

Trailhead
COMMUNITY HEALTH FOUNDATION

2026 - 2029
Strategic Plan Summary

The Trailhead Community Health Foundation acts as a regional convener and catalytic funder, bringing together insights, voices, resources, and data-driven strategies to improve health and wellness outcomes for residents of Medina, Portage, Stark, Summit, and Wayne counties.



A Letter from Our CEO

"Nothing about us without us" guides our work at Trailhead. We believe lasting change begins by listening to residents and learning from their experiences. More than 1,200 people across Medina, Portage, Stark, Summit, and Wayne counties shared their hopes and priorities for stronger, healthier communities. Their voices shaped our inaugural strategic plan, which will guide how we invest our time, talent, and resources over the next three years. We invite individuals, corporations, foundations, and government partners who share our mission to join us in supporting vital nonprofit organizations and advancing health and economic well-being throughout our region. Together, we can help every person and family thrive for generations to come.

Tracy Carter, MHSA
CEO, Trailhead Community Health Foundation

OUR VISION

Trailhead Community Health Foundation envisions a five-county region where all residents thrive.

OUR MISSION

We leverage resources and partnerships to improve health and wellness outcomes.

Our Approach

Trailhead believes that lasting improvements in health outcomes begin with the conditions that shape how people live, work, and access care. Trailhead works alongside public and private partners to advance community infrastructure, resident advocacy, and equitable systems that will lead to meaningful health improvement within our five-county region.

Listening First
Centering the voices, values, and lived experiences of our communities to guide where and how we invest.

Investing Boldly
Directing resources toward innovative solutions that address root causes and fill critical gaps.

Connecting and Aligning
Bringing together partners, funders, and community members around shared priorities and unmet needs.

Building to Last
Strengthening the capacity of organizations and systems to sustain progress.

Staying Accountable
Maintaining transparency and upholding our community values and obligations.

Amplifying Impact
Celebrating and elevating leaders and organizations improving health outcomes in the region.

Priorities & Goals

Trailhead
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PRIORITY 1
THRIVING ORGANIZATION

Build the infrastructure and culture for the organization to thrive, allowing Trailhead to earn trust and drive impact across our fivecounty region.

- Board and staff are aligned on purpose, values, and satisfaction in their roles.
- The board governs with clarity and confidence.
- Trailhead demonstrates financial excellence through disciplined planning.
- Trailhead has the staff and infrastructure to deliver on its priorities.
- Trailhead meets all monitoring and compliance obligations under the State agreement.
- Trailhead builds and sustains a culture of health and wellness.

PRIORITY 2
INVESTMENT & IMPACT

Launch transparent and trustworthy grantmaking cycles that address unmet needs, fill critical gaps, and drive both early impact and longterm transformation in community health outcomes.

- Trailhead sets clear health outcomes and baselines and makes measurable progress.
- Trailhead runs a transparent, community-informed grantmaking process with equitable distribution.
- Trailhead tracks and reports its impact on community health.
- Trailhead invests in health research and innovation.
- Trailhead partners with regional and national funders to expand collective impact.



Strategic Planning Committee Chair Steve Cox, pictured left, strategizes with committee member Sara Reith, founder and executive director of OHuddle, a school-based mentorship program in Wayne County.



During a visit to the Hope Recovery Farm in Medina County, Trailhead's Chief Investment and Innovation Officer Iriel Hopkins, pictured right, learned about the organization's mission from Founder and Executive Director Stefanie Robinson.

PRIORITY 3
FINANCIAL FOUNDATION

Nurture existing relationships, expand partnerships, and invest resources wisely to build the financial foundation for long-term growth.

- Trailhead exceeds its annual fundraising target.
- Trailhead grows a diversified base of donors and partners.
- Trailhead stewards donors of restricted funds with transparency.
- Trailhead preserves and grows its endowment in line with its mission.

PRIORITY 4
TRUST & RECOGNITION

Build Trailhead's presence and recognition as a trusted connector and partner in health and wellness by shaping a clear narrative about community health and deepening relationships across our fivecounty region.

- Trailhead communicates its values, mission, and work clearly and transparently.
- Trailhead raises awareness of its mission and role across the five counties.
- Residents, donors, and community partners trust
- Trailhead as an honest and effective partner.
- Trailhead pilots a grantee cohort that strengthens nonprofit capacity and goes beyond a traditional funder relationship.
- Trailhead celebrates and amplifies strong leaders and organizations in the region.

Trailhead
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Our Four Investment Areas

Our investments are rooted in the Social Drivers of Health: the conditions where people are born, grow, live, work, play, worship, and age, which drive an estimated 80% of health outcomes.

SOCIAL DRIVERS OF HEALTH

THE FOUNDATION ACROSS EVERY AREA

1 Prevention, Public Health & Population Health Improvement

Keeping people healthy starts long before a clinic visit. Trailhead invests in prevention programming, oral health, infant and maternal health, and behavioral health, along with innovations that bring public health and medicine closer together. These investments aim to reduce the prevalence and severity of chronic disease and narrow gaps in health outcomes across the region.

2 Health Access & Services Coordination

Care works best when people can reach it and move through it with ease. Trailhead supports safety-net primary care clinics and navigation services that connect residents to both health and social supports, including housing and transportation assistance, so fewer people fall through the gaps between systems.

3 Healthcare Workforce & Medical Research and Innovation

A healthy region needs the people and ideas to sustain it. Trailhead invests in education and training for in-demand healthcare jobs, medical research and discovery, and the equipment and technology providers need to deliver high-quality care, building long-term capacity for health across the five counties.

4 Healthy Neighborhoods, Healthier Region Opportunities

Where people live shapes how well they live. Trailhead invests in healthy housing, green space, parks and recreation, and healthy environments, and supports residents as they advocate for the changes their neighborhoods need. Together, these investments strengthen the everyday conditions that make good health possible.



Trailhead's Grantmaking Committee began its work in early spring. Several members, left to right, at an initial meeting: Iriel Hopkins, Pam Williams, Chair Steve Schmidt, Michelle Evancho-Chapman, and Roxia Boykin.

Our Grantmaking Cycle | Begins Q2 2027

Quarter	Category	RFA Released	App Deadline	Decisions Shared
1	Prevention, Public Health and Population Health Improvement	2/26	3/31	by 6/30
2	Health Access and Service Coordination	5/31	6/30	by 9/30
3	Health Care Workforce, Research, and Innovation	8/31	9/30	by 12/31
4	Healthy Neighborhoods and Healthier Region Opportunities	11/15	12/31	by 3/31/2028

Learn more and apply: **trailheadhealthfoundation.org/grantmaking**