

C o m m u n i t y   H e a l t h



E n d o w m e n t   o f   L i n c o l n

# **2018**

# **Applicant Information**

*April 2018*

# Notes



These guidelines describe the Community Health Endowment of Lincoln’s funding priorities and preferences for the Spring 2018 grant cycles and provide additional information to help you successfully complete a CHE grant application.

In 2015, the Community Health Endowment (CHE), in collaboration with the Lincoln-Lancaster County Health Department, City of Lincoln Urban Development Department and NeighborWorks Lincoln, released **Place Matters**, a community mapping project undertaken to better understand the role of “place” in health status and behaviors. This information yielded startling, yet valuable, information and greatly influenced CHE’s funding priorities.

CHE and its partners updated the mapping project in 2017 to produce **Place Matters: More Than Ever** which included several new maps in addition to updated versions of the original maps. Information about the Place Matters projects and links to a downloadable version of the map brochure and to interactive maps are available here: <http://www.chelincoln.org/placematters>.

## Places to Look for Data

- Inside your organization: Google Maps, My Maps, <https://www.google.com/maps/about/mymaps/>
- CHE’s Place Matters project: [www.chelincoln.org/placematters](http://www.chelincoln.org/placematters)
- City of Lincoln Open Data and Performance Management Portal: [www.opendata.lincoln.ne.gov](http://www.opendata.lincoln.ne.gov)
- Lincoln-Lancaster County Health Department, Health Promotion, Data, and Evaluation: <http://lincoln.ne.gov/city/health/pde/>
- Lincoln Vital Signs: [lincolnvitalsigns.org](http://lincolnvitalsigns.org)
- Lincoln Public Schools: [Ips.org](http://ips.org) →Departments→Instruction→Assessment & Evaluation
- Nebraska Department of Education: [www.drs.education.ne.gov](http://www.drs.education.ne.gov)
- Nebraska Department of Health & Human Services: [www.dhhs.ne.gov](http://www.dhhs.ne.gov)
- Kids Count Data Center: <http://datacenter.kidscount.org>
- Voices for Children: <http://voicesforchildren.com>
- Community Commons: [communitycommons.org](http://communitycommons.org)
- U.S. Census Bureau: <https://factfinder.census.gov/>
- American Community Survey: <https://www.census.gov/programs-surveys/acs.html>



Informed by the local Place Matters work and the “Time to Act: Investing in the Health of Our Children and Communities” report by the Robert Wood Johnson Foundation Commission to Build a Healthier America, CHE believes that the hope of a healthier community lies in “health beyond health care.” Based on that belief, the CHE Board of Trustees established the following Funding Priorities and Preferences:

## Funding Priorities and Preferences

*Affirmed March 2017*

### **Priorities**

CHE has three funding priority areas for 2018. By inviting applications that address these priorities, CHE strives to tackle recognized community challenges, create lasting impact, and make Lincoln the healthiest community in the nation.

#### **Health Innovation**

- Helping adults and children stay healthy outside of a clinical setting
- Embracing bold ideas and community-based solutions that enhance traditional models of health care and/or behavioral health care

#### **Early Childhood Investments**

- Reducing or eliminating childhood toxic stress
- Reducing childhood obesity
- Improving maternal health and birth outcomes

#### **Prevention**

- Fostering healthy behaviors that lead to improved health outcomes

### **Preferences**

Grant requests in the three priority areas have an improved chance of success when certain factors are also addressed. While including these factors in a grant application does not guarantee funding from CHE, applicants are encouraged to consider the following Funding Preferences whenever possible:

#### **Cross-Sector Collaboration**

- The application creates intentional linkages between cross-sector partners in areas such as health, housing, neighborhoods, finance/banking, economic development, education, and others.

#### **Impact on Poverty**

- The application recognizes the role poverty plays in causing or addressing a community issue.

#### **Use of Local Data**

- The application uses local data to inform the need, target group, or geographic area to be addressed.

#### **Evidence-Based Models**

- The application uses evidence-based models or proven approaches to inform program design and delivery.



# Funding Calendars 2018 - 2019

## Fall 2018 Grant Cycle

Week of April 9, 2018	Stage I Applicant Workshops
June 1, 2018, <b>12 noon</b>	Stage I Applications Due
By July 13, 2018	Invitations Extended to Submit Stage II Applications
July 18, 2018, 1 p.m.	Stage II Applicant Workshop ( <i>Tentative – Invitees will receive confirmation</i> )
August 31, 2018, <b>12 noon</b>	Stage II Applications Due
October 26, 2018	Grantees Notified
January 1, 2019	Grant Period Begins – Funds Available

## Spring 2019 Grant Cycle

Week of October 15, 2018	Stage I Applicant Workshops ( <i>Tentative - check website for details.</i> )
January 11, 2019, <b>12 noon</b>	Stage I Applications Due
March 1, 2019	Invitations Extended to Submit Stage II Applications
Week of March 4	Stage II Applicant Workshop (by invitation only)
April 5, 2019, <b>12 noon</b>	Stage II Applications Due
May 24, 2019	Grantees Notified
July 1, 2019	Grant Period Begins; Funds Available

## Funding Categories

### Targeted

- Must address one or more funding priorities
- Program support, operational support, and matching funds for equipment and capital construction/renovation are eligible
- Up to three years of support
- Any amount

### Spark!

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

### Eligible to Apply

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



## **Not Eligible to Apply**

- 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 Goes in My Stage I Application

### **Application Questions**

The following questions are on the the CHE Stage I (LOI) application. The number in parentheses is the number of characters allowed for each answer.

- 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 (Check boxes - select all that apply)
- Funding Preferences (Check boxes – select all that apply)
- Project Description (2500) – Clearly describe how your project addresses one or more of the funding priorities and why you believe this is the best or most innovative approach. Be sure you know your target population. Include Lincoln-specific data (demographics, health status, poverty rate) and, if applicable, geographic target area (census tracts(s), block groups(s), neighborhood(s)).
- Healthier Community and Outcomes (1500) – How will Lincoln be healthier if this project is funded? How will you monitor, measure, and evaluate the outcomes of the project and the impact on the target population?
- Partnerships and Sustainability (1500) – What other groups or organizations will be involved in the project? If the project is funded, describe how you will continue the project when CHE funding ends.
- