

Name of Grantee: East County Economic Development Council Foundation
 Title of Proposed Project: Grossmont Healthcare District Career Pathways Initiative
 Requested Amount: \$150,000
 # of Residents Served: 150
 CHNA Category: Other Priority Area



Introduction

The East County Economic Development Council Foundation (ECEDC) is a nonprofit organization dedicated to advancing equitable economic growth, workforce development, and regional competitiveness in San Diego’s East County. Through research, convening, and direct programming, ECEDCF addresses structural barriers to opportunity by supporting small businesses, connecting residents to career pathways, and aligning industry, education, and community efforts. The Foundation serves as a trusted intermediary across sectors, delivering data-informed strategies to meet local workforce needs, including in healthcare, manufacturing, and the trades, with a focus on underserved populations and place-based solutions.

Project Highlights

The Grossmont Healthcare District Career Pathways Initiative (GHDCPI) will connect East County residents, particularly youth, adult learners, and underrepresented populations, to high-demand careers in the local healthcare sector. Through coordinated employer-educator convenings, targeted outreach, career exploration, and training navigation, the project will bridge the gap between talent and opportunity. Building on ECEDCF’s existing healthcare workforce efforts, including monthly convenings and employer-educator mixers, this initiative will expand access to training, certifications, and job placement across GHD communities, ultimately strengthening the region’s healthcare infrastructure and economic resilience.

Prior Funding	Prior Sponsorships
FY24-25: -	FY24-25: -
FY23-24: -	FY23-24: -
FY22-23: 105,000	FY22-23: -
FY21-22: -	FY21-22: -
FY20-21: -	FY20-21: -

Title	East County Economic Development Council Foundation	08/11/2025
	by Alexander Eberhardt in Full Grant FY25-26	id. 51333744
	alexander.eberhardt@eastcountyedc.org	

Original Submission 08/11/2025

Score	n/a
	Organization Information
Legal Name of Organization	East County Economic Development Council Foundation
Address	127 E Lexington Ave El Cajon CA 92020 US 32.792482 -116.961766
Organization Website	eastcountyedc.org
Organization Introduction	Please provide a brief (2-3 sentence) introduction to the organization, and its primary purpose(s).
Organization Introduction (response):	The East County Economic Development Council Foundation (ECEDC) is a nonprofit organization dedicated to advancing equitable economic growth, workforce development, and regional competitiveness in San Diego's East County. Through research, convening, and direct programming, ECEDCF addresses structural barriers to opportunity by supporting small businesses, connecting residents to career pathways, and aligning industry, education, and community efforts. The Foundation serves as a trusted intermediary across sectors, delivering data-informed strategies to meet local workforce needs, including in healthcare, manufacturing, and the trades, with a focus on underserved populations and place-based solutions.
	Applicant Information
Name (application point of contact)	Alexander Eberhardt
Applicant Title	Economic Research and Development Manager

Applicant Phone	+16192583760
Applicant Email	alexander.eberhardt@eastcountyedc.org
Are you the agency director?	No
Name of Agency Director	James Sly
Phone of Agency Director	+16192583670
Email of Agency Director	james.sly@eastcountyedc.org
Board of Directors	Board_Member_Roster.pdf
Nonprofit Bylaws	ECEDC_Foundation_By-Laws.pdf
Organization Brochure	
Has the organization received grant or sponsorship funding from the Grossmont Healthcare District within the past five years?	No
Grant Information	
Proposed Project Title	Grossmont Healthcare District Career Pathways Initiative
Project Highlights	Please provide below a concise (2-3 sentence) description of the proposed project.
Project Highlights (response):	The Grossmont Healthcare District Career Pathways Initiative (GHDCPI) will connect East County residents, particularly youth, adult learners, and underrepresented populations, to high-demand careers in the local healthcare sector. Through coordinated employer-educator convenings, targeted outreach, career exploration, and training navigation, the project will bridge the gap between talent and opportunity. Building on ECEDCF's existing healthcare workforce efforts, including monthly convenings and employer-educator mixers, this initiative will expand access to training, certifications, and job placement across GHD communities, ultimately strengthening the region's healthcare infrastructure and economic resilience.

