

FUND FOR PUBLIC HEALTH IN NEW YORK

“Partnering to Advance Public Health”

Sara Gardner, MPH

Executive Director

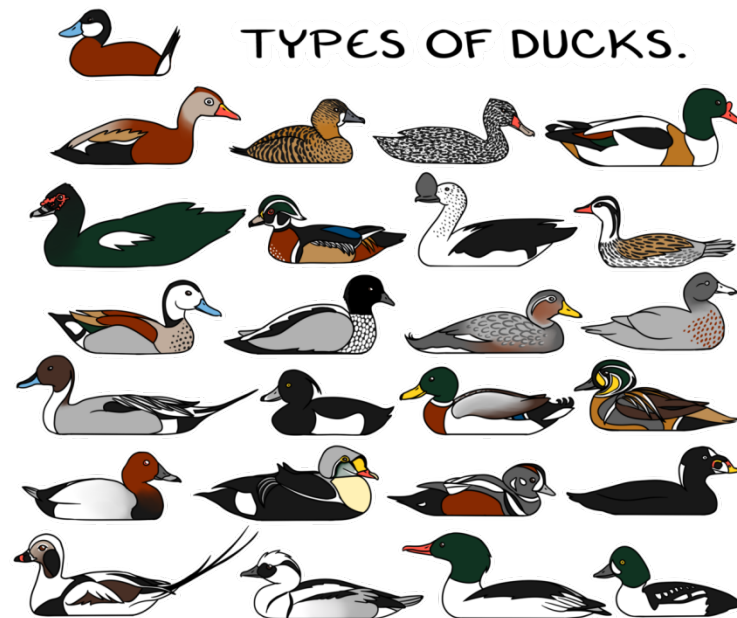
A Legacy of Public-Private Partnership

- 🍏 During the last 15 years, New York City's approach to public-private partnerships has contributed new models for private sector and philanthropic participation in city life.
- 🍏 The growth in the number and types of public-private partnerships in NYC has been supported through the development of a robust infrastructure – to help marshal private support and coordinate it with government needs.
- 🍏 The result has been a proliferation of public-private initiatives where we see private partners collaborating with city government in ways that push new boundaries and allow government to embrace an entrepreneurial spirit.

A Robust and Diverse Infrastructure

🍏 The public-private infrastructure that has evolved in NYC includes a number of coordination and facilitation bodies that provide expert management to optimize collaboration between public and private stakeholders.


There are many similarities but also many distinctions:



Mayor's Fund to Advance NYC at the Center...

- 🍏 The Mayor's Fund is an independent 501(c)3 occupying a unique niche between the private sector and government serving as a coordinator and facilitator between public agencies and private partners to help identify and implement partnerships.
- 🍏 Serves as a hub for:
 - 🍏 Private sector financial resources
 - 🍏 Leadership for development and execution of public-private partnerships
 - 🍏 Monitoring and evaluation
 - 🍏 Communication

The City-Affiliated Funds

 The issue-focused funds are independent nonprofit organizations that facilitate private support for the purpose of promoting and advancing priorities and programs of city offices.

Aging in NY Fund	Fund for Public Health in New York	New York City Global Partners
Animal Care and Control of NYC	Fund for Public Schools	New York City Police Foundation, Inc.
City Parks Foundation	Mayor's Fund to Advance New York City	New Yorkers for Children
FDNY Foundation	New York City Energy Efficiency Corporation	Safe Streets Fund, Inc.

Fund for Public Health in New York

🍏 The Fund for Public Health in New York is the independent, 501(c)3 that works in close partnership with the NYC Department of Health and Mental Hygiene to pilot innovative ideas and expand successful projects to move the NYC health agenda forward faster.

City-Affiliated Fund – Fun Facts

- 🍏 In total, there are over a dozen nonprofits directly affiliated with an NYC agency.
- 🍏 Collectively, these Funds have raised over \$1.4 billion since 2002.

