

STAUNTON FARM FOUNDATION

Our Strategic Direction

Workforce • Purposeful Innovation • Responsive Grantmaking

October 29, 2026



Matilda Staunton Craig

FOUNDER'S LEGACY



“Aunt Daisie”

Who she was

A woman of compassion and foresight, Matilda Staunton Craig witnessed the devastating effects of depression and alcoholism. Her experiences inspired her desire to help others facing similar challenges.

Her vision

She imagined her farm as a place where people facing mental health challenges could benefit from care, fresh air, and sunshine.

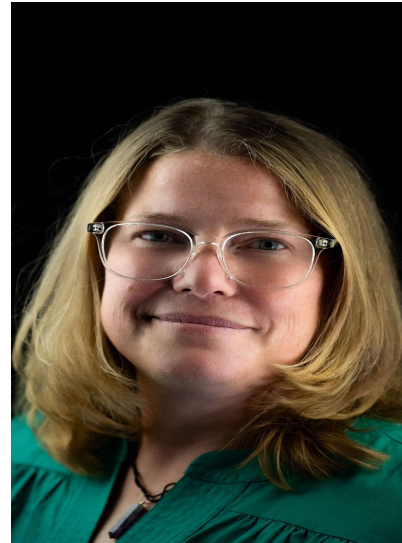
Her legacy today

That vision continues through Staunton Farm Foundation’s Investments in behavioral health and substance use disorder services and systems across 10 counties in Southwestern Pennsylvania.

Foundation Staff



Monique Jackson, MBA
Executive Director



Bethany Hemingway, MSW
Senior Program Officer

Foundation Overview

MISSION

Advance behavioral health and substance use disorder outcomes by investing in services, systems, partnerships, and community solutions.

VISION

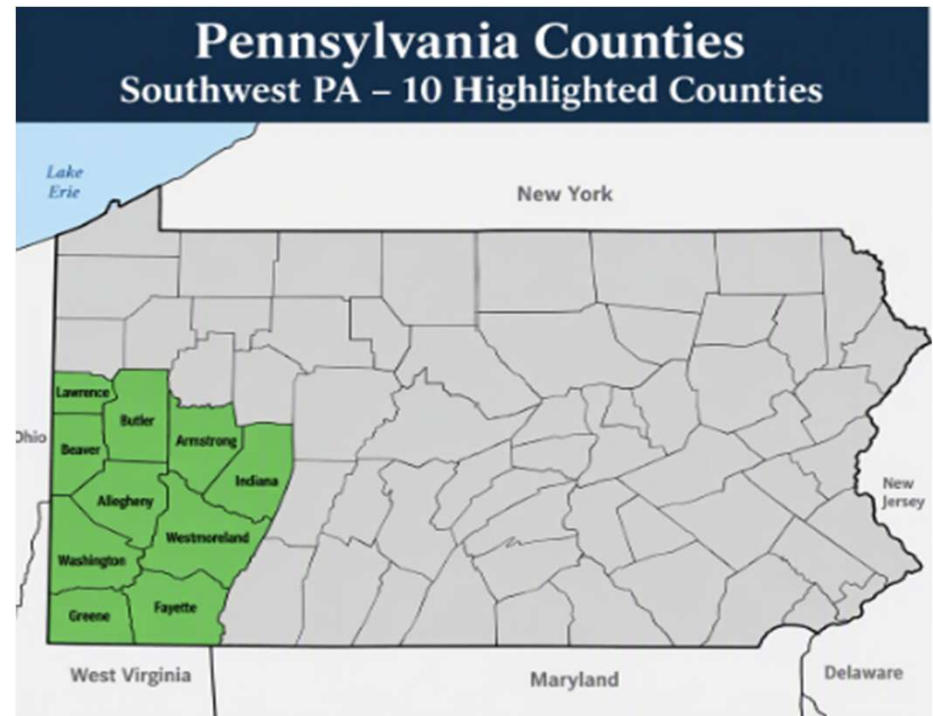
A future where behavioral health is understood, supported, and embraced as essential to overall health and well-being.

