Leveraging Resources & Planning for Sustainability

Frank Molina, The El Monte Community Building Initiative
The origin of CBI came from CCF wanting to:
- Concentrate philanthropic resources in one place
- Engage the entire community
- Invest for the long-term (in its 9th out of 10th year)
- Aim for sustainable social change

El Monte was chosen over 10 other communities for:
- High socio-economic need (e.g., lower educational attainment rates & household income levels)
- Lower rates of philanthropic investments that other high-need communities
- At the time, was undergoing revision of the City’s general plan, presenting potential partnership opportunities w/local government, nonprofits, private sector and public agencies

The El Monte CBI wanted to focus on supporting the collective impact of a diverse group of community stakeholders to achieve their common goal and vision.
Mission Statement

Ensuring that children & youth in the community grow up healthier and better prepared for school, college and a career.

Health Indicators

- Childhood obesity
- Improved levels of student physical fitness
- Access to affordable health care
- Health policies
10-Year Commitment

2006-09 CBI Strategic Plan → 2008-11 City Health & Wellness → 2014 Mid-term Assessment
Opportunities for Sustainability

Joint Use Agreements

Schools

City

NPOs

CHIPRA

Task Force

Walking Clubs
But This is Not Easy…

Challenge #1: The city has little to no jurisdiction over health issues

Challenge #2: There is no funding for enforcement

Challenge #3: There are limited health care advocacy organizations; mostly direct medical service providers

Challenge #4: Working in silos
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