



Welcome Dinner at Marina Alexio's house

# 100 NEW PROJECTS TO CREATE A CULTURE OF HEALTH

With: Robert Wood Johnson Foundation

## ABOUT RWJF

The Robert Wood Johnson Foundation is the U.S.'s largest public health philanthropy. Within their "Healthy Communities" pillar, they focus on creating the conditions that allow communities and their residents to reach their greatest health potential.

## WHAT THEY NEEDED

### Ideas to build a culture of health in Minnesota

Backed by research, RWJF doesn't just focus on the health care system to invest into the health of Americans. The Foundation takes many more factors into account that determine the quality of life leading to good health, such as economic, environmental and social factors. That's why Karabi B. Acharya, Global Ideas Director at RWJF, was interested in the ChangeX model of strengthening the community from the bottom-up by focusing several community-led ideas in one place.

And rather than coming up with new ideas, Karabi wanted to help spread existing solutions that were already proven to work.



“ As we — funders and grantmakers — look for ways to build stronger, more vibrant communities here in the U.S., we should explore what other countries are doing well. Platforms like ChangeX are a great place to start. - Karabi B. Acharya, Global Ideas Director, RWJF ”

## WHAT WE DID

### Support 100 teams in one year

The starting point of a partnership with ChangeX is always marked by the commitment to a goal of new projects we want to help kickstart.



**DATE**  
2016-2017



**REGION**  
Minnesota



**INVESTMENT**  
\$ 250,000

## IMPACT



**IDEAS SPREAD**  
14



**NEW PROJECTS**  
103



**PEOPLE IMPACTED**  
2,369

Entering an entirely new region, we had one year to support 100 teams in starting one of 14 ideas we chose together with RWJF. Including ideas from the U.S. like GirlTrek and many more originally from other countries, such as Men's Sheds and Welcome Dinners, the portfolio focused on creating a Culture of Health.

### Taking the Men's Sheds movement across the Atlantic

A new idea we introduced to Minnesota was the Men's Shed, which originated in Australia and had become popular in Ireland and the U.K. A Men's Shed contributes to mental and physical health, particularly with regard to retired men in a community. The Shed is a place that provides an opportunity to work on all kinds of projects together or just connect over a cup of coffee. Thanks to our very first starter in Minnesota, Phil Johnson, the idea is now spreading across the state and the country.



### Minnesota Welcomes

The long-term commitment with RWJF allowed us to put a different set of ideas forward based on the changing political situation. In reaction to the 2017 Federal Muslim Ban, we

launched a campaign titled "Minnesota Welcomes". This campaign enabled people to start ideas that created an antidote to the anti-immigrant sentiments heard around the country.

The Swedish-born idea, Welcome Dinner, which is a simple invite of a new neighbor for dinner, or Welcoming America, a program that connects communities of different backgrounds in several ways, became some of the most popular ideas in the RWJF portfolio.

“ ChangeX, and adapting global ideas to uniquely local circumstances, sometimes feels a bit like gardening: You take a cutting from a healthy, vibrant plant; root it; and transplant it in another locale, where, with proper care, support, and and cultivation, it too can flourish. - Karabi B. Acharya ”

## PRODUCTS & SERVICES USED

- Creation of idea portfolio
- Set-up a new location
- Local changemaker activation
- Hosting of community events
- Live impact reporting
- Starter support

## GLOBAL GOALS ADDRESSED



**PHIL JOHNSON**  
HOPKINS MEN'S SHED

“Starting a Men's Shed has given me a whole new sense of purpose. All the guys involved now feel a greater sense of belonging in our community.”



**MARINA ALEXIO**  
WELCOME DINNER

“I want to create an opportunity for people to build relationships and provide support and resources for arriving families. I hosted Jonas and Diane and now we talk every week.”