

exploring the value of prevention

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—
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blue shield of california foundation



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Our mission:

Blue Shield of California Foundation builds lasting and equitable solutions to make California the healthiest state and end domestic violence.



Total Grantmaking since 2002:

Over \$390 million

2017 Grantmaking:

\$25.6 million

Independent Board:

9 Trustees

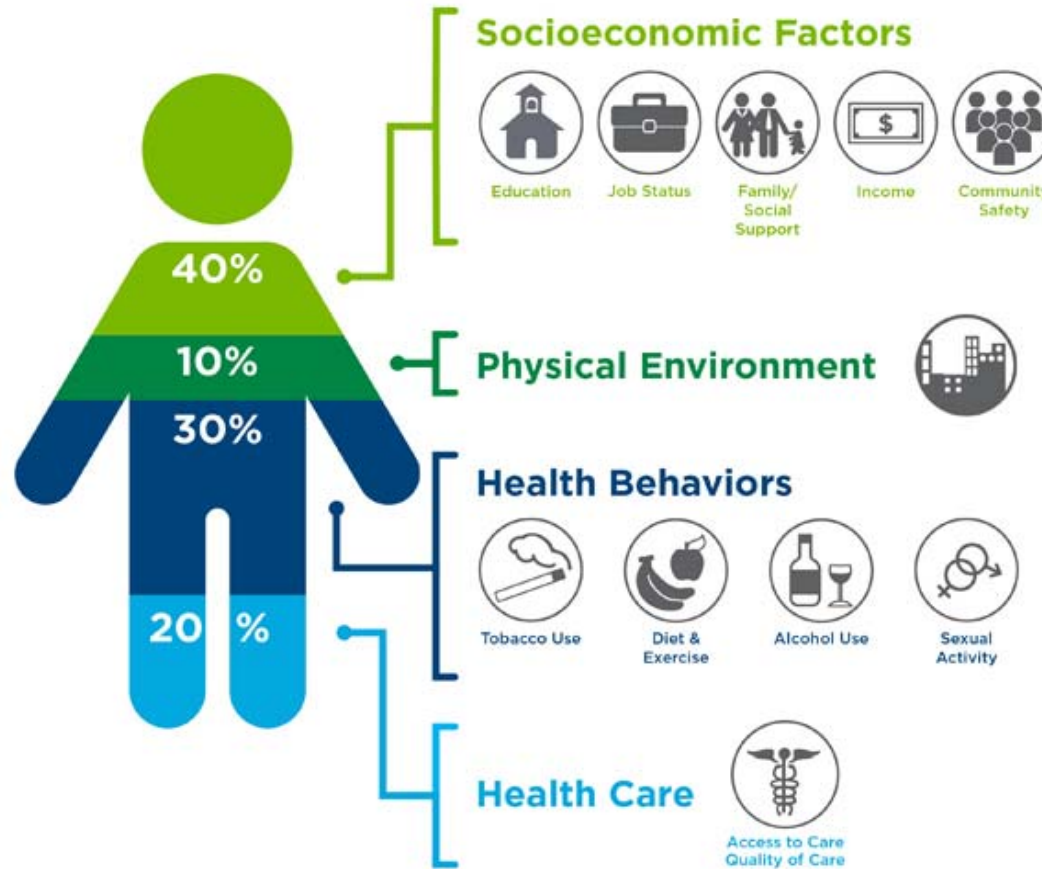
Number of Staff: 24

Source of Funding:

