming. Capital infrastructure projects will fit best here.
3. System Reform awards effect or inform change on a macro-level, including influencing policy, changing inequitable practices, or coordinating systems to eliminate silos, inequities, and inefficiencies.

All proposals should align with our [grantmaking framework](#) and more competitive applications will address the following within the Foundation program areas.

In determining what we invest in, the Foundation looks for projects with the following characteristics:

- Projects designed to produce and verify specific changes in the field, organizations, and participants that directly contribute to the specific focus areas results we seek
- Projects that can be effectively implemented and ultimately continued without our funding
- Projects that are replicable and can be shared with other organizations looking to produce similar results
- Projects that use evidence-based practices and strategies and offer clear evidence of results

Special emphasis is placed on proposals:

- That support populations of greatest need
- Where the need is supported by quantitative data
- Where projects and initiatives are developed and implemented by and/or alongside those who will be impacted the most

Collaborative efforts among two or more entities are highly encouraged.

Desired Impact for Programmatic Support

As the Foundation responds to changing community conditions, assesses data, and learns from working alongside community-based organizations and other community stakeholders to address community conditions, our framework remains the same but the target results and types of projects that are prioritized may change from one year to the next. All target results are listed in both this document and the application. Applicants are asked to identify the Foundation results for which their projects align prior to submitting an application.

Grantmaking Pillar: Developing Youth Potential

We believe that investing in children will lead to a better tomorrow for our community. To that end, **we seek to equip our community youth, especially those less served, with resources to be healthy, learning and thriving now and in the future.**

The Developing Youth Potential grantmaking pillar has three program areas:

- Early Childhood Development
- Schools K-12
- Youth Preparedness

Early Childhood Development (ECD)

Healthy development in the early years provides the building blocks for educational achievement, economic productivity, responsible citizenship, lifelong health, strong communities, and successful parenting. **PAHWF's desired impact for grantmaking in the ECD program area is that children (ages 0-5) are cognitively, socially, physically, and emotionally ready to enter school.**

Competitive programmatic projects will target the following prioritized list of results for children ages 0-5 and their guardians along a continuum—from *Connect* to *Improve* to *Change*—toward the Foundation's desired impact.

Results in the Connect stage create awareness or initial connection

- Child attends quality ECD program on consistent basis
- Child participates in regular developmental screening for health and cognition

- Parent or guardian attends appointment after referral to resources & supports to address maternal depression, addiction or other mental health issue
- Parent or guardian confirms awareness of early childhood development needs and milestones
- Parent or guardian confirms awareness of pre-natal regimens and infant development
- Parent or guardian screens for at-risk for maternal depression, addiction or other mental health issue

Results in the Improve stage shows active participation or a measured improvement

- Child demonstrates resilience to challenges and stress
- Child confirms receipt of preventive mental health care in school
- Parent or guardian confirms increased knowledge of age-appropriate child development, including language, cognitive, social-emotional and motor domains
- Parent or guardian confirms improved family health and functioning as demonstrated by a quality home environment, social connections and empowerment
- Child demonstrates increases in language/literacy, numeracy, physical, socio-emotional, and/or cognitive development
- Parent or guardian confirms increased parent involvement in children's care and education

Results in the Change stage demonstrate a transformation and lasting change

- Child demonstrates sufficiency in all age-appropriate developmental milestones
- Child masters cognitive, social, physical, and emotional competencies to enter school system
- Parent or guardian confirms increased parenting capacity, parenting practices and parent-child relationships through the demonstration of regular positive parenting skills and quality parent-child interactions
- Parent or guardian confirms childcare center provides at least 60 minutes of physical activity a day
- Parent or guardian demonstrates regular parent involvement in children's care and education for 18 months or more

Priority will be placed on projects aiming to provide quality early learning programs that ensure children (ages 0-5) are healthy and enter kindergarten ready to succeed academically.

