

**Funding Priority #2**

**Improve the Quality of  
Safety Net Services**

**Funding Priority #3**

**Prepare for Change**

**Funding Priority #4**

**Support Healthy Living**

**What Does CHE Fund?**

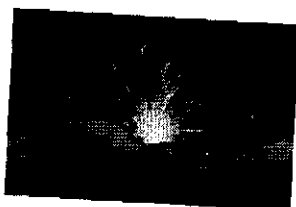
**Funding Categories**

## What Does CHE Fund?

### Targeted



### Spark!



## What Does CHE Fund?

### Who is Eligible

- 501(c)3 organizations
- Government & public agencies
- Dollar-for-dollar matching funds for capital projects

## What Does CHE Fund?

### Who is Not Eligible

- Individuals through direct financial contributions
- Projects outside Lincoln and surrounding area
- Laboratory or clinical research
- Non tax-exempt organizations
- Endowments
- Fundraising efforts
- Lobbying
- Debt reduction

## What Does CHE Fund?

### Funding Budget for Spring 2015

- \$2.2 million total for 2014 - 2015
- \$1.28 million in current obligations
- Up to \$920,000 available for new grants

## How Do I Apply?

### Online

- [www.chelincoln.org](http://www.chelincoln.org)
- Grant Program
  - Ready to Apply
  - Access GLM System

## How Do I Apply?

### GLM System demo

## How Do I Apply?

### Online Application Tips

- Established users - use original account
- Password reminders
- Uploaded documents become links
- Bookmark the GLM Logon page
- Save often
- Compose in Word, copy/paste into on-line form

## What Goes in My Application?

- Answers to questions
- Workplan
- Budget
- Supporting documents
  - Financial information
  - Board roster
  - Letters of COMMITMENT

## What Goes in My Application? Frequently Asked Budget Questions

- Total Project Cost
- In-Kind Contributions
- Operating Costs
- Indirect Costs
- Matching Funds

## 5 Things to Remember

1. Stage I Applications due by 5 p.m., Friday, January 30, 2015
2. Measurable objectives leading to ...
3. Positive health outcomes
4. Include only letters of COMMITMENT
5. We're here to help

## Contact Us

Community Health Endowment  
250 No. 21<sup>st</sup> Street, Suite 2  
Lincoln, NE 68503  
P: 402-436-5516  
F: 402-436-4128  
[www.chelincoln.org](http://www.chelincoln.org)

Lori Seibel, President/CEO  
[Lori.Seibel@chelincoln.org](mailto:Lori.Seibel@chelincoln.org)

Marcia White, Program Manager  
[Marcia.White@chelincoln.org](mailto:Marcia.White@chelincoln.org)

Jodi Loos, Office Manager  
[jodi.Loos@chelincoln.org](mailto:jodi.Loos@chelincoln.org)



# **Applicant Workshop**

December 2/3, 2014

## **Agenda**

### **What's Your Idea?**

### **What Does CHE Fund?**

- Funding Priorities
- Funding Categories
- Who's Eligible/Who's Not
- Spring 2015 Funding Budget