Amount of Funds Requested	150000
Number of Unduplicated GHD Residents to be Served	150
Ages of Population to be Served (select all that apply)	Adult (18-65) Adolescent (12-17 years)
Which of GHD's strategic priorities best aligns with your project? (select one)	Other Priority Area
Please select one of the health priorities below	Workforce Development
	<p>Areas of Impact The Grossmont Healthcare District is home to approximately 520,000 residents, and its boundaries cover a large geographic area of 750 square miles that include most cities and towns frequently referred to as "East County," as well as much of the rural Mountain Empire Region. For the purposes of Board governance, it is divided into five zones. Use the image below or visit the Grossmont Healthcare District Interactive map to identify which zone(s) your project will impact.</p>
Which zone(s) of the Grossmont Healthcare District will your project impact?	<p>Zone 1: Santee, El Cajon - Bostonia Zone 3: La Mesa Zone 2: Spring Valley, Lemon Grove, Mountain Empire communities (Tecate, Potrero, Campo) Zone 4: Lakeside, Harbison-Crest, Alpine, Pine Valley, Tribal communities (Barona, Sycuan, and Viejas Reservations), El Cajon (unincorporated) Zone 5: El Cajon, Jamul</p>
	Project Narrative
Narrative Part 1 - Problem Statement	Please provide a summary description of the issue(s) or challenge(s) that the proposed project seeks to address, and the need for these proposed service(s) within the Grossmont Healthcare District.

Narrative Part 1
(response)

East County San Diego faces a deepening healthcare workforce shortage that threatens both community health outcomes and local economic stability. Employers within the Grossmont Healthcare District (GHD) report persistent vacancies in critical frontline and mid-level healthcare roles, including medical assistants, CNAs, LVNs, and behavioral health support staff. These shortages are especially acute in communities like El Cajon, Spring Valley, Lemon Grove, and unincorporated rural areas, where barriers such as language access, transportation, lack of awareness, and limited career navigation resources restrict local participation in the healthcare workforce.

At the same time, GHD residents, particularly youth, second-career adults, immigrants, and residents from low-income or historically underserved backgrounds, lack equitable access to structured pathways into well-paying healthcare careers. This disconnect reinforces health disparities, economic inequities, and unmet care needs across East County, particularly in Zones 2, 4, and 5.

The GHDCPI directly addresses these challenges by connecting residents to career exploration, certification, training, and job placement in high-demand healthcare fields. The project builds on the East County Economic Development Council Foundation's (ECEDC) 2022 Healthcare Workforce Needs Assessment and its ongoing convenings of regional employers, educators, and workforce partners. By aligning training access with real-time employer needs and focusing intentionally on underserved communities, the GHDCPI supports hands-on, long-term solutions to the workforce crisis, while advancing GHD's mission of health equity and community wellbeing.

Narrative Part 2 -
About Your
Organization

Please share the most important information about your organization, and its capabilities to address the problem(s) described above. Relevant information could include some of the following: How will your organization's history and experience make this project successful? Current programs and recent accomplishments or achievements Recent major changes to financial and/or organizational circumstances

Narrative Part 2
(response)

The ECEDC is a nonprofit organization committed to advancing inclusive economic growth, workforce development, and community resilience throughout San Diego's East County. Since 1984, ECEDC has designed and delivered strategic initiatives that bridge the gap between talent and opportunity, especially in underserved communities facing structural workforce barriers. Our role as a trusted intermediary across education, industry, and public sectors has made us uniquely capable of launching regional, cross-sector solutions like the GHDCPI.

