

Leveraging Anchor Philanthropy

Resourcing the Anchor Mission



	Traditional Philanthropy	SDoH/Upstream Philanthropy	Anchor Philanthropy
What is it?	Raise money or make grants to address community clinical needs or capital improvement projects	Raise money or make grants to address individual social or economic needs; typically in line with community/population health strategies	Raise money or make grants that leverage local assets and/or build community power to address economic and racial disparities; typically leverages other anchor strategies for maximum impact
What does it look like?	<i>To address diabetes, wealthy community member donates to hospital to purchase new dialysis equipment.</i>	<i>To address diabetes, grant is made to local food bank that provides healthy food to residents in need and who are referred to it by local hospital or other community partner.</i>	<i>To address diabetes, grant is made to new grocery store, owned by local hospital, that hires and procures food locally, generating employment and keeping wealth circulating locally.</i>
What makes it different?	Serves immediate patient or community clinical needs (e.g., diabetes treatment); oriented towards access and quality of care	Directly addresses individuals' socio-economic conditions that cause poor health (e.g., healthy eating)	Addresses the root causes of the socio-economic conditions that cause poor health (e.g., good, stable employment); most powerful when aligned with place-based investment, hiring/supply chain efforts or other anchor strategies
Who does it?	Foundation, fundraising, grants management, community benefit/health staff <i>Often in partnership with other funders or high net-worth donors</i>	Foundation, fundraising, community benefit/health/engagement staff <i>Often in partnership with social service providers, CBOs, government agencies, or community foundations</i>	Foundation staff + your anchor mission lead , institution's business units , and/or other relevant departments (e.g., community benefit, sustainability , etc) <i>Often in partnership with community development organizations, local government, CDFIs, or other anchor institutions</i>