



INVESTING OUTSIDE

# Healthcare

THE BOUNDARIES

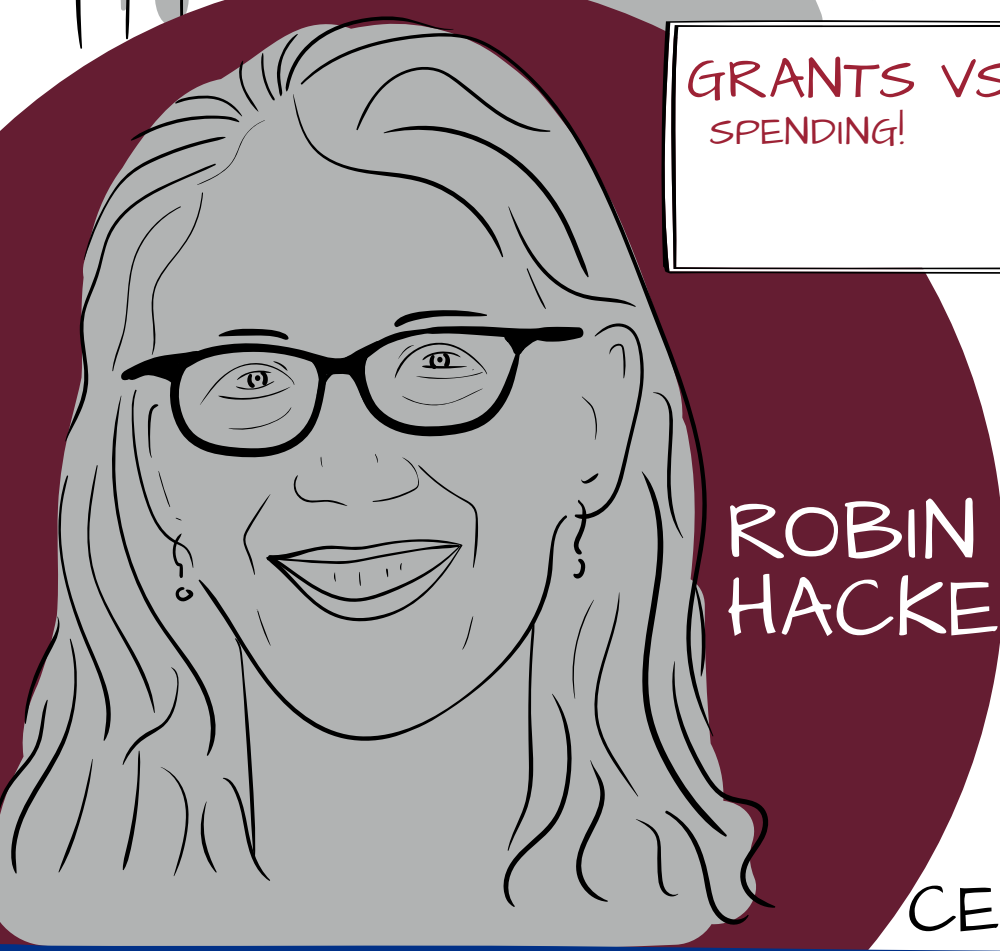
- HOUSING
- JOBS
- FOOD
- COMMUNITY

COVID highlighted the need

RACISM + DISINVESTMENT

LED TO CONCENTRATED POVERTY

ACCELERATING INVESTMENTS FOR HEALTHY COMMUNITIES



GRANTS VS. INVESTMENTS

SPENDING!

ASSET CREATION!  
LONG TERM THINGS FOR THE COMMUNITY

**THE WHY**

ON MISSION

GOODWILL

REGULATORY COMPLIANCE

COMPETITIVENESS

STRATEGY (VALUE OVER VOLUME)

POSSIBLE RETURNS

REPUTATION

CHECK OUT THE CCI TOOLKIT

## Investing upstream

in the social determinants of health

INVESTING ASSETS AT COMMAND!

VARIOUS MONIES

UNNEEDED LAND

EXPERTISE

RELATIONSHIPS

INVESTING IN COMMUNITY HEALTH

CENTER FOR COMMUNITY INVESTMENT.ORG

## GETTING STARTED

- MULTI-DISCIPLINARY TEAM  
FINANCE - REAL ESTATE - LEADERSHIP - LEGAL - CLINICAL - COMMUNITY BENEFIT
- FOCUS AND PASSIONATE SISTERS!  
DISCUSS PRIORITIES WITH COMMUNITY

- CHECK OUT THE CCI TOOLKIT

- PARTNERS  
NON PROFITS, BANKS, FOUNDATIONS, INSTITUTIONAL PARTNERS  
EVERYDAY PARTNERS IN THE COMMUNITY  
ALWAYS CHECK IN WITH YOUR PARTNERS!
- GET IN THE DEAL FLOW!
- IDENTIFYING OPPORTUNITIES
- CREATING A STRATEGY  
PLANNING THROUGH ALL OF YOUR RESOURCES
- ENHANCE THE LOCAL COMMUNITY INVESTMENT SYSTEM

**PRINCIPLES**

- DO NOT GO ALONE
- MAXIMIZE IMPACT
- COMMUNITY DRIVEN
- STRATEGIC, NOT OPPORTUNISTIC
- PATIENCE!!

THIS IS OUR FIRST LOCATION THAT WE CAN MEASURE LONG TERM SOCIAL GOOD

MAINTAINING THIS HAS ALLOWED FOR GROWING PARTNERSHIPS

INCORPORATED SUBSIDIARY NOW BUILDS AND MANAGES AFFORDABLE HOUSING

TRASH VIOLENCE RATS

UNITS 800+!

QUALITY OF LIFE ISSUES

WE ARE AT THE TABLE OF ENGAGEMENT EVERY DAY

BON SECOURS MERCY HEALTH

MANY PARTNERS ON SITE

CHERRY STREET CORRIDOR

toledo EXAMPLE

richmond EXAMPLE

west baltimore EXAMPLE

ENSURING PERMANENTLY AFFORDABLE HOUSING IN THE MARKET

LAND TRUST MODEL  
FOLKS OWN STRUCTURE BUT LAND OWNED BY TRUST

SERVING IS OUR MISSION

KENDRA SMITH