



THE POWER OF CHANGE

The Wilson Foundation has always sought to be a catalyst for change for children, youth, and families.

Recently, the Foundation sponsored the **Service and Housing Interventions for Families in Transition (SHIFT) Study**, which examined the long-term outcomes of families residing in emergency shelter, transitional housing, and permanent supportive housing. Not surprisingly, the study told us that many families in these situations struggled with physical and emotional problems, and the effects contribute to the endemic poverty that has plagued our community for generations.

*AFTER REVIEWING THESE RESULTS, WE LOOKED AT OURSELVES
TO ASK WHAT WE CAN DO—**HOW WE CAN CHANGE**—
TO HELP SOLVE THE PROBLEM.*

The Wilson Foundation is refocusing on how we can make the biggest impact locally with a new Strategic Giving Framework dedicated to reducing poverty in Rochester:

- The Rochester-Monroe Anti-Poverty Initiative is a community-informed strategy developed to coordinate and align resources, policies, and practices in an effort to reduce poverty in the Rochester and Monroe County region by 50% over the next 15 years.
- Through this Strategic Giving Framework, we are working toward the single goal of reducing the impact of trauma and housing instability on the youth and families of our community.
- All grant funds will remain in Rochester. Through this strategy, we can make a significantly bigger impact toward our goal of fighting local poverty.
- Through our new grant program, we will be focusing on collaborating with Rochester-based nonprofits who share our mission against poverty. As such, we will be phasing out our Small Grants program.

TOGETHER WE CAN CHANGE OUR COMMUNITY

If there is a link between your organization and our critical mission, we will work together to reduce the impact of trauma and housing instability on the youth and families in our community. To receive funding, you can apply under this new framework if your work falls into any of our areas of strategic focus:

CAPACITY BUILDING—Opportunities for organizations to learn and grow with high-quality, sustainable solutions.

- Organizational learning needs, such as support for staff, board, and/or client training with an organizational outcome goal. For example, staff training for trauma support.
- Leadership development, such as support for community leadership development for staff and volunteers. For example, developing leadership skills for community groups.
- Local training resources, such as in-depth training for professionals to become leaders and trainers in areas that our community has low resources, or curriculum development and implementation for higher education and existing training centers. For example, professional development to become a certified community trainer.

COLLABORATION—Opportunities for outcome-driven collaborations and resource connections.

- Learning collaboratives and convening, such as bringing diverse stakeholders together to collaborate toward an outcome goal. For example, structural support for learning collaboratives.
- Alignment with initiatives, such as support for organizations to be aligned with initiatives and collaborations. For example, staff time for collaboration participation.
- Strategy and system design development implementation, such as support for diverse organizations to develop system redesign. For example, backbone support staff for initiatives.

PREVENTION—Opportunities to avoid and build resilience to adverse experiences.

- Prevention programming, such as implementing or expanding high-quality, evidence-based prevention programs. For example, programs proven to help families remain in stable housing.
- Reducing barriers to prevention, such as identification of and solutions to the reasons prevention efforts are stalled. For example, gap funding for reimbursements.
- Deliver outcome-driven assessments, such as incorporating needed client assessments into work as long as it serves an outcome not yet met by current tools or resources. For example, assessment costs and/or staff time to implement assessments.

ADVOCACY—Opportunities for awareness building, community education, and systems change.

- System communication, such as tools for providers to be more collaborative for client needs. For example, design and implementation of cross-system tools.
- Data alignment, such as support for technical assistance to incorporate needed technology for data collection and evaluation. For example, design and implementation of effective data systems.
- Public awareness, such as public awareness and communication campaigns that will help drive community change. For example, communications about access to fair housing.
- Policy agenda, such as helping to create or support existing agendas and local, regional, and/or state-level change. For example, incorporating housing into policy work for youth and families.

ONE THING NEVER CHANGES

We are here to help—and that includes answering questions about this evolved direction for our Foundation. For more information, please visit wilsonfdn.org. If you have any questions about how it impacts your organization, please contact **Junior Dillion** at **585-461-4696**.