ECEDC has a demonstrated track record of success in healthcare workforce development. In partnership with Grossmont Healthcare District, we led the 2022 East County Healthcare Workforce Needs Assessment, a first-of-its-kind regional study that identified high-demand roles, training gaps, and employer challenges across GHD's service area. That report catalyzed a series of monthly healthcare employer convenings, educator-employer matchmaking luncheons, and targeted initiatives that have informed the design of this proposed project. These efforts have built the

trust, relationships, and infrastructure necessary to quickly launch and scale the GHDCPI.

Building on that momentum, ECEDC was awarded a two-year grant from the Prebys Foundation in 2023 to pilot a youth-focused healthcare workforce initiative aimed at increasing earning potential for young adults aged 16–24. That project, currently underway and in its final phase, connects youth already in the workforce or pursuing healthcare careers to job opportunities, certifications, mentorships, and leadership development with local healthcare employers and training providers. In its first year, the initiative has engaged dozens of students and employers across East County and demonstrated the demand for more regionally aligned, equity-focused career pathways in the healthcare sector.

In addition to healthcare, ECEDC manages initiatives across manufacturing, clean energy, and small business development, with core programs including the East County Small Business Development Center (SBDC), a U.S. Department of Commerce-supported Revolving Loan Fund, and multiple grant-funded workforce training efforts..

ECEDC has not undergone any significant changes to its financial or organizational structure in the past year. We continue to maintain a lean but stable operating model supported by diverse revenue streams, including federal and philanthropic grants, contract services, and public-private partnerships. Our Board of Directors, comprised of leaders from business, government, education, and healthcare, provides strategic guidance and oversight rooted in deep regional knowledge.

Our workforce development model is grounded in stakeholder engagement, data-driven design, and equity. We regularly work with local school districts, adult education providers, community colleges, employers, and community-based organizations to identify gaps and co-create targeted interventions. This collaborative model ensures that ECEDC’s programs are responsive to evolving community needs and employer demand, particularly within GHD zones.

Through the GHDCPI, ECEDC will apply this proven framework to expand access to healthcare careers, working hand-in-hand with employers, educators, and residents to meet both workforce and health equity goals. Our organizational expertise, history of collaboration with GHD, and strong financial position make us well-prepared to execute this project and deliver lasting impact for East County.

Narrative Part 3 -
About the Community
Served

Please share information about the community that will be served through this project. Relevant information could include some of the following: The primary community opportunity, challenge, issue or need that your organization works to address Information about the people you serve such as socioeconomic status, race, ethnicity, gender, sexual orientation, age, physical ability, and language Details about how you work with other organizations, coalitions, or networks that serve the same community, or provide similar services Details about how you listen to/involve constituents, community members, and/or volunteers

Narrative Part 3
(response)

The GHDCPI is designed to serve East County residents, particularly those facing systemic barriers to employment in the healthcare sector. This includes transitional-age youth (16–24), second-career adults, immigrants, refugees, English learners, and residents of low-income households. Many live in areas within GHD boundaries, such as El Cajon, Spring Valley, Lemon Grove, Lakeside, and the Mountain Empire region, where workforce and health disparities converge. These communities experience disproportionately high unemployment and underemployment, limited access to affordable training opportunities, and inconsistent exposure to healthcare career pathways.

East County's population is diverse and multilingual, with large Arabic and Spanish-speaking communities. In El Cajon, over 30 percent of residents are foreign-born, and nearly half speak a language other than English at home. Many are first-generation Americans navigating unfamiliar systems and seeking economic stability through education and work. While interest in healthcare careers is high, particularly due to job stability and mission-driven work, access remains constrained by factors such as childcare, transportation, financial aid complexity, and a lack of tailored support systems.

Through the GHDCPI, ECEDC will expand access to healthcare career exploration and training by leveraging a collaborative, community-informed approach. We regularly work with local school districts, Grossmont College, adult education providers, workforce development boards, and healthcare employers such as Sharp Grossmont Hospital, Neighborhood Healthcare, and San Ysidro Health. These partnerships ensure programming is responsive to real-time hiring needs and culturally appropriate for the populations served. For GHDCPI specifically, we will localize outreach efforts, adapt program materials to reflect linguistic and cultural diversity, and schedule programming around the logistical realities of East County families. Our prior engagement in these communities gives us firsthand insight into what outreach methods are most effective, where trust exists, and how to scale programming equitably across different GHD zones.

