



Opportunities for Philanthropic Investment in Rural Connectivity and Broadband

December 7, 2022

3:30 PM Eastern

Coming up from GIH

- 2023 Annual Conference on Health Philanthropy
 - June 7-9, Minneapolis
- 2023 Rural Health Philanthropy Meeting
 - October 26-27, Washington DC

Also don't miss:

Rural Investment Models for Substance Use Disorder Recovery Ecosystems ([12/2/22 webinar on GIH.org](#))



Appalachia Funders Network and Grantmakers In Health present:

Opportunities for Philanthropic Investment in Rural Connectivity & Broadband

December 7, 2022 3:30-5:00pm ET

Special Thanks to the United Philanthropy Forum for their Support

About Rural Connectivity and Broadband

Opportunities for Philanthropic Investment in Rural Connectivity & Broadband

•Featuring:

- *Shirley Bloomfield, Rural Broadband Association*
- *Jennifer Danic, Steuben County Community Foundation*
- *Susan Beaudry, Osteopathic Heritage Foundation*
- *Kerry Pigman, Athens County Foundation*

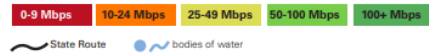
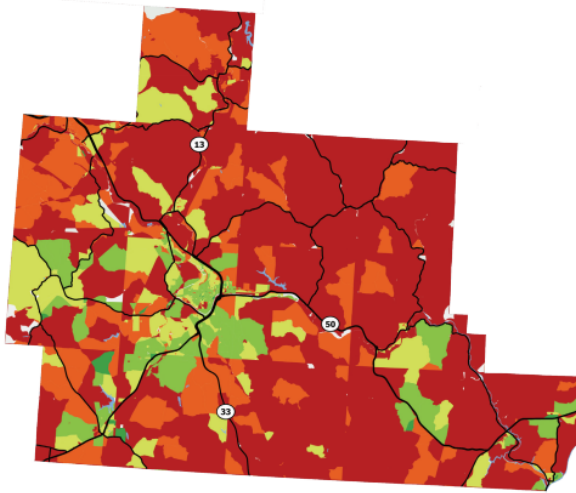


Athens County Broadband Strategy

SUSAN BEAUDRY, OSTEOPATHIC HERITAGE FOUNDATIONS

KERRY PIGMAN, ATHENS COUNTY FOUNDATION





81%
of the populated area

& 52%
of households

DO NOT HAVE ACCESS
TO MINIMUM 25/3 Mbps

the county has

498 mi²
of populated area

▶ 402 mi² are unserved

26,651 households
▶ 13,788 are below 25/3

56%

below 10/1 Mbps
= 7,709 households

31%

IDENTIFY BROADBAND ACCESS AS A
BARRIER TO THE ORGANIZATION'S
ABILITY TO PROVIDE SERVICE.

72%

IDENTIFY BROADBAND ACCESS AS A
BARRIER TO THE CLIENTS THE
ORGANIZATION SERVES.

THE PROBLEM

DEMOGRAPHICS

Approx. 65,000 residents

26.6% living below the poverty line

Median household income \$40,905

Huge potential

Broadband may not solve the county's problems... but they won't improve without it.

PARTNERS



STRATEGY

HAPCAP

Athens County Broadband Advisory Committee

Athens County Coordinated Broadband Strategy

The Athens County Foundation

Infrastructure

Affordable Access

Osteopathic Heritage Foundations of Nelsonville

Inclusion

Initial Investment: \$70,000

GOAL:
INFRASTRUCTURE
- All county residents should have viable broadband connection options

Strategy: Guarantee all activity by ISPs related to the State's Residential Broadband Expansion Grant program, RDOF, ARC or any other funding sources is undertaken and completed

Strategy: Bring broadband connections to areas not covered by the state's grant program

Strategy: Continued advocacy with future broadband funding opportunities

Strategy: Continue providing advice and guidance to local officials on broadband issues

GOAL:
AFFORDABILITY --
Economic
barriers should
no longer
prohibit
community
members from
accessing the
broadband
network.