The types of programs / projects prioritized for programmatic grants for early childhood development include projects that:

- Use evidence-based models to strengthen parent or guardian and child relationships and are proven to contribute to increased child health and education such as Parents as Teachers
- Strive to increase levels of enrollment in quality ECD programs that aim to enhance academic competence
- Advance the implementation of comprehensive, evidence-based curriculums to improve student's social-emotional skills such as PATHS (Promoting Alternative Thinking Strategies) and Second Step
- Teach children to identify and understand their own and others' emotions, reduce impulsiveness, choose positive goals, and manage their emotional reactions and decision-making process when emotionally roused
- Boost capacity to measure and/or regularly assess children's health and readiness to learn in kindergarten by use of Kindergarten Entry/Readiness assessments (KEA/KRA) and [PA state-approved assessments](#) which are required by policy C330

Schools K-12

Research has shown a direct correlation between students' health and their ability to succeed in school. PAHWF's school funding aims to promote evidence-based health and wellness policies, programs, and activities that benefit student wellness and academic achievement.

PAHWF's desired impact for grantmaking in the Schools K-12 program area is that students are active, healthy, and thriving academically.

Competitive programmatic projects will target the following **prioritized list of results for students K-12** along a continuum—from *Connect* to *Improve* to *Change*—toward PAHWF's desired impact for this program area.

****Applications for this program area may be submitted only in the spring grant round, and this program area is open only to public school districts and private schools.** For all grant guidelines for Schools K-12 applications and information about how the Foundation supports area schools, visit the [School Wellness Initiative Guidance](#) webpage.

Results in the Connect stage create awareness or initial connection

- Students demonstrate an understanding of benefits of health and wellness as it relates to school success

- Students complete health screening or assessment; including current levels of physical, nutritional, or social emotional wellness, or other physical exam including vision or hearing
- Educators and/or students demonstrate an understanding of benefits of health and wellness on daily life and school performance
- Institutions commit to employing wellness leadership for the purpose of integrating health and wellness into their academic curriculum and district culture for employees and students
- Institutions commit to partnering with community based organizations to support the implementation of wellness strategy

Results in the Improve stage shows active participation or a measured improvement

- Educators confirm receipt of industry-recognized credentials in the areas of health and wellness
- Students confirm satisfactory levels of physical and emotional wellness and morale
- Students demonstrate improved school performance and increased level of health and wellness – social, emotional, or physical, including nutritional
- Students confirm that a mentor's support has positively impacted their overall well-being and school performance, including academics, attendance, and student engagement (clubs, extracurriculars, athletics)
- Institutions confirm student attendance rate of 92% or above for all schools with dedicated personnel to plan and implement wellness programming

Results in the Change stage demonstrate a transformation and lasting change

- Students confirm completion of internship or pre-apprenticeship in the health and wellness or education industry
- Students confirm graduation to the next grade level, achieve healthy levels of fitness, and confirm overall well-being – social, emotional, and physical, including nutritional
- Students confirm advancement to the next grade level, achievement of healthy fitness standards and demonstrate age-appropriate skill level in self-awareness, self-management, social awareness, responsible decision-making, and effective relationship building
- Educators confirm satisfactory levels of physical and emotional wellness and morale
- Institutions confirm at least 60% of the institutional indicators recommended for the PAHWF school wellness initiative, including all academic buildings achieve 50 points or

more on the School Wellness Checklist®

The types of programs / projects prioritized for support include:

- Comprehensive, year-long programs that utilize The Whole School, Whole Community, Whole Child (WSCC) framework for all student and staff wellness initiatives
- Evidence-based programs that build and sustain a culture of wellness across the entire school community and demonstrate their ability to support staff well-being and confirm students are active, healthy, and thriving academically, such as the School Wellness Checklist®
- Programs that institute a school-based wellness coordinator for the implementation of school wellness policy and programming
- Strategies that fully leverage the support of resources provided through PAHWF's School Wellness Initiative including the School Collaborative peer network, School Wellness Checklist® evidence-based wellness program implementation model, and Healthy Bodies Healthy Minds Institute annual educator professional development conference

Youth Development

Research suggests that social emotional learning (SEL) skills can help students with their cognitive development and have many significant health-related benefits. Integrating social emotional learning (SEL) into experiences that occur outside of school can improve academic achievement and have a lifelong impact that benefits the economy and improves educational equity. These programs can be before- or after-school, during school hours but administered by a third party outside of the school environment, or summer-based.