### **How Do I Apply?**

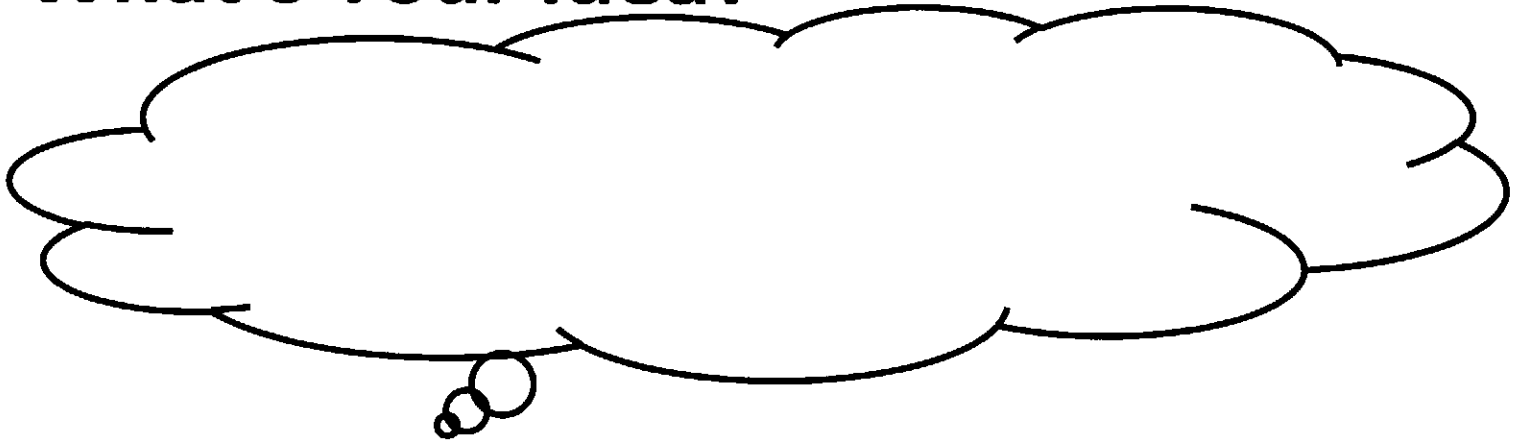
- Accessing the Online Application

### **What Goes In My Application?**

### **5 Things to Remember**

### **Q&A**

# What's Your Idea?



**If your idea is successful, how will people in Lincoln be healthier?**

**Who will be healthier? How many?**

**How will you know?**

**How will you measure your progress?**

**How does this fit into CHE's Funding Priorities and Categories?**

## Funding Priorities

### **Increase Access to Integrated Medical and Dental Homes**

- ▶ Increase the availability of primary care, behavioral health, dental health, and related safety net services through innovation, collaboration, and effective business planning.

### **Improve the Quality of Safety Net Services**

- ▶ *Integrate* primary care, behavioral health, and/or oral health services to achieve evidence-based improvements in patient care.
- ▶ Build the *cultural competency* of organizations and providers to effectively meet the health care needs of people from diverse backgrounds and cultures.
- ▶ Use *technology* to improve quality of health services and patient engagement in care.
- ▶ Focus on the *prevention and/or management of chronic conditions* using innovative practices.

### **Prepare for Change**

- ▶ Assure that Lincoln is well-positioned to respond to new models of care on the local, state, and federal levels by developing an adequate healthcare workforce and implementing creative opportunities for meaningful education and outreach to diverse populations.

### **Support Healthy Living**

- ▶ Increase physical fitness and contribute to lifelong habits of active living
- ▶ Increase healthy eating and contribute to lifelong habits of good nutrition.
- ▶ Provide community education and/or develop public policy to improve health.  
(Applicants must address Best Practices in narrative of grant application.)

## Funding Categories

### **Targeted**

- ▶ Must address one or more funding priority
- ▶ Requests for matching funds for capital construction, facility renovation, and equipment are eligible
- ▶ Up to 3 years of support
- ▶ Any amount

### **Spark**

- ▶ Must address one or more funding priority
- ▶ Ignite, test, take a risk, innovate, transform
- ▶ One-time, one-year, non-renewable
- ▶ Up to \$20,000



# Application Questions

## **Stage I (LOI)**

- Project Name\* (100)
- Project Summary\* (350)
- Total Request from CHE\* (20)  
*For Targeted Applications Only:*
  - Amount Requested Year 1\*
  - Amount Requested Year 2\*
  - Amount Requested Year 3\*
- Total Project Cost\* (20)
- Funding Priority\* (Select all that apply; cannot uncheck boxes)
- Project Description (2500) – How does your project address the priorities you’ve checked and why is this a good approach? Who? What? When? Where? Why?
- Healthier Community (1500) – How will Lincoln be healthier if this project is funded?
- Partnerships, Outcomes and Sustainability (1500) – Who will help you? How will you measure success? How will you continue to fund the project when CHE funding is not available?
- Preliminary Budget (Excel template downloadable from online application)