- Primary Care Information Project created to enhance electronic health records
- Fair City is named twice for
- NYC continues online posting in restaurant chains
- Smoking Free Air Act expands to bars and restaurants




- Physical activity and nutrition standards are implemented in all child-care centers

- Real and nutrition standards are assessed for NYC schools, senior centers, childcare centers, and public hospitals
- Established National Salt Reduction Initiative



- DOHMH reports on PHOT by establishing borough-based recreation services and centers facilities
- Smaller fire drills reported to include smaller areas of hospitals
- Working machine standards established in City buildings




- NYC Community Air Survey assesses neighborhood air quality including in-city job sites and cleaner air



- Smoking-free parks and beaches
- Prevention of physical activity through for-profit classes in collaboration with Parks
- Purchase more requests
- Significant Beverage Campaign launched



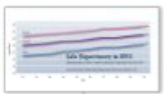
- Check Kip C.
- NYC HANES
- Life expectancy rises to new high of 85.4 years



- NYC DOHMH shows that non-pregnant 16+ are now fat, falling 30% in the past decade
- NYC announced air quality has reached cleanest level in 35 years



- Healthier choices for Affordable Child Care
- Increase in HIV and Hep B reporting
- Increase in influenza vaccination coverage
- Diagnose, using for Elderly who decline
- Continued momentum against gun violence

2002-2006

2007

2008

2009

2010

2011

2012

2013

2014

TRENDS

Public Health NY

- 2002 PHNY incorporated
- 2004 operations initiated
- Dr. Tom Frieden Board Chair (2002-2006)
- Revenue 15M
- Awarded 18 grants
- Managed 34 grants & contracts

15M

- Revenue 13M
- Awarded 12 grants
- Managed 48 grants & contracts
- 72 staff
- Fair America report released



20M

- Revenue 20M
- Awarded 18 grants
- Managed 49 grants & contracts
- Sara Gardner, Executive Director (2008 - present)
- Established Corporate Counsel Section





- Revenue 22M
- Awarded 29 grants
- Managed 62 grants & contracts
- Dr. Tom Falty Board Chair (2009-2013)

28M

- Revenue 28M
- Awarded 32 grants
- Managed 74 grants & contracts
- 62 staff
- Created IHR Department
- Created grant based business capability
- Awarded 669 grants


28M

- Revenue 46M
- Awarded 32 grants
- Managed 94 grants & contracts
- 217 staff
- Established fundraising priority process
- Awarded by-law
- PHNY moves to 22 Cortlandt

- Revenue 51M
- Awarded 35 grants
- Managed 102 grants & contracts
- 225 staff
- Established access agenda
- Created Board Liaison
- Established PHNY IT capacity
- Established internal recruiting function from STU

- Revenue 60M
- Awarded 40 grants
- Managed 124 grants & contracts
- Hold over with the Reporting for New York City



42M

- Revenue 42M
- Awarded 29 grants
- Managed 128 grants & contracts
- 177 staff
- Dr. Mary Bower Board Chair
- Mayor's Office of Strategic Administration created
- PHNY joins NHPH



FPHNY History Highlights

- 🍏 Created in 2002 by the NYC Department of Health; fully operational in 2004
- 🍏 First pivotal event: HEPP grants (2004)
- 🍏 Revenue and number of grants steadily increased
- 🍏 As revenue increased, established new functional capacities (HR and legal); brought financial management in-house
- 🍏 Second pivotal event: ARRA grants (2011)
- 🍏 Since inception – 3 Commissioners under 2 Mayoral Administrations
- 🍏 Revised bylaws (2011)
- 🍏 New Administration – creation of the Office of Strategic Partnerships (2014)

FPHNY Operational Overview

- 🍏 501(c)3 nonprofit
- 🍏 \$4 Million Central Office budget largely received from indirect on program revenue
- 🍏 Negotiated indirect cost-rate agreement with US Department of Health and Human Services – largest federal funder
- 🍏 No in-kind support from DOHMH as of 2012

FPHNY Governance Structure

- 🍏 Outlined in FPHNY's bylaws
- 🍏 11 seats
- 🍏 Commissioner of Health as Board President and Chair
- 🍏 2 additional ex-officio seats
 - 🍏 Executive Deputy Commissioner, Mental Hygiene
 - 🍏 Member of Board of Health – appointed by Commissioner
- 🍏 Changed bylaws in anticipation of new administration
 - 🍏 Established checks and balances