We also engage directly with constituents through a range of feedback and engagement strategies. For youth, this includes in-person career panels, mentorship pairings, and focus groups designed to understand barriers to entry and aspirations. Monthly convenings with healthcare employers and educators provide another continuous feedback loop, informing program design and ensuring alignment between supply and demand.

ECEDC's role is not just to connect people to jobs, but to reshape the systems that prevent them from accessing opportunities in the first place. The community served by this project is eager to contribute to the region's healthcare infrastructure, but needs intentional, place-based support to get there. By grounding this initiative in lived experience, employer input, and long-standing relationships, the GHDCPI ensures that GHD residents are not only prepared for healthcare careers but positioned to thrive in them.

Narrative Part 4 -
About Your Project

Please explain the project. It is not necessary to restate information answered above. Relevant information could include some of the following: What you plan to do (activities) and anticipated timeframe Why you plan to do it (opportunity, challenge, issue or need) Who will be impacted (target population, including age, gender, ethnicity, other relevant characteristics) Whether the proposed project is a new service or an established service or program that will be expanded to GHD residents

Narrative Part 4
(response)

The GHDCPI is a workforce development program designed to connect GHD residents, particularly youth, adult learners, and historically underserved populations, to accessible and sustainable healthcare career pathways. The initiative combines employer engagement, education alignment, community outreach, and individualized navigation to expand the local healthcare workforce while advancing health equity and economic opportunity across East County.

What We Plan to Do:

GHDCPI will operate as a structured, year-round initiative, anchored by four primary activity areas:

1. Healthcare Career Exploration & Outreach: GHDCPI will host a series of hands-on career exposure events, such as healthcare career panels, facility tours, simulation labs, and classroom visits, targeted toward high school and adult education students in GHD zones. These events will be co-hosted with employers and training providers and will prioritize schools and programs serving historically underrepresented populations. All activities will be promoted in English, Arabic, and Spanish.

2. Healthcare Employer-Educator Convenings: Building on our ongoing monthly convenings, GHDCPI will facilitate four additional employer-educator sessions specifically focused on GHD-priority occupations and training programs. These sessions will bring together hospitals, clinics, community health centers, K-12 districts, and community colleges to identify real-time job needs, streamline training pipelines, and develop shared solutions to common workforce challenges.

3. Training Navigation and Wraparound Support: A key barrier to healthcare entry is not just awareness but access. GHDCPI will provide one-on-one navigation support to at least GHD residents, helping them enroll in credentialed training programs (such as CNA, MA, LVN, and behavioral health technician tracks), apply for financial aid, access childcare and transportation support, and complete credentialing steps such as immunizations and background checks. Navigation will be provided in person and virtually, with support tailored to each individual's needs and timeline.

4. Work-Based Learning and Placement Connections: GHDCPI will facilitate direct connections to internships, apprenticeships, job shadowing, and entry-level employment opportunities. We will coordinate with employers and training providers to align candidates nearing credential completion with hiring opportunities. We will support employer onboarding needs, such as hosting interview prep workshops, employer Q&A sessions, and early job coaching follow-ups for new hires.

Anticipated Timeframe:

This project will launch at the start of the GHD grant year and run continuously through December 31, 2026.

- **Q1 (January–March 2026):** Outreach and marketing, school site onboarding, event scheduling, convening planning
- **Q2 (April–June 2026):** Career panels, first convenings, navigation onboarding, work-based learning ramp-up
- **Q3 (July–September 2026):** Mid-year training tracking, follow-up events, second round of navigation and placement
- **Q4 (October–December 2026):** Final convenings, employer reporting, end-of-year evaluation and documentation

Why We Plan to Do It:

The GHDCPI responds to the urgent and well-documented shortage of qualified healthcare workers across East County. As demonstrated in the 2022 East County Healthcare Workforce Needs Assessment, commissioned by GHD and conducted by ECEDC, healthcare employers report chronic vacancies in critical roles and express concern over the pipeline of local, job-ready candidates. Many of these roles do not require four-year degrees but do require training, credentialing, and soft skills development that many residents do not currently have access to. At the same time, residents across East County are eager for employment opportunities that offer long-term stability, purpose, and advancement, particularly those navigating economic hardship, career transitions, or systemic barriers.