## **Stage II**

- \*Questions prefill from Stage I Application.
- Population(s) to Be Served (4000)
- Project Overview and Strategy (10,000)
- Expected Barriers/Challenges (4000)
- Project Outcomes (4000)
- Applicant’s Qualifications (2400)
- Applicant Status & Explanation (1000)
- Project Workplan (download template from online application)
- Other Sources of Support (2000)
- Budget (download template from online application) Stage II is different from Stage I. For Targeted Applications, use a separate tab for each budget year.
- Budget Justification (1000)
- Sustainability (1200)
- Rationale (1200)
- Supporting Documents
  - Agency’s Operating Budget
  - Income/Expense Statement and Balance Sheet
  - Financial Statements
  - Board of Directors Roster – include an aggregate summary of the race, ethnicity and gender composition
  - Letters of **COMMITMENT** – Only letters that show evidence of commitment of actual resources to the project: in-kind donations, cash contributions, staff resources. Up to 3 letters.

## Stage II Form C: Workplan

( See Workplan Worksheet for guidance )

Project Objective(s)	Project Activity/Activities	Timeline	Evaluation Plan

## **Workplan Worksheet**

This guidance is intended to assist you in writing a workplan for your Stage II application. Each component of the workplan is discussed. Incomplete, marginal and preferred examples are provided. **Please note: Stage II applications are expected to provide a workplan based on the preferred example of a Project Objective, Project Activity, Timeline, and Evaluation Plan.**

### **PROJECT OBJECTIVES**

All project objectives should be measurable. Each objective should address:

- ♦ Who is involved?
- ♦ What are the desired outcomes?
- ♦ How will progress be measured?
- ♦ What are the criteria for success?
- ♦ When will the outcome occur?

	<b>INCOMPLETE Example</b>	<b>MARGINAL Example</b>	<b>PREFERRED Example</b>
<b>Project Objective</b>	To improve prenatal care to Native American women.	To increase the percentage of Native American women receiving first trimester prenatal care.	By June 30, 2011, increase the percentage of Native American mothers in Lancaster County who receive first trimester prenatal care from 65.8% (Healthy People 2010) to 76.0% as reported by birth certificate data.

### **PROJECT ACTIVITIES**

Project Activities are the individual, specific tasks needed to accomplish each Project Objective. There may be multiple Project Activities for each Project Objective.

	<b>INCOMPLETE Example</b>	<b>MARGINAL Example</b>	<b>PREFERRED Example</b>
<b>Project Activity</b>	Provide health services to Native American women.	Provide three prenatal clinics to 50 Native American women.	Provide three prenatal clinics, including a medical exam, nutrition education, and well baby teaching at Clinic A, Clinic B, and Center C for at least 50 Native American women who are pregnant and have not received first trimester prenatal care. (Responsible Person: John Smith)

## **TIMELINE**

The timeline should describe the specific implementation schedule for *each* activity.

	<b>INCOMPLETE Example</b>	<b>MARGINAL Example</b>	<b>PREFERRED Example</b>
<b>Timeline</b>	7/10 - 7/11	Three clinics will be held by 03/31/11	Clinic A will be held in October, 2010; Clinic B will be held in January 2011; and Clinic C will be held in March, 2011.

## **EVALUATION PLAN**

There are many reasons to conduct an evaluation of the programs and services you provide. For example, an evaluation can document the impact of your program; identify effective practices; communicate results of your program to stakeholders; allow you to compete for resources/funding; and identify staff training needs. CHE believes that evaluation is a necessary and practical activity that assesses whether the program's objectives are being met.