PAHWF's desired impact for grantmaking in the Youth Development program area is **to ensure underserved youth ages 11- 23 have the cognitive, social, and emotional skills to manage and thrive** in their daily lives and in the future.

By providing research-based positive youth development experiences to young people, they will develop social and emotional learning skills shown to promote thriving.

****Applications for this program area that propose services to be delivered on school premises are required to include letters of support from the school submitted with proposal.** Programs conducted during school hours and on school premises should be submitted by a school. See Schools K-12 above. If programming is to be conducted on a site

not owned by the proposing organization, a partnership agreement (i.e. Memorandum of Understanding or letter of support) detailing permission to conduct activity on the site of a partner entity must be submitted with the application.

The results along the continuum—from *Connect* to *Improve* to *Change*—for youth development are as follows:

Results in the Connect stage create awareness or initial connection

- Youth regularly attend programming to enrich cognitive, social emotional, and/or physical well-being, including nutrition at low/no cost
- Youth confirm increased knowledge of technical or soft skills needed for life-sustaining employment or entrepreneurship
- Youth demonstrate awareness of the benefits of healthy behaviors and develop plans to achieve academic success and a healthy lifestyle

Results in the Improve stage shows active participation or a measured improvement

- Youth attained an internship, apprenticeship, or supervised employment in an occupational field and with related facilitated instruction
- Youth confirm that a mentor's support has positively impacted their overall well-being and school performance, including academics, attendance, and student engagement (clubs, extracurriculars, athletics)
- Youth earn a certification, college credits, or other industry credential

Results in the Change stage create awareness or initial connection

- Youth confirm sufficient knowledge of safe and healthy relationships, healthy nutrition, substance abuse prevention, and age-appropriate cognitive, social, and emotional competencies
- Youth attain or maintain employment in an occupational field or launch a new startup business
- A teacher or mentor confirms increased social competence, age-appropriate healthy behaviors, and advancement to the next grade level in school

The types of programs / projects prioritized for support include:

- Collaborative efforts by multiple youth-serving entities that communicate the type of partnerships, roles, and resources committed by way of an attached letter or support and/or memorandum of understanding.

- Mentorships that build healthy networks and promote Positive Behavior and Reduced Risky Behavior, while supporting improved Academic Performance and/or opportunities for career exploration
- Sports programs that remove barriers to access for underserved populations, provide healthy and regular levels of physical activity, and build SEL capacities through goal orientation and self-confidence
- Outdoor exploration projects that engage with nature, explore open spaces including parks and trails, and educate youth on harvesting, food justice, food systems, and their impact on the economy
- College Readiness programs that build knowledge of the college admissions process, including entrance requirements. Educate youth on various college options and how each fits their educational, emotional, and financial needs. College readiness programs that help youth strategize and plan their workloads while building and maintaining new relationships and managing their own needs and behavior
- Career exploration programs that help youth gain access to work experiences, develop skills and entrepreneurial concepts that address needed and high occupation work skills for now and the future, and expand upon their ability to collaborate and communicate while taking multiple perspectives into account demonstrating empathy for diverse points of view
- Programs that foster leadership for young people to participate in civic engagement and work to develop critical political consciousness

For more information about measurements for evidence-based programming, please visit foundation partner Hello Insight <https://helloinsight.org/> to learn how their tool helps youth development programs continually evaluate and respond to what young people need.