Indispensable Partner to NYC DOHMH

Formal Functions

- 🍏 Strategic fundraising to provide resources for DOHMH priority projects
- 🍏 Stewardship of grants, contracts and donations for more effective and efficient project implementation
- 🍏 Promotion of DOHMH's expertise and reputation for excellence to increase the funding available for public health innovation

Indispensable Partner to NYC DOHMH

Informal Functions

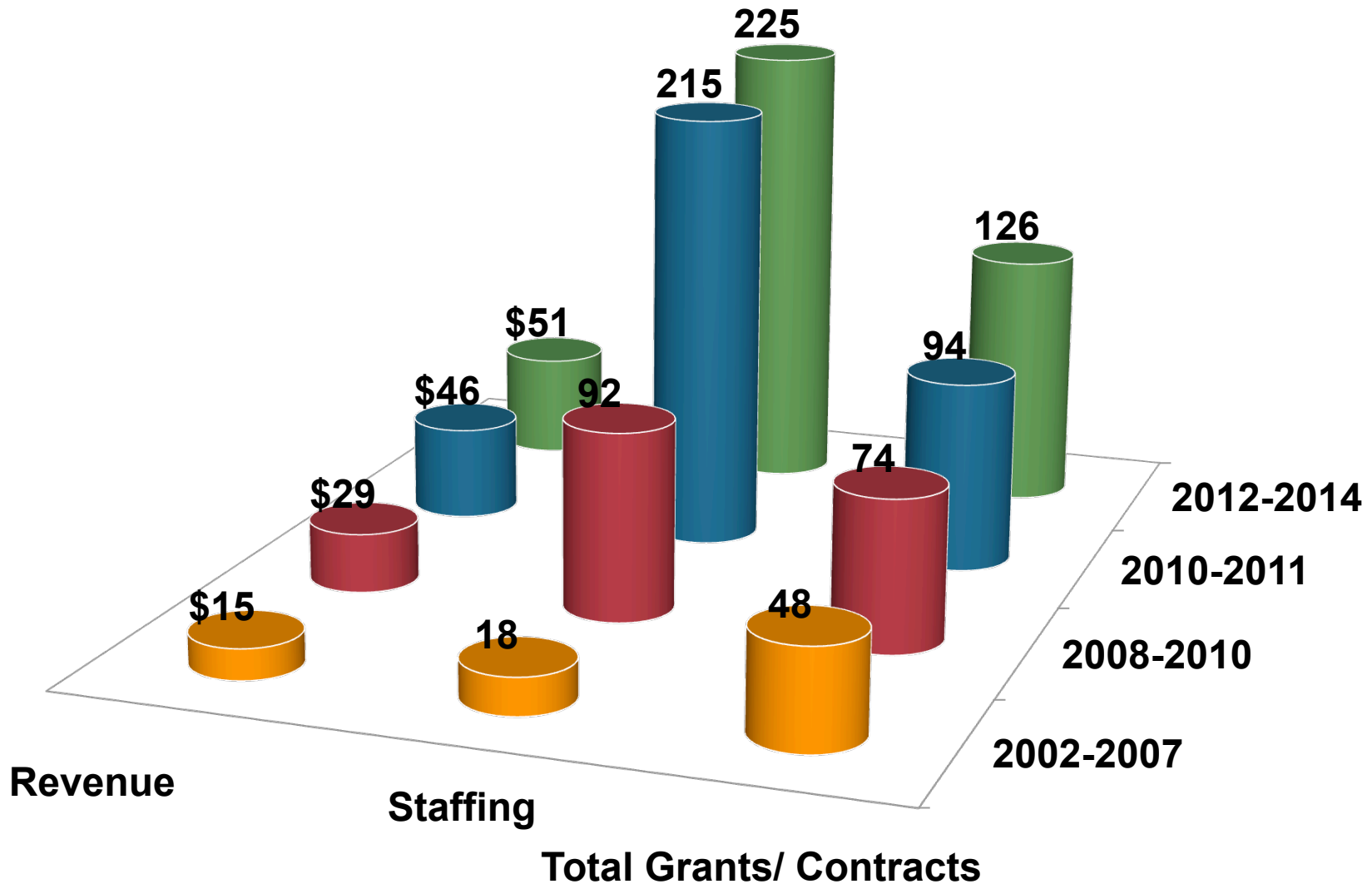
🍏 FPHNY as a **fixer**

🍏 FPHNY as an **incubator**

🍏 FPHNY as a **convener**

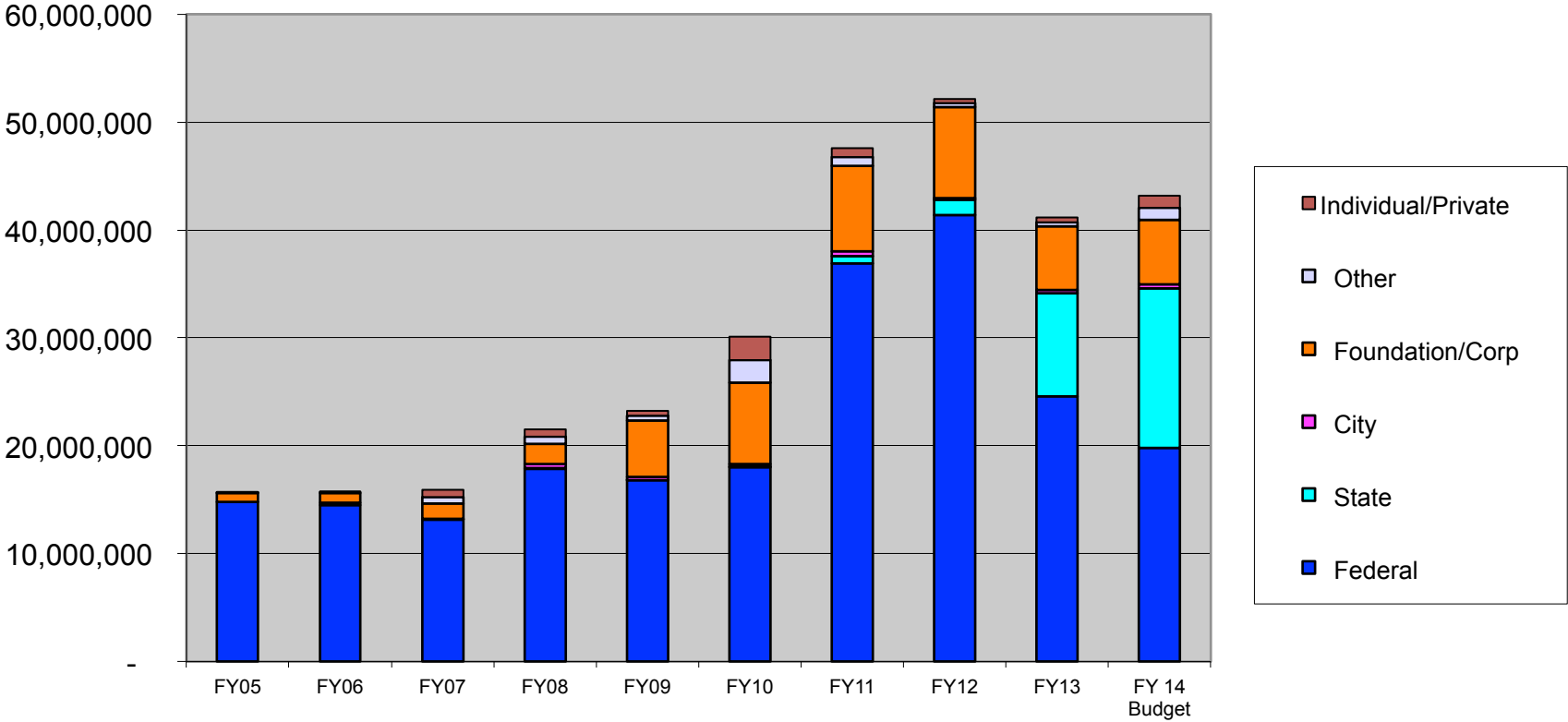
🍏 FPHNY as a **bridge** between private foundations and government