**Strategy: Increase awareness of, and applications to the
Emergency Broadband Benefit / Affordable Connectivity
Program**

**Strategy: Identify other sources of funding outside of the
Affordable Connectivity Program to help low-income and
other residents of the county have access to a broadband
connection**

**Strategy: Continue the development of positive working
relationships with ISPs operating in the county**

Strategy: Increase access to affordable devices

GOAL: DIGITAL INCLUSION/ LITERACY -- All county residents can successfully and effectively utilize the broadband network for work, leisure, health, and social services.

Strategy: Assess the digital inclusion resources already available in the community

Strategy: Develop specific strategy for the county to become a Digital Ready Community

Strategy: Provide educational support to community members on basic broadband connection skills

Strategy: Development of a one-stop online presence for broadband issues for the community

Strategy: Support workforce development efforts in the county and region

Strategy: Support community-led remote work development

GOAL: ADVOCACY—

Ensure the awareness of the broadband issues facing Athens County continue to get the attention of local, state, and federal leaders. Furthermore, ensure that the local community has a high level of awareness regarding the broadband initiatives that are ongoing.

Strategy: Provide continued advocacy on the broadband challenges facing Athens

Strategy: Promote a “Re-imagined Athens.”

Strategy: Develop an Athens County Broadband Navigator Website

PROGRESS TO DATE

Digital Navigator Grant - A *\$388,954 grant from the NDIA (National Digital Inclusion Alliance), through Google.org to hire a Digital Navigator* who will help close the digital divide through repeated interactions with individuals.

Amesville Broadband Project. This project is funded by the ARC (Appalachian Regional Commission) and the Athens County Commissioners for a total of *\$966,320 to bring broadband internet access to the Village of Amesville*.

Promotion of the ACP (Affordable Connectivity Program) to help eligible individuals sign up for the program to save up to \$30 off a month on their internet bill. *11,086 Athens County subscribers to date.*

Negotiated and executed an agreement with PCs for People. This is a non-profit organization that provides low-cost internet devices and hot-spots to those in need. *Up to \$60,000 can be used to distribute roughly 300 laptops* as part of the NDIA grant.

Launched a comprehensive Business Survey that will help us advocate for businesses and build an effective strategy to develop the network that Athens County needs.

Developed content and working towards funding for an all-encompassing website that details Athens County broadband infrastructure and digital inclusion efforts.



TECH FOR ALL!

affordable technology & internet services



Low-cost, refurbished Desktop computers, Laptops, and Internet Hotspots can be purchased from PCs for People using HAPCAP's web portal.



Desktop Computers
Starting at \$80



Laptop Computers
Starting at \$95

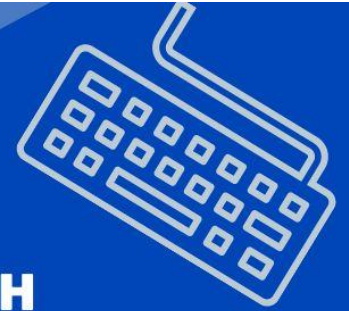


Internet Service
Hotspots available at \$60 with 4 plan options



For more information:

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Digital Navigator
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(740) 767-1079



NEED HELP WITH MYCHART, OR SETTING UP A TELEHEALTH APPOINTMENT?

Contact the Digital Navigator today!

Abby Russell
Digital Navigator

abby.russell@hapcap.org
(740) 767-1079



Discussion

- Do funders know where the gaps are?
- What are you hearing from rural stakeholders?
- Ideas for cross-sector work? What supports do funders need?

Thank you!

- Shirley Bloomfield sbloomfield@ntca.org
- Jennifer Danic jdanic@steubenfoundation.org
- Susan Beaudry sbeaudry@ohf-ohio.org
- Kerry Pigman Kerry@athensfoundation.org
- Kit Matthew kit@appalachiafunders.org
- Eric Stockton estockton@gih.org
- [GIH event page](#)