Grantmaking Pillar: Promoting Equitable Health & Wellness

Health equity is when everyone has the opportunity to “attain their full health potential” and no one is “disadvantaged from achieving this potential because of their social position or other socially determined circumstance.” Therefore, we strive for **all community members to benefit from equitable access to spaces, services, programs, and resources that empower them to embrace a healthy lifestyle.**

The Promoting Equitable Health & Wellness grantmaking pillar has three program areas:

- Built Environment
- Healthcare Access & Delivery
- Health Equity

Built Environment

We believe that built, natural, and social environments can increase opportunities for people to be physically active and socially engaged and contribute to improved health and better quality of life for all members of the community. **PAHWF's desired impact for grantmaking in the Built Environment program area is that community members are utilizing public spaces that are safe, clean, and accessible to embrace a healthy lifestyle.**

Competitive programmatic projects will target the following prioritized list of **results for community members and institutions** (i.e. public facilities, such as parks, trails, and community recreation centers), along one or more stages of a continuum—from *Connect* to *Improve* to *Change*—toward PAHWF's desired impact for this program area.

Results in the Connect stage create awareness or initial connection

- Community members confirm using park, trail, or community recreation center productively for the first time
- Community members enroll in Parks & Recreation facility membership, programs, or league
- Community members participate in engagement activities to develop or implement a plan to create or improve a park, trail, or community recreation center
- Institutions secure equitable stakeholder buy-in and necessary project resources
- Institutions confirm the development of a plan to close gap(s) to access by creating or improving park, trail, or community recreation center
- Institutions conduct outreach to the community to promote usage of new active living space

Results in the Improve stage shows active participation or a measured improvement

- Community members participate in engagement activities to develop or implement a plan to create a new park, trail, or community recreation center
- Community members confirm feeling safe in park, trail, or community recreation center
- Community members confirm that regular facility usage help them meet aerobic physical activity and muscle-strengthening objectives
- Community members confirm increased activity of walking or biking to get places
- Institutions confirm increase in the available venues for exercise, leisure activities, and social interaction

- Institutions confirm completion of improvement of active living space and receive authorization for its usage

Results in the Change stage demonstrate a transformation and lasting change

- Community members confirm doing enough aerobic physical activity and muscle-strengthening activity for extensive health benefits
- Community members confirm using facility or public recreation space productively on a regular basis
- Community members confirm park, trail, or community recreation center allows them to connect with nature, conduct active recreation, connect with culture/history, and make social connections
- Institutions confirm increase in park entrances within walking distance of key destinations or amenities, such as transit stops, schools, libraries, grocery stores, medical clinics or hospitals, or shopping centers, by neighborhood
- Institutions confirm increase in number of parks with entrance and wayfinding features (i.e., directional signs, pavement markings, and maps) in appropriate languages for the resident population
- Institutions confirm increase in the sustainability park design features (ie. tree coverage, design for storm water infiltration systems, energy-efficient lighting, drought tolerant landscaping, etc.)

The types of programs / projects prioritized for support include:

- Development of or improvement to trails, parks, and community recreation centers
- Plans and studies for parks, trails, and community recreation centers
- Programming for regular youth and adult access to physical activity in public parks, trails, and at community recreation centers
- Alignment with other community efforts / i.e. plans and studies, such as the Recreation Plan and Foundation's Community Health Needs Assessment
- Research to evaluate the impact of recreation programs and facilities

Healthcare Access & Delivery

Equitable and timely access to health interventions such as medicines, vaccines, diagnostics, and therapies is an important driver of good health and improved lives. PAHWF's **desired impact for grantmaking in the Healthcare Access & Delivery program area is that high-quality health programs and resources are available and utilized by all community members, especially those historically underserved.**

Competitive programmatic projects will target the following prioritized list of results for community members with socio-economic challenges along one or more stages of a continuum—from *Connect* to *Improve* to *Change*—toward PAHWF’s desired impact for this program area:

Results in the Connect stage create awareness or initial connection

- Community members use health and wellness resources and/or prescribed course of treatment
- Community members enroll in preventative / treatment program or health facility
- Community members confirm use of health and wellness resources and/or prescribed course of treatment
- Community members confirm using IT to track health care data or communicate with providers