Revenue (in millions), Staffing and Grants 2002-2014



FPHNY's Revenue History

FPHNY Funding by Type



Priority Setting Process

- 🍏 Process established in 2011
- 🍏 Development Department works with the Commissioner of Health's office to develop fundraising priorities each year
- 🍏 Collaborate with DOHMH programs, Bureaus, and Divisions to strategically identify funding opportunities for these priorities
- 🍏 Engage Board of Directors to champion and support fundraising for priority initiatives

Impact

- 🍏 Support and spawn innovation
- 🍏 “Faster, better, cheaper”
- 🍏 In 2008, NYC DOHMH’s budget was \$1.54 billion. Today, the budget is \$1.43 billion
- 🍏 FPHNY’s ability to bring in funding modified the impact of the reduction of funds on DOHMH
- 🍏 FPHNY now manages \$30-\$50 million per year on behalf of NYC Department of Health and Mental Hygiene
- 🍏 FPHNY has raised over \$300 million since inception, \$60 million in private funding

Examples of FPHNY/DOHMH Collaboration

- 🍏 Communities Putting Prevention to Work (CPPW)
- 🍏 Nurse-Family Partnership
- 🍏 Primary Care Information Project (PCIP)
- 🍏 Building Healthy Communities

Communities Putting Prevention to Work

- 🍏 CDC-funded program to develop and implement policy, systems, and environmental changes in community and school settings designed to increase physical activity, improve nutrition, and decrease smoking and exposure to secondhand smoke.
- 🍏 FPHNY role was fiscal/grants and contract administration.
- 🍏 FPHNY mobilized grant start-up activities by adding 68 staff and issuing 150 contracts in the first six months.

Nurse-Family Partnership

- 🍏 A program where registered nurses work with low-income, first-time mothers throughout pregnancy and the child's first two years of development.
- 🍏 FPHNY role is fiscal/grants and contract administration, fundraising, and incubator.
- 🍏 FPHNY has raised over \$7 million from multiple private funders for innovative enhancements to the national model for greater reach and impact.

Primary Care Information Project (PCIP)

- 🍏 PCIP works to improve population health and the quality of care in underserved communities through the use of health information technology and data exchange. PCIP supports the adoption and use of prevention-oriented EHRs among primary care providers.
- 🍏 FPHNY role is fiscal/grants and contracts administration, fundraising, incubator, and convener.
- 🍏 The project was seed funded with \$30 million from NYC and has received federal funding to expand. FPHNY has raised millions of dollars in private money to create and implement innovative enhancements to the core program model.

Building Healthy Communities (BHC)

- 🍏 Building Healthy Communities aims to improve community health outcomes in our neediest neighborhoods by increasing access to physical activity; increasing access to nutritious and affordable food; and promoting public safety in 55 of the City's neediest neighborhoods.
- 🍏 Massive coordinated effort between multiple city agencies.
- 🍏 Cultivating private partnerships and investment for expansion.
- 🍏 FPHNY role is convener and fundraising.

2015 and Beyond

Expanding FPHNY's Role and Value

1. Communications – visibility/messaging
2. Convener – collaboration with multiple partners across sectors
3. Create a Prevention and Wellness Trust in NYC

Communications

- 🍏 As an independent nonprofit:
 - 🍏 What is the potential for FPHNY to reach different audiences?
 - 🍏 Will certain audiences hear FPHNY's messaging differently?
 - 🍏 Can we help DOHMH achieve behavior change with our communications capacity?
 - 🍏 Can we help DOHMH garner support for policy change?
 - 🍏 Can we promote our image to improve our own fundraising?

FPHNY As A Convener

We play this role to convene:

- 🍏 Funders with a particular focus around relevant public health issues;
- 🍏 City agencies whose activities and mission have a relevance to health (parks, public housing, criminal justice, e.g.)
- 🍏 Businesses to engage them in public health activities

Two-way conversation:

- 🍏 What can we/DOHMH help you with?
- 🍏 How can you help us/DOHMH?

Create a Prevention and Wellness Trust

Exploring a model similar to Massachusetts Prevention and Wellness Trust Fund to enable community groups to receive grants, mini-grants, technical assistance, and support to engage in health activities.

Source of funds:

- 🍏 Community benefits funds from hospitals
- 🍏 Grants from foundations with a community capacity or civic engagement focus
- 🍏 Donations from businesses in a particular community or with a specific interest
- 🍏 Private donations