Annual contributions from Blue Shield of California

what we know

80 percent of health is determined by factors outside of the healthcare system

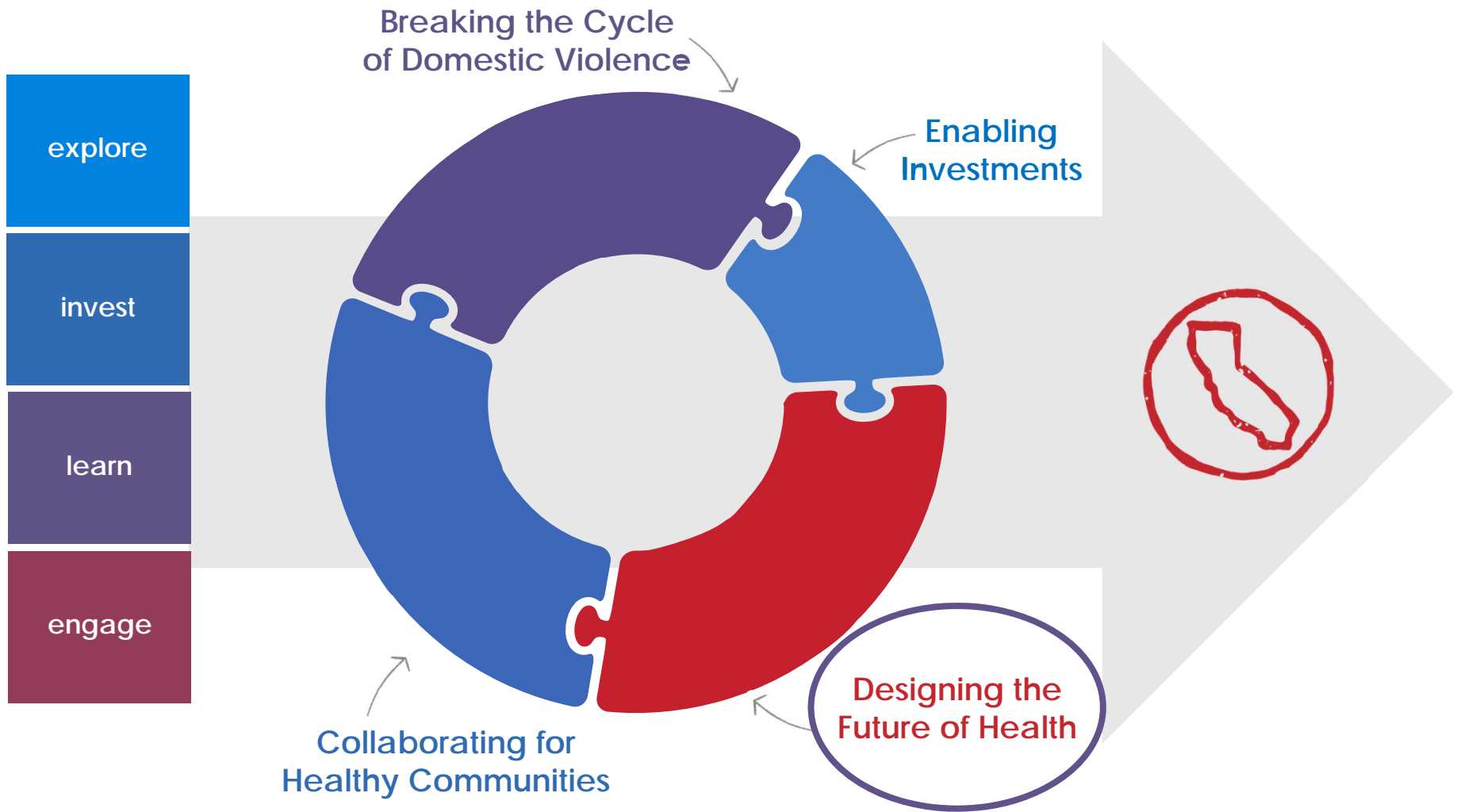


our bold goal

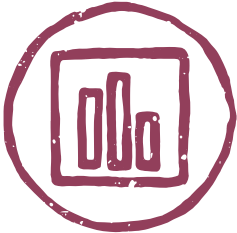


To make California the **healthiest state in the country,** and the state with the **lowest rates of domestic violence** by leveraging the power of community and collaboration to generate change

moving california further forward



designing the future of health initiative



Research **historical and future trends** related to root causes of health and violence



Develop and test **new tools and frameworks** that reflect complexity of problems



