

CATALYST INITIATIVE TRACKING **THREE YEARS** **OF IMPACT**



*Catalyst:
An agent that
provokes or speeds up
significant change or
action*

CATALYST INITIATIVE OF THE GEORGE FAMILY FOUNDATION

INTRODUCTION

INTRODUCING THE GEORGE FAMILY FOUNDATION

The George Family Foundation (GFF) was founded in 1994 by Penny and Bill George with a mission to foster wholeness in mind, body, spirit and community by developing authentic leaders and supporting transformative programs serving the common good. The \$63 million private family foundation has an annual grantmaking budget of more than \$4.2 million with areas of interest that include integrative health and healing, authentic leadership, spirituality and mindfulness, community, environment and youth development.

A FOCUS ON INTEGRATIVE HEALTH AND HEALING

The Foundation's focus on integrative health and healing (IHH) has as its vision to transform healthcare to enable people and communities to increase health and wellbeing by assuming greater ownership for this aspect of their lives.

Today in the United States, the healthcare system focuses on treating the sick instead of helping people stay well. Chronic illnesses, including diabetes, arthritis, hypertension and chronic heart disease, account for between 46 to 75 percent of costs in health care today. Much of this illness burden can be reduced by individuals.

IHH is a practical approach that addresses the full range of physical, emotional, mental, social, spiritual and environmental influences that affect a person's health. From optimizing wellness to addressing illness, it places patients at the center of their own health experience and recovery. Its use improves the health of individuals and those who care for them. It also can enhance the cost effectiveness of health care delivery for providers and payers.





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CATALYST: GETTING STARTED

The idea for Catalyst grew out of the Foundation's dissatisfaction with how slowly their work in integrative medicine was transforming clinical care delivery and touching patients lives. In 2012, the Foundation convened integrative health and healing leaders in Minnesota to discuss: "Where is there momentum? What can we get behind now that will make a difference in the future?"

The recommendation was clear: Take the work and these principles into the community and build on emerging examples where self-care was becoming primary care.

The Foundation developed the Catalyst Initiative in 2014 as the logical continuation of the efforts of Penny George who, for more than two decades, has worked to transform health care through IHH approaches and practices. The Initiative was designed to support the further acceptance and practice of integrative medicine and integrative health and healing in health care and community settings throughout Minnesota.

Funded with \$3.25 million over three and half years, Catalyst focused on building resilience, healing trauma and contributing to positive health outcomes at the individual, organizational and community levels in Minnesota.



CATALYST: MOVING FORWARD

After an initial planning period, community investments started in January 2015 to support three types of activities:



Large group convenings as a method of inviting early adopters of integrative health practices to expand their network with others who share their interest and desire to shift social norms related to self-care.



Training and skill building as an “entry point” to experience and deeper commitment among selected individuals and intermediary organizations.



One-time seed grants to allow nonprofit organizations to build upon the vision of healthier populations through the normalization and practice of mind-body-spirit work that has meaning to them.

The primary activities that were part of Catalyst during the first three years included:

- ▶ Conferences to inspire, involve and connect
- ▶ Ongoing evaluation to provide “real-time” data to inform decision-making and influence program design
- ▶ Convening an advisory group of individuals from a variety of fields to act as a “sounding board” for ideas and input
- ▶ Continuous outreach by the director to expand awareness of Catalyst in different communities, identify interest and cultivate relationships
- ▶ Communication using multiple methods to deepen its influence on participating individuals and organizations and begin to extend reach across Minnesota



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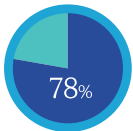
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RESULTS AFTER THREE YEARS

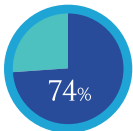
CATALYST: TRACKING RESULTS AFTER THREE YEARS OF IMPACT

POSITIVE CHANGES: MY INVOLVEMENT WITH CATALYST...

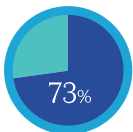
Relationships



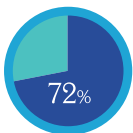
Strengthened my understanding of the benefits of mind-body medicine **(78% RESPONDED YES)**



Helped me to establish new or deeper relationships/partnerships with others focused on mind-body medicine or healing from trauma **(74% RESPONDED YES)**

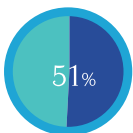


Expanded my ongoing use of mind-body practices in caring for others **(73% RESPONDED YES)**

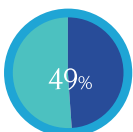


Expanded my ongoing use of mind-body practices in caring for myself **(72% RESPONDED YES)**

Programming



Contributed to the adoption of new organizational policies/ongoing practices related to promoting a culture of well-being **(51% RESPONDED YES)**



Resulted in a new or expanded community-based program, service, and/or activity related to mind-body medicine and health **(49% RESPONDED YES)**

“ I think we tapped into a need. We identified a deep need that really resonated with our work. There has been a great deal of visibility, so I think there's been a lot of education and creating the conditions for people to begin to understand self-care and IHH. And, I think we've improved people's lives, and that's significant.