Who Will Be Impacted:

GHDCPI will serve a broad but targeted population of GHD residents, with a focus on:

- **Youth and Young Adults (16–24):** Primarily high school juniors/seniors, continuation school students, adult education participants, and disconnected youth
- **Second-Career Adults:** Individuals seeking reskilling after job displacement, often aged 30–50
- **Immigrants and English Learners:** Especially from Arabic, Somali, and Spanish-speaking communities in Zones 2 and 5
- **Low-Income and First-Generation Students:** Residents with limited exposure to healthcare career options and few personal/professional connections in the field

Is This a New or Existing Program?

GHDCPI is a new program that builds upon and expands existing ECEDC workforce initiatives. It is not a continuation of an existing funded service, but a strategic expansion designed specifically to serve Grossmont

Healthcare District residents and priorities. It leverages ECEDC's current infrastructure, employer convenings, workforce expertise, school and community partnerships, and tailors it to meet the training, placement, and equity goals established by GHD.

This approach ensures a low barrier to launch and a high degree of sustainability. It also ensures that the impact is not limited to a single cohort, but rather creates lasting structures that continue to benefit GHD residents long after the grant period ends.

Measurable Project Goals	In addition to the number of unduplicated GHD residents to be served, please briefly describe below 2-3 measurable goals that the project aims to achieve. If awarded, you will be asked to report back on your accomplishment of these goals, so please be sure that they are specific, measurable, and achievable within the project timeframe.
Project Goal #1	Develop and formalize a structured, district-aligned healthcare career pathway model that integrates employer input, training access, and community outreach, creating a sustainable framework for long-term talent development in the Grossmont Healthcare District.
Project Goal #2	Provide individualized training and career navigation support to at least 40 GHD residents pursuing entry-level healthcare credentials such as CNA, MA, or LVN.
Project Goal #3	Host at least 4 quarterly employer-educator convenings to align hiring needs with training pathways and expand access to work-based learning opportunities.
Narrative Part 5 - About Your Impact	In a brief narrative, please explain what success looks like for the project overall, and for any goals stated above. How do you track impact and how do you know you're moving toward it? Relevant information could include some of the following: What kind of data will be measured, and how will it be collected? How will the organization generate referrals, or market the services? How would the proposed project specifically fulfill the elements of the Grossmont Healthcare District's mission?

Narrative Part 5
(response)

Success for the GHDCPI means creating a structured, scalable, and equitable healthcare workforce pipeline that responds directly to the needs of both residents and employers within the GHD service area. In the short term, success will be measured by enrollment into training programs, increased employer-educator alignment, and the number of residents supported through outreach, navigation, and placement services. Long-term success will be defined by the durability of the partnerships and systems established, including the formalization of a replicable career pathway model.

ECEDC will track quantitative outcomes including the number of GHD residents served, enrolled, credentialed, and connected to healthcare employment. Qualitative feedback will also be collected through post-event surveys, participant interviews, and employer debriefs to assess the effectiveness and relevance of program activities. All data will be managed in a central data tracking and reported quarterly.

Referrals will be generated through partnerships with school districts, adult education programs, community colleges, workforce agencies, and local healthcare employers. Marketing will include multilingual outreach (Arabic, Spanish, English) via digital platforms, flyers, and community-based events.

By directly addressing health workforce shortages and promoting access to healthcare careers for underserved East County residents, the GHDCPI directly advances the Grossmont Healthcare District's mission to improve the health and wellness of its constituents. This project strengthens the region's care infrastructure while expanding opportunity for those most impacted by systemic inequities.

