



Clone of Inversiones de impacto



Las inversiones de impacto incluyen las **inversiones relacionadas con programas (PRI, por sus siglas en inglés)** y las **inversiones relacionadas con la misión (MRI, por sus siglas en inglés)**. Ambas buscan crear el mismo impacto que nuestras subvenciones tradicionales y están alineadas con nuestro compromiso con la [equidad de la salud y la justicia racial](#). Actualmente, estamos apoyando los proyectos innovadores y/o de demostración conceptual que cumplen

con los objetivos programáticos centrales de asequibilidad de la vivienda de la fundación.

PRI versus MRI

El financiamiento de las inversiones relacionadas con programas finalmente se devuelve a la fundación y se reinvierte para apoyar nuevas oportunidades de impacto. Nuestros esfuerzos actuales de las inversiones relacionadas con la misión son exclusivamente garantías de préstamos no monetarios.

Objetivos de las inversiones de impacto

Estas inversiones financieras se les ofrecen a las organizaciones sin fines de lucro o a las empresas del sector privado con el propósito de apoyar las actividades benéficas o relacionadas con la misión con retornos financieros por debajo del mercado. Realizamos inversiones de impacto con los siguientes objetivos:

- Ampliar las soluciones innovadoras
- Potenciar recursos financieros adicionales
- Ayudar a los prestatarios a abordar las inequidades

Cómo las inversiones de impacto pueden apoyar a las organizaciones

Las inversiones de impacto proporcionan capital para las organizaciones con un modelo de negocios o de ingresos para financiar, sostener y expandir sus iniciativas. Nos asociamos con organizaciones que están alineadas con nuestra [misión y pilares fundamentales](#). Las inversiones de impacto se pueden estructurar para ayudar a las organizaciones a atraer nuevo financiamiento de otros inversionistas o desarrollar un historial crediticio para calificar para los financiamientos comerciales.

Estructuras de financiamiento asociadas a las inversiones de impacto

Las inversiones de impacto incluyen estructuras de financiamiento comúnmente

asociadas con bancos u otros inversores privados, como préstamos, garantías de préstamos, depósitos vinculados, bonos de impacto social, bonos subordinados, subvenciones recuperables e incluso inversiones en acciones en organizaciones de beneficencia o empresas comerciales con fines benéficos. Las organizaciones pueden solicitar préstamos de bajo interés, garantías de préstamos no monetarios y otras formas flexibles de capital.

Cronograma de inversión

La fase de desarrollo de la asociación varía en el cronograma, mientras que la fase de suscripción generalmente toma de 8 a 12 semanas una vez iniciada.

Obtenga más información

Para obtener más información, [envíe un correo electrónico a Ben L. Bynum, MD](#), director sénior de inversiones de impacto.

Vea una [lista de organizaciones con financiación activa](#) de The Colorado Health Foundation.

Why Invest In Mass Media?

Mass media influences public discourse and shapes societal narratives across various platforms—news outlets, film, television, radio, podcasts, social media, and more. The media landscape is currently in flux, with newsrooms struggling with sustainable revenue models and lacking diversity. This often leads to coverage gaps, particularly in underserved communities.

By investing in media, CHF aims to:

- Strengthen local newsrooms and their trust with communities
- Address inequities in media coverage and newsroom practices
- Build newsroom capacities for more equitable journalism
- Create sustainable partnerships that foster diverse and inclusive storytelling
- Shift social narratives to support more equitable policies and public perceptions

Our Strategic Goals For Mass Media Investing

1. **Strengthen Local Newsrooms with Community Trust**

We're investing in local news organizations that are trusted within their communities, particularly those serving underrepresented groups. By supporting journalism that resonates with and reflects the lived experiences of diverse communities, we help create a more inclusive narrative landscape.

2. **Close Longstanding Inequities in Journalism**

To address racial and socioeconomic disparities in both workforce representation and media coverage, we're directing resources to newsrooms committed to improving diversity. This includes funding initiatives that improve coverage in underserved areas and news deserts.

3. **Build Capacity of Newsrooms**

We're focused on scaling the skills and resources needed for newsrooms to produce more equitable journalism. This includes training programs,

diversity initiatives, and increasing their ability to engage effectively with their communities.

4. **Create Sustainable Partnerships**

By developing relationships with national and local media funders, as well as Colorado-based media outlets, we're building a network that supports long-term collaboration and innovation in journalism. This includes working with organizations across the state to amplify diverse voices.

5. **Shift Social Narratives for Inclusive Public Discourse**

Our investments seek to empower local media to reshape narratives in ways that foster inclusive, equitable public discourse. We encourage storytelling that highlights marginalized perspectives and challenges dominant societal narratives.

Key Achievements And Opportunities

Since 2018, CHF has partnered with several organizations to advance these goals:

- **Colorado Media Project (CMP)**: We're current funders of CMP to support its efforts to diversify local and regional media in Colorado and infuse a deeper equity orientation in the media landscape. CMP is also now the home of Press Forward Colorado, which we're a partner on
- **KFF Health News**: We've supported health equity reporting across Colorado, with a focus on underreported communities and expanding collaborations with ethnic media outlets

- **The Voices Initiative:** A grant to CMP and Free Press has helped organize communities of color to transform the landscape for local journalism
- **KSUT Public Radio & Rocky Mountain PBS:** These partnerships amplify **Native and Indigenous community perspectives** through community-driven projects and media storytelling
- **I Am More Than TV Campaign with PBS12:** We support a statewide TV campaign that delves into how our personal stories impact our culture and connect with our mental health and overall well-being

Looking ahead, we'll continue to explore opportunities to support narrative power and shift public discourse through media, particularly around health equity, affordable housing and economic opportunity. To find out more about our strategic investments and partnerships aimed at shifting public discourse toward a more equitable future, please contact Taryn Fort: tfort@coloradohealth.org.