– Suzanne Koeplinger, *Catalyst Initiative Director* ”

“ What I carry with me from my Catalyst experience is the reminder of our profound ability of people to heal from within and the sacred importance of connections. For some of us, our inner ability to heal may be dormant, untapped, untrained or untested, meaning we are unaware of it. Tapping into our human need for connection can awaken and strengthen our inner ability to heal. Through our own healing we create additional connections and greater healing for ourselves and others.

– Participant ”

“ Several of our staff were able to access an introductory experiential training on mind-body medicine and were encouraged to share some of the practices informally with patients and clients. We are continuing to share information within our entire organization and with the people we serve.

– Organizational Leader ”

“ The opportunity offered by a Catalyst seed grant has brought a great impact to our community. We were able to pilot a unique project to promote self-care on a group of under-represented young health care students at an academic setting and initiate self-care education at the community level. Our actions and approach to lifestyle medicine education has resonated with other health care providers, including physicians at Mayo Clinic.

– Community Leader ”

RIPPLE EFFECTS

Beyond the qualitative, Catalyst is having impact through powerful ripple effects created by seed grantees that have built networks across the state to support the use of IHH practices. Below are three examples:

- **Minnesota Community Health Workers Alliance** successfully expanded IHH practices through a statewide network of trained community health workers.
- **The Minnesota Indian Women's Resource Center** has become a hub for mind-body-medicine skills in Indian Country, training individuals and supporting five Native people through certification training through the Center for Mind Body Medicine so they may train others.
- **The Irreducible Grace Foundation (IGF)** developed a Fostering Wellbeing workshop with youth facilitators who were trained to offer it to young people and other community members, including law enforcement. IGF and other individuals and organizations – many of them also Catalyst grantees – are cultivating the Youth Healing Justice Network to expand the reach and impact of mind-body-spirit self-regulatory skills.

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REFLECTIONS

CATALYST: REFLECTIONS

Focus on stimulating demand: The assumption was that, as people in the community learn about IHH and proactively take control of their own care, they will stimulate the demand for these approaches from the medical system. To really effect large-scale social change, however, more than three years and a \$3 million investment would be needed to expand and develop.

Engage with communities: Solutions already existed within communities – the Foundation just needed to find them, listen to and acknowledge community voices, and identify energy and momentum. The concept of embedding culturally meaningful healing practices in communities resonated strongly and was a powerful early learning that was embraced by the Foundation's leadership.

Bring people together: Catalyst needed to gather individuals with diverse skills and talents to collectively generate and exchange ideas. Every cultural/ethnic community has traditional healing practices that have been overshadowed by Western medicine. Re-introducing these practices has begun to build a cultural connection to preventive care and to be a healing factor in community health.

Support core strategies: Catalyst found that while its convenings reached many different people, that experience alone was not designed to provide in-depth IHH training or the growth of intentional networks. In addition, they found that one-year seed grants were insufficient to achieve lasting change.

"By not funding a grantee beyond one year, we missed an opportunity to help them go to scale much quicker."

– Suzanne Koepplinger, Catalyst Initiative director

Identify and work through well-regarded, credible community leaders: Leaders within communities can be effective role models, spokespersons and change agents for the idea of IHH. Catalyst's successes are directly attributable to finding, building on and supporting the expertise in the community.

Be willing to take strategic risks: Seed grant funds should function as a risk pool for a good idea without worrying about whether it will yield a successful product or result. This willingness to experiment during the first three years helped refine Catalyst's vision going forward.

Leverage additional funding: It was assumed other funders would come forward to contribute directly to the grantees. Only a few of the seed grantees have been successful in attracting additional funding, as we knew funders do not generally give to a private family foundation. This reality set the stage for the Foundation to seek a new home for the Initiative at the end of 2017.