Results in the Improve stage show active participation or a measured improvement

- Community members are screened or tested for health issue
- Confirms medical insurance and/or primary care provider newly secured
- Report having better supports in place to address mental health and/or substance addiction issues
- Confirm improvement in their mental health or addiction issues
- Confirms achievement of recommended health target or improvement in health

Results in the Change stage demonstrate a transformation and lasting change

- Continue leveraging resources and/or prescribed course of treatment post initial improvement
- Maintain recommended health targets (long-term stabilization: 7-12 months)
- Confirm reversal of metabolic syndrome (i.e. blood pressure, high blood), diabetes, heart disease or other chronic illness

The types of programs / projects prioritized for support include those that provide:

- Preventive care to address chronic conditions that are more prevalent among underserved community members in our service area (see most recent [health needs assessment](#) for details)
- Equitable access to multilingual health related resources

- Evidence-based practices that demonstrate improved health outcomes for the equitable delivery of high-quality home- and community-based services
- Coordinated and integrated approaches to delivering health care services

Health Equity

Our work in health equity seeks to address systematic differences in health status and health outcomes for marginalized populations by removing barriers to health and wellness to ensure all community members have a fair opportunity to attain their full health potential. **PAHWF's desired impact for grantmaking in the Health Equity program area is that community members have social and/or economic barriers to health & wellness removed or mitigated.**

Competitive programmatic projects will target the following prioritized list of results for historically marginalized residents along a continuum—from *Connect* to *Improve* to *Change*—toward PAHWF's desired impact for this program area.

Results in the Connect stage create awareness or initial connection

- Confirm improved understanding of health benefits of the consumption of fruit and vegetables at Centers for Disease Control recommended levels
- Confirm having immediate financial, social, and/or physical situation secured (i.e. homelessness prevented, hunger relief)
- Engage in technical or soft skills training, college attendance or development of specific interpersonal skills needed for life-sustaining employment or entrepreneurship

Results in the Improve stage shows active participation or a measured improvement

- Community members confirm improved feeling of safety and connectedness in neighborhood of residence or employment
- Confirm full-time employment attained for parent or guardian living with child/ren
- Confirm closing or mitigating a barrier to social or economic determinant to health
- Earn a certification, college credits, or other industry credentials
- Confirm attaining broadband internet
- Confirm voting in election for the first time
- Confirm spending less than 30% of income on housing for the first time
- Confirm increase in trips to work made by mass transit

Results in the Change stage demonstrate a transformation and lasting change

- Confirm regular consumption of fruit and vegetables at CDC recommended levels

- Confirm self-sufficiency for themselves and their family by being able to provide for family need without depending on outside aid
- Maintain employment with same employer in an occupational field for 12 months

The types of programs / projects prioritized for support include:

- Building and sustaining economic security
 - Research, development, and deployment of systematic approaches to eliminating the racial wealth gap
 - Approaches that support acquiring skills necessary to meet current and future labor markets
 - Identifying and eliminating barriers to full-time employment and the achievement of livable wages
 - Transformative programs and policies that increase underserved residents' ability to own homes and build generational wealth
- Food system sustainability
 - Addressing immediate needs while helping residents move towards food security
 - Research and development of programs that support nutrition education and food justice
 - Supporting the food system to become more resilient and sustainable amidst challenges contributed by the economy and environment
- Increasing civic engagement
 - Activities that engage residents with their local government and neighbors to increase the feeling of safety, connectedness, and their influence on the decisions that affect their lives
 - Elevating the voice and priorities of residents and advocates to organize, educate, and develop civic engagement
 - Connecting individuals and organizations through service and volunteering to support and share resources among neighborhoods and tackle the area's most pressing challenges

Desired Impact for Capacity Building Support

Our Capacity Building grants enable local non-profit organizations to reduce costs, increase revenue, or generate stronger results for more participants in a shorter time within one of our core focus areas.