One region. Ten counties.

GEOGRAPHIC CATCHMENT AREA

Southwestern Pennsylvania

- Allegheny
- Beaver
- Fayette
- Indiana
- Washington
- Armstrong
- Butler
- Greene
- Lawrence
- Westmoreland



A shared regional mission, with solutions responsive to individual communities.

What stays the same

CONTINUITY

- Behavioral health and substance use disorders remain our focus.
- We continue serving the same ten-county region.
- Our biennial behavioral health conference continues.
- Provider convenings remain an important part of our role.
- Three Grant Cycles per calendar year.

Three priorities

2027 and Beyond

1 BEHAVIORAL HEALTH WORKFORCE

Build the workforce pipeline, expand capacity, and improve retention.

2 PURPOSEFUL INNOVATION

Test, adapt, or scale purposeful approaches that address service challenges.

3 RESPONSIVE GRANTMAKING

Align partners and resources around emerging needs and system gaps.

Across all three: partnerships • measurable outcomes • sustainability

Priority 1 | Behavioral Health Workforce

Develop • Attract • Upskill • Retain

BUILD THE PIPELINE

Career pathways, internships, fellowships, clinical supervision.

EXPAND CAPACITY

Peers, recovery coaches, community health workers, navigation roles.

SUPPORT RETENTION

Training, supervision, improved team models.

Priority 2 | Purposeful innovation

STRATEGIC PRIORITY

Innovation should lead to meaningful improvements in services and outcomes for the people and communities served.

ADAPT A MODEL

Integrate care into schools, primary care or other trusted community settings.

USE TOOLS WISELY

Responsible digital or data-enabled navigation and access.

GROW WHAT WORKS

Evaluate, improve and replicate promising approaches.

Priority 3 | Responsive grantmaking

STRATEGIC PRIORITY

Respond to emerging conditions with coordinated, strategic action.

LISTEN

Monitor changing community needs, policy, resources and service gaps.

CONVENE

Bring providers, communities and funders together around solutions.

ACT

Invest in coordinated responses with achievable measures and next steps.

Responsive does not mean an unrestricted emergency relief fund.

What we look for in a strong funding idea

GRANTMAKING APPROACH

A DEFINED NEED

Grounded in the experiences of people and providers in our region.

CREDIBLE PARTNERS

Clear community relationships, roles and organizational capacity.

MEASURABLE CHANGE

Useful outcomes and a plan to learn, adapt and report progress.

SUSTAINABILITY

A realistic plan for funding, adoption or operational continuation.

Funding Limitations

GRANTMAKING BOUNDARIES

- Organizations with a behavioral health operating budget over \$25M
- General operating support
- Purchasing vehicles
- Projects without a tangible sustainability plan
- Grants to individuals
- Capital campaigns
- Computer system replacements or routine technology replacements

Grant Cycles & Albert B. Craig Jr. Award



Spring Grant Cycle

- Letters of Inquiry are due **May 15**
- Organizations invited to submit a full application must apply by **June 15**
- Funding decisions are made in **September**



Capacity Building Grant Cycle

- A Letter of Inquiry is not required
- Applications are accepted from January through **April 10**
- Funding decisions are made in **June**



Fall Grant Cycle – **Now Open**

- Letters of Inquiry are due **November 15**
- Organizations invited to submit a full application must apply by **December 15**
- Funding decisions are made in **March**

*Please see our website for information about the Albert B. Craig Jr. Award

Where partnership can make a difference

CLOSING PERSPECTIVE

The strongest ideas connect people, systems and resources.

FOR PROVIDERS

Bring forward a clearly framed challenge and partners ready to act.

FOR FUNDERS

We are willing to explore alignment, shared learning and opportunities to co-invest.

Contact Us



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