

Session Summary

AFI and Albertsons: Granting in times of crisis

With increasing expectations on companies to solve serious social problems, combined with the continued challenges that 2020 brought on, community investment programs have become more important than ever. Hear how Albertsons Companies Foundation and AFI pivoted their granting strategies to meet the moment — and saw their community impact grow.

Hosts

Noah Salata, Community Partnership Consultant, American Family Insurance Dreams Foundation
Christy Duncan-Anderson, Executive Director & President, Albertsons Companies Foundation

Attendees

243 attendees

Key Takeaways

To drive greater granting impact:

1. Lean into trust-based relationships
2. Consider unrestricted funding
3. Build community partnerships and invite early cross collaboration (leadership, internal, external)

Session Notes

- American Family Insurance Dreams Foundation
 - Establish Grant making community by building, responding and sustaining
 - Move to unrestricted funding with community partners to drive unrestricted community change
 - Lean into trust-based relationship and unrestrictive grants. Giving ourselves the grace to learn and grow from/with our community partners and taking that feedback to inform strategy. By increasing internal and external participation we are maximizing the trust-based system when making decisions
- Albertsons Companies Foundations

- 'Know your crazy', define the pivot and employ some grace as there is a lot to do
- 2020 allowed more community focus and better alignment with leadership, intersectional problem solving
- Strategy to ask questions up front in the granting process vs collecting it afterwards

Q&A Discussions and Conversations

- Recognize the power imbalance between corporations and charities. What are the trends? Who are actually doing the work? What are the individual need of the organization and how does that impact the individual the program serve?
- Removing centralized source by employing trust in community partners
- Story telling: Put more in the application vs the review/reporting. You can then follow the stories, go back to the source and recognize you have a role to play in solving for these programs. Think tangibly about where the stories are coming from
- Seek to understanding racial inequity and systemic structure that perpetuate. Critically analyze how funds are reaching people of colour to offset that imbalance.