Project Budget and
Organization Funding
Sources

Please use the forms below to provide: 1) Project Budget: The project's total budget, including requested GHD funding as well as other funding that is available to support the project 2) All Budget Sources: The organization's total budget for the current fiscal year and all major sources of revenue. For budget preparation purposes, Excel versions of the budget forms are available here: 1) Project Budget, 2) All Budget Sources. Please note that you will need to transfer the information into the forms below, taking care to avoid the use of special characters, and value errors.

Project Budget Form. DO NOT USE SPECIAL CHARACTERS (EX: \$, %, ",")

[GHD Project Budget form 5.15.24.xlsx](#)

All Budget Sources Form. DO NOT USE SPECIAL CHARACTERS (EX: \$, %, ",")

[GHD All Budget Sources form 5.15.24.xlsx](#)

I confirm the
information provided
above is accurate
and there are no
#VALUE errors
above.

checked

Organization Financials

Does your organization have audited financial statements completed by an independent CPA? No

Most recent financial statements

[ECEDC_Financials.pdf](#)

Financial Overview Please enter the following figures, from the most recent set of financial statements (provided above):

Total Assets (from Statement of Financial Position): 722147.93

Current Assets (from Statement of Financial Position): 722139.93

Total Liabilities (from Statement of Financial Position): 175170.91

Current Liabilities (from Statement of Financial Position): 175170.91

Total Revenue (from Statement of Activities): 1184747.68

Cash Flow From Operations (from Statement of Cash Flows): 1184747.68

Attestation and Digital Signature

Applicant Name Alexander Eberhardt

I understand entering my name above will serve as my digital signature on this grant application. checked

You have finished completing the application.

Before finalizing and submitting your application, please review all your materials and answers, ensuring that all attachments are correct and up-to-date. You will receive an email confirmation once your application has been successfully submitted, and will be able to review your submission. To ensure you receive communication related to your application, safelist the @submittable.com email address. Please check your email to confirm receipt. If you do not receive a confirmation email, consider the following: Check the junk/spam filters for your email account. Ensure that you have submitted the application and that it is not still saved as a draft. Failure to receive the confirmation email may result in missing other important information. To complete and submit your application, click the "Submit" button below. Please note that once you submit, you will not be able to make changes to your application unless requested and approved by District staff.

Total Grant Amount Requested

150000 -

-

PERSONNEL	Grossmont Healthcare District Project Funding	Other Funding Available for Project	Total Project Budget
Staff (non-management) - List Position	-	-	-
Project Manager	50000		50000
Community Outreach and Engagement	35000		35000
Administrative Assistant	15000		15000
Project Specialist	25000		25000
			0
Total Staff Salary and Benefits	125000	0	125000
Management - List Position(s)	-	-	-
Chief Executive Officer	20000		20000
			0
			0
			0
			0
Total Management Salary & Benefits	20000	0	20000
Consultant Fees			0
TOTAL PERSONNEL	145000	0	145000
-	-	-	-
OTHER EXPENSES	Grossmont Healthcare District Funding	Other Funding Available for Project	Total Project Budget
Telephone			0
Postage			0
Office Supplies	500		500
Equipment	1500		1500
Printing/Duplicating			0
Information/Materials	1000		1000
Professional Services			0
Travel			0
Rent			0
Utilities			0
Insurance			0
Training			0
Project Food /Packaging Costs	2000		2000
Miscellaneous - List	-	-	-
			0
			0
			0
			0
			0
TOTAL OTHER EXPENSE	5000	0	5000
TOTAL PROJECT EXPENSES	150000	0	150000

-

FUNDING SOURCE	Total Organization Budget
Federal	349,000
State	1,103,108
City/County	
Other Government	
Proposed GHD	150,000
Fees for Service	
Nonprofit Organizations	
Private Donations	
Other (list below)	
Contracts	173,000
Membership	60,000
Fundraising	110,000
-	1,945,108