**CHE is very focused on program outcomes. Therefore, applicants that include a strong evaluation component in their workplan will be best positioned to compete for funding.**

Provide an evaluation plan for *each* Project Activity

	<b>INCOMPLETE Example</b>	<b>MARGINAL Example</b>	<b>PREFERRED Example</b>
<b>Evaluation Plan</b>	Clinics held.	Three clinics held for 50 Native American women.	By 6/30/11, three clinics will be held to provide prenatal care to at least 50 Native American women who have not received first trimester care. (Responsible Person: John Smith)

Another Evaluation Plan example:

	<b>INCOMPLETE Example</b>	<b>MARGINAL Example</b>	<b>PREFERRED Example</b>
<b>Evaluation Plan</b>	Data collected.	Birth certificate data collected from all Native American births.	By 6/30/11, birth certificate data will be collected and analyzed for all Native American births during the project year in Lancaster County to assess the impact of project services on overall access to prenatal care services by Native American women. (Responsible Person: Stella Jones)

## Frequently Asked Budget Questions

**Do you want to see the total project cost or just the allocation of the funding we are requesting from CHE?**

Please include the TOTAL cost of the project.

**Should we count in-kind contributions in the total project cost?**

Yes. Include equipment, supplies, staffing, rent, volunteers, or other non-monetary support that is a direct benefit to the project. In-kind contributions can be provided by the requesting organization or project partners. In-kind contributions cover costs that are necessary for the project to happen.

**How do we show in-kind contributions?**

The budget template for both Stages I and II includes a column for recording in-kind contributions. If resources, in-kind or otherwise, are being provided by project partners, make sure you have a letter of commitment from the partner organization.

**Does CHE fund operating costs?**

Yes.

**Does CHE fund indirect costs?**

Yes. CHE considers indirect costs to be costs associated with administrative overhead, fiscal/accounting services, and other general, operational and agency support that are not readily assignable to a specific project or program. The amount you request from CHE for indirect costs should not exceed 10% of the total amount requested.

**Does CHE require matching funds?**

CHE requires a match only for capital, renovation or equipment grants. A match is not required for Spark! grants. Cash or donated goods or services contributed by a third party will count as matching funds. General operating funds or in-kind contributions by the applicant are not eligible. Donated goods and services that are received prior to the grant period may be considered match if the goods and services are fully dedicated to the project funded by CHE.



## Best Practices for Healthy Living Grant Applications

The Community Health Endowment (CHE) established the following best practices for healthy living programs. Use the narrative portions of your grant application and, in Stage II, your workplan to describe how the proposed program and your organization incorporate these practices.

- **Connection to Participant Priorities.**
  - How does the program relate to the current life situation of the proposed participants? How have you measured the interest of proposed participants?
- **Plan to Attract Participants.**
  - How will you attract or encourage individuals to participate in the program?
- **Sense of Community Among Participants.**
  - How will the participants develop a sense of community and accountability with one another and the program leaders during the program?
- **Behavior Change.**
  - What elements in the program will go beyond exposure and education and support long-term change in habits and behaviors?
- **Objective Assessment of Real Health Outcomes.**
  - What assessment activities of participants will take place before, during and after the program?
- **Focus on Long-Term Results.**
  - Describe how this healthy living program fits in with other programming offered by your organization.
- **Demonstrated Commitment to the Wellness of Your Organization's Staff.**
  - What healthy living or wellness programming does your organization currently offer to staff?
- **Demonstrated Commitment to Wellness Programming by Organizational Leadership.**
  - The signature of your organization's leader on the application verifies that your President, CEO or Executive Director and Board are committed to healthy living programming.



## Funding Calendar

### Spring 2015 Grant Cycle

December 2 and 3, 2014	Applicant Workshops
January 30, 2015	Stage I Applications Due
March 13, 2015	Invitations Extended to Submit Stage II Applications
April 10, 2015	Stage II Applications Due
May 29, 2015	Grantees Notified
July 1, 2015	Grant Period Begins

### Fall 2015 Grant Cycle

April 21 and 23, 2015	Applicant Workshops
June 12, 2015	Stage I Applications Due
July 31, 2015	Invitations Extended to Submit Stage II Applications
September 4, 2015	Stage II Applications Due
October 30, 2015	Grantees Notified
January 1, 2016	Grant Period Begins

For more information about CHE's grant programs, funding priorities and grant application process, visit [www.chelincoln.org](http://www.chelincoln.org)

or contact  
 Marcia White  
 Program Manager  
[marcia.white@chelincoln.org](mailto:marcia.white@chelincoln.org)  
 402-436-5516