



MESSAGING & ROADMAP OVERVIEW

Trailhead Institute

AUGUST 22, 2025





MESSAGING PLATFORM



POSITIONING STATEMENT

Trailhead Institute advances **community-led paths** to better health for all Coloradans. We use our administrative **resources, relationships, and knowledge** of the public health system to **launch and support** public health initiatives and grassroots efforts. Our approach results in **coordinated, community-driven, outcome-based solutions** to Colorado's public health challenges.

Tagline: *Advancing community-led solutions for better health*



KEY MESSAGES

- We **navigate Colorado's complex public health landscape alongside community-based organizations** to connect them with the resources, relationships and knowledge they need to improve health outcomes.
- We provide the **administrative support and operational infrastructure** that enable organizations and initiatives to make sustainable, long-term improvements to health outcomes in local communities.
- We are a **strategic business partner** to government agencies, academic institutions, and community-based organizations working to address Colorado's public health challenges.
- We strengthen Colorado's public health system by developing and implementing programs that **meet unmet public health needs** across the state.



TRAILHEAD'S STRENGTHS

Resources

Relationships

Knowledge



Resources

- We provide fiscal and operational support to organizations working to meet the needs of their communities.
- We cultivate and expand the capacity needed for our partners to make a sustainable, long-term impact on the health of their communities.
- We develop and manage community-driven programs and initiatives that meet unaddressed needs and respond to Colorado's public health challenges.



Relationships

- Our powerful, statewide relationship network allows us to connect community groups and initiatives with government agencies, academic institutions, and philanthropic organizations for better outcomes.
- We help individuals and organizations build and maintain connections with funders and key stakeholders across Colorado's public health ecosystem.



Knowledge

- We understand the challenges faced by those working in public health, offering expertise and guidance as they implement solutions that create lasting impact in their communities.
- We monitor emerging public health trends and community challenges to ensure our support remains responsive to the evolving public health landscape.
- We share practical, equity-focused insights on public health issues to support those working directly on public health solutions.



TRAILHEAD'S PARTNERS

Community-Based Organizations

We help community-based organizations navigate the complexities of nonprofit management

State & Local Government Agencies

We partner with state and local government agencies to address the public health needs of communities

Funders & Philanthropy

We strengthen Colorado's public health ecosystem



TRAILHEAD'S PARTNERS

**Community-
Based
Organizations**

**State & Local
Government
Agencies**

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Community-Based Organizations

We help community-based organizations navigate the complexities of nonprofit management by:

- **Expanding organizational capacity** through fiscal sponsorship, financial management, human resources, and contracting support.
- Offering an **administrative home** that maintains partners' programmatic control while providing backend services.
- **Simplifying** funding applications, grant management, and **mission growth**.



State & Local Government Agencies

We partner with state and local government agencies to address the public health needs of communities by:

- Providing the **administrative infrastructure** to quickly and efficiently move funds into communities.
- Managing and redirecting **funds into community-led projects and initiatives**, helping resources reach the people and organizations leading the work.
- **Bringing together cross-sector leaders** from community-based organizations, local health organizations, academic institutions, and philanthropy to address emerging health challenges.



Funders & Philanthropy

We strengthen Colorado's public health ecosystem by:

- Directing resources where they matter most: Trailhead **moves funding quickly into communities** to create measurable, lasting change.
- We ensure **funds are used for the greatest long-term impact** and enable community-based organizations to focus on their missions by managing administrative and compliance burdens.
- Providing **expertise, technical assistance, and administrative support** that helps scale public health solutions across communities.
- Leveraging our **statewide, cross-sector network** to respond quickly to emergency public health issues.



TRAILHEAD'S IMPACT

- We ease the administrative burden of community-based organizations and initiatives through fiscal sponsorship and operational support.
- We partner with academic institutions to launch, develop, and sustain public health-focused community engagement research projects.
- We develop and lead programs for the public health workforce to build skills and grow their careers.
- We enable healthcare providers to extend their impact beyond clinical settings.
- We support communities with training and resources to expand access to comprehensive sexual health education for young people.
- We lead a statewide collaborative working to prevent, treat, and support people experiencing cancer in Colorado.