How Health Funders Are Approaching Healthy Eating/Active Living (HEAL) Funding

2019 Scan of the Field

41 FOUNDATIONS RESPONDED

HEAL FUNDING EXPERIENCE

18% 1-5 YEARS
40% 6-10 YEARS
42% 11+ YEARS

HEAL FRAMEWORKS

HEALTHY EATING AND/OR ACTIVE LIVING
HEALTHY LIFESTYLES/WELLNESS
MULTIPLE FRAMEWORKS
BUILDING HEALTHY COMMUNITIES
FOOD SECURITY
OBESITY PREVENTION

TARGET POPULATIONS

FOUNDATIONS INVESTING IN HEAL

COMMUNITIES OF COLOR 16
CHILDREN AND ADOLESCENTS 15
RURAL COMMUNITIES 14
URBAN COMMUNITIES 10

YOUNG CHILDREN 14
ADULTS 12
OLDER ADULTS 10
PREGNANT WOMEN 6

Better health through better philanthropy

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Support provided by grants from The Colorado Health Foundation and W.K. Kellogg Foundation
TOP HEALTHY EATING/ACTIVE LIVING (HEAL) STRATEGIES

#1 POLICY AND SYSTEMS CHANGE
#2 PHYSICAL ENVIRONMENT CHANGE
#3 CAPACITY BUILDING
#4 COALITION BUILDING
#5 DIRECT SERVICES

89% OF RESPONDENTS APPLY A SOCIAL DETERMINANTS OF HEALTH LENS TO HEAL

TOP SOCIAL DETERMINANTS TARGETED IN HEAL

Race, Ethnicity, and Culture
22 funders

Neighborhood Conditions
21 funders

Income and Wealth
20 funders

OTHER NOTABLE TARGETS
Environment, Education, and Transportation

IDENTIFIED CHALLENGES TO HEAL GRANTMAKING

1. Complexity of Policy, Systems, and Culture Change
2. Social Determinants of Health
3. Capacity and Leadership
4. Sustainability and Scaling
5. Competing Interests
6. Issue Fatigue
7. Measuring Success
8. Trustee Support