The key question to be answered when applying for these grants is “What will your organization be able to do more effectively or efficiently once the capacity is built?” Only target the results you have the capacity for and intend to achieve during the grant's implementation. Selecting every key behavioral indicator listed below is not recommended, and unless you have a compelling narrative to support it, targeting results for the majority of the items listed below will make your proposal less competitive. Be realistic and focused on your intended results.

Types of grantee capacity the Foundation invests in:

- Staff and Board development: Training & professional development
- Organizational structure/governance: Reviewing roles, functions, organizational chart and other core features that may need to be changed, especially at a point of growth or other shift in opportunity
- New infrastructure usage: Acquiring a new computer system, software or other needs to enhance performance or safety
- Strategic or other plans and direction-setting: Undertaking new plans, or designs to focus the organization on achieving its mission in tangible ways
- Project/Program development: Engaging in new program development that will address a specific community need
- Impact measurement and evaluation: Integrating methods to define, achieve, track, verify, and communicate clear results for those served
- Diversity, Equity & Inclusion (DEI): Integrating and implementing DEI protocol throughout the organization from hiring to program development/delivery

Capacity Building Desired Results

- Reduced costs: Improvements in efficiency, whether in internal operations (e.g., reduced overhead) or program services (e.g., time saved and re-allocated), that will make the organization more sustainable
- Increased revenue: Through diversified sources of income generation or other steps, the organization builds income from new capacity. Think of revenue gains also in terms of volunteers and donated resources for which you would otherwise pay
- Increase number served: New capacity may enable the organization to serve a larger part of the community in need
- Increased results for those served: An improvement may prompt better results in two distinct areas or across two more nonprofits: more people achieve the result you intended and/or additional results are achieved by existing people

- Ability to report results: Moving beyond actions and activities to be able to report behavioral changes (outcomes) for programs and organization
- Decreased time to get to results: Reducing the time it takes to enable participants to achieve results is a benefit to those you serve and may even enable you to increase the number of people you reach or reduce costs to the organization

Desired Impact for Systems Reform Support

As systems change is macro-level change that cannot normally be achieved in a single grant period, we ask that you review the continuum of change below and identify which you are seeking to achieve (and are able to track) during the current grant period to get to the desired impact.

You will be asked to provide both long term (what will be different for the field or those you serve and by when) and short term (what will be accomplished during grant term) impact statements for the work you are seeking funding for.

Practice Development Systems Change: Identification, development, and/or implementation at-scale of new innovative practices to achieve deepest results for participants, community, or issues

Measures for Practice Development Systems Change

- Issues identified and defined
- Best practices developed
- Best practices piloted
- Plan to disseminate best practice defined
- Practitioners agree to adopt best practice
- Practitioners build skills needed to implement best practices
- Practitioners institutionalize best practices in their organizations

Field Capacity (Collaboratives): Bringing together interested parties to address a gap/need in service delivery and achieve deeper results for those they serve within a specific focus area

Measures for Field Capacity (Collaboratives)

- Stakeholders identify need/gap in field or service delivery
- Stakeholders identify opportunity to align practices, funding, and governance to address need/gap in field (improved alliances in the community)

- Stakeholders engage and integrate the voice and view of all affected into defined solutions and plans to address need/gap in the field
- Stakeholders agree on action plan, including measurable results and timing, to address the need/gap in the field
- Stakeholders gain need supported to address need/gap in the field
- Stakeholders confirm development of new practice change or implementation of new policy

Advocacy & Community Influence: Engaging and influencing community members, leaders, business, and social sector to actively work to support and grow the field through legislation and policy change

Measures for Advocacy & Community Influence

- Issues identified and defined
- Stakeholders agree to work together to address the issue
- Action plan created to begin addressing the issue
- Local leadership engaged and support plan
- Increased community awareness of issue
- Increased legislative support for issue
- Implementation of changed policy