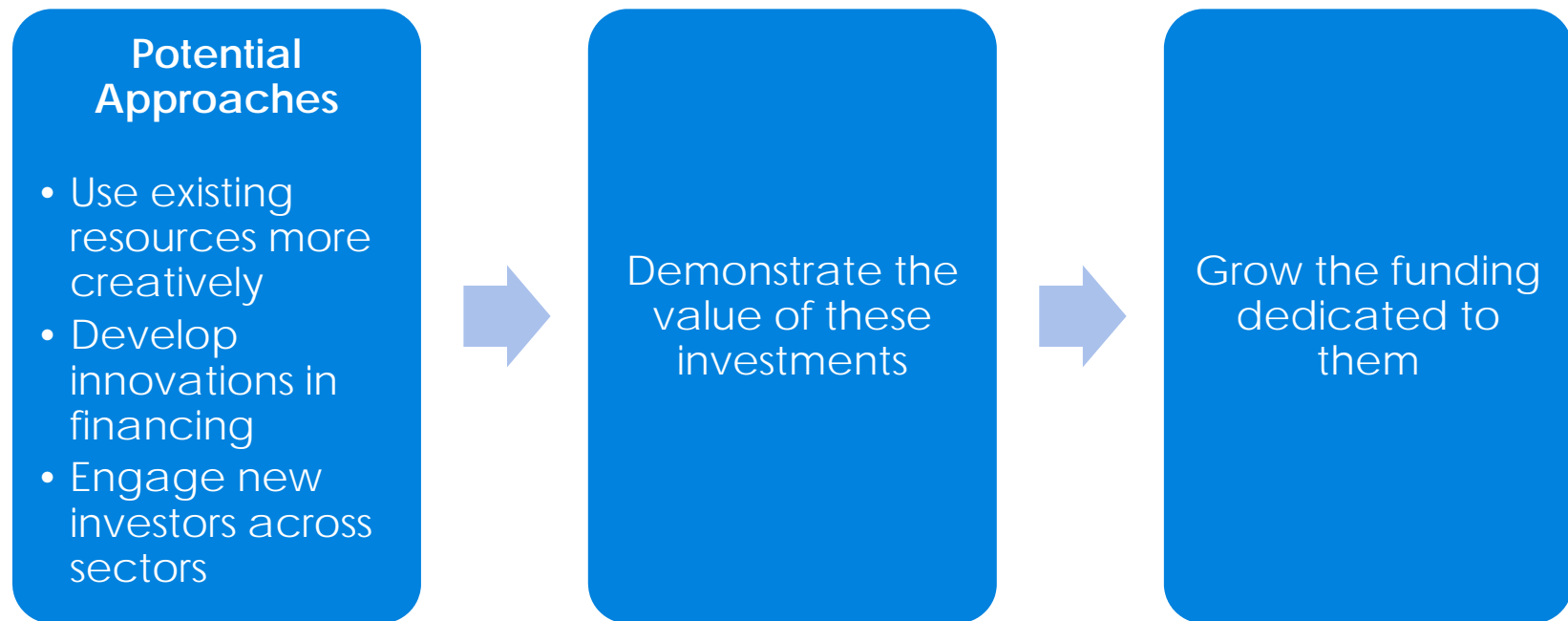
Generate sustainable funding for approaches that enable better health & safety



Reorient systems and solutions to be designed around **people & communities**

key question

What will it take to generate sustainable investments in strategies that **produce health and well-being** and/or **end violence**?



potential questions to address



Defining/measuring value for complex approaches

How do we define and measure value to...

- Reflect the more complex and interrelated set of investments, interventions, and outcomes needed?
- Go beyond “dollars and cents” to capture broader social benefits?



Funding structures across sectors

How do we identify and promote new...

- Ways that value should be defined and measured in multi-sector strategies?
- Financial structures or policies that braid or blend resources across sectors?
- Financial structures or policies that focus on communities demonstrating the greatest need?



Longer time horizon for investments

How do we...

- Generate belief or will to invest in strategies with longer time horizon for outcomes?
- Overcome “present bias” and the trade-offs people make between the present and future?
- Address inequity or vulnerability influence in decision-making for investments?

shifting to new approaches

Current Approaches

Address individual behaviors of poor health and violence



Narrowly focus on single conditions or single interventions



Provide funding for near-term interventions



Desired Approaches

Reflect the complexity of families' and communities' needs or experiences

Address root causes and the systemic changes needed to address them

Reward investment in long-term solutions



potential activities

- Research on new definitions, methods, and models for articulating, creating, and demonstrating value
- Design and/or testing of new models
- Convenings that reflect on the “state of the field” and chart future directions
- Community engagement
- Policy research and development
- Message development and testing
- Other

* Note: Projects that focus on demonstrating the value of single interventions will not be considered for funding.

factors for proposal evaluation

We are looking for proposals that address or focus on:

- Address the value of prevention
- Promote strong families, healthy relationships, and/or community well-being
- Address risk factors or root causes of poor health and family violence
- Focus on vulnerable communities and equity
- Contribute to new thinking and engage a range of perspectives

applying

Grant Scope

- **Grant Size:** Average grant size could range from \$50,000-\$250,000
- **Grant Term:** 12 to 24 months

Timeline

- **Proposals Due:** By 5:00pm (PST), Thursday, June 28, 2018
- **Notification of Grant Awards:** September 2018
- **Grant Start Date:** October 2018

thank you & questions

For Content Questions:

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