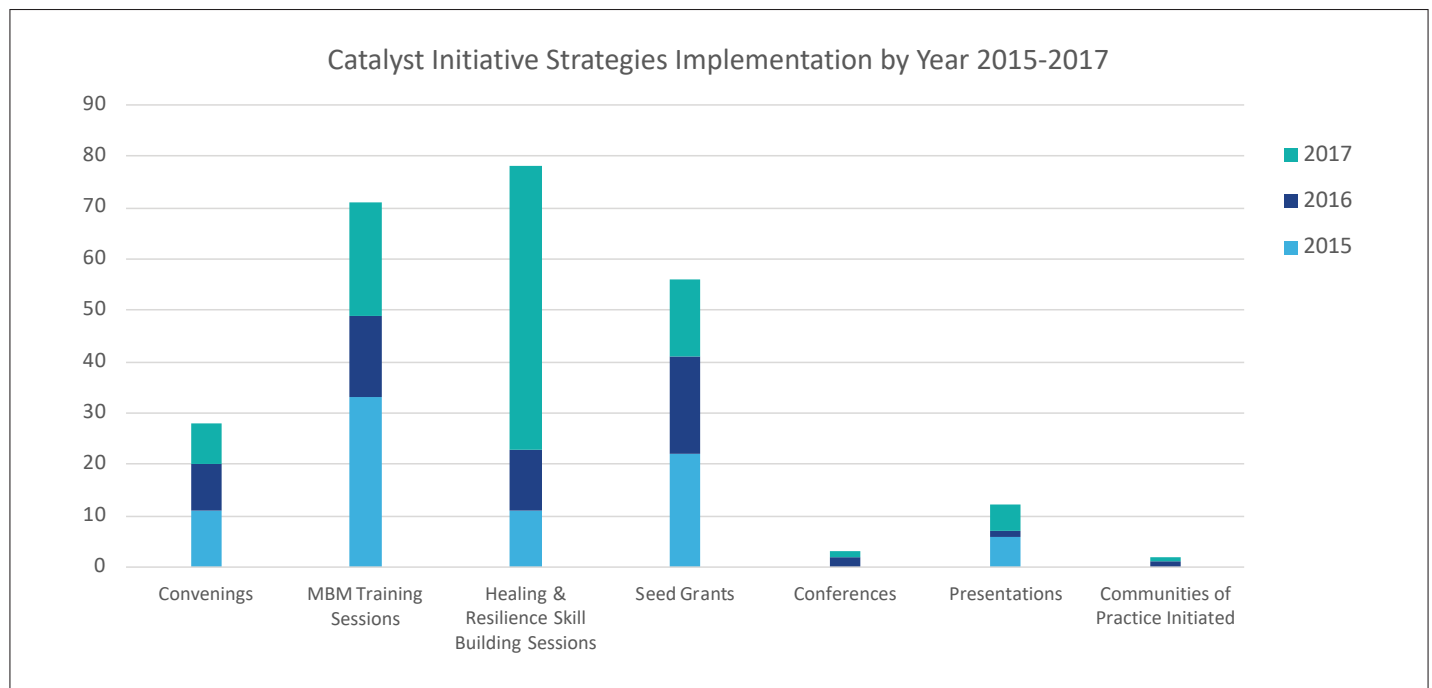
Re-introducing cultural practices has begun to build a cultural connection to preventive care.

Overview of Catalyst Activities 2015-2017

	Number	Participants
Convenings	28	3,459 *
MBM Training Sessions	71	1,342 **
Healing & Resilience Skill Building Sessions	78	281
Seed Grants	58	Not available
Conferences	3	540
Presentations	11	784
Communities of Practice Initiated	2	Not available

* Note that individuals attending multiple events are counted more than once

** From 49 organizations





Fully engaging with the community is key. In this case it involved going into the community and asking: "What is it you need?"

CATALYST: LESSONS LEARNED

- Operationalizing a grassroots initiative involves moving away from "business as usual" and assuring that strategies and support functions actually sustain and facilitate experimentation and innovation rather than constraining it.
- Fully engaging with the community is key. In this case, it involved going into the community and asking:
 - » What is it you need?
 - » What is it you see when you think about self-care and self-healing practices?
 - » What does that mean to you?
- It is important to think strategically about who is invited to be a part of an advisory group – what expertise and connections are needed to further the initiative and how can they best be tapped?
- Designers of an initiative must consider its impact on internal Foundation administrative processes and needed resources.
- In a complex initiative, it is important to have sufficient capacity to identify emergent opportunities.

SETTING THE STAGE FOR FUTURE GROWTH

In 2016, Catalyst hosted a major convening focused on building resilience, which confirmed the Initiative's direction and made connections with new people and systems to expand the work.

The Foundation leadership also concluded that a large commitment of resources was needed for Catalyst to continue to grow and extend its reach. After considering multiple administrative homes for Catalyst, GFF established a closer relationship with The Minneapolis Foundation and prepared for the next phase of the Initiative's development.

In 2018, Catalyst and its project director became a part of The Minneapolis Foundation which is well positioned to take it to the next level.

In addition, we believe Catalyst's work will open doors for clinical research opportunities on IHH outcomes within communities. We also believe it will remain a rich source of information on topics ranging from community engagement for learning to philanthropic organizations as catalysts for change.



Learn more:
minneapolisfoundation.org/grants/catalyst-initiative



twitter.com/catalysttmf



youtube.com/channel/UCYTjuW9MOAQKrG7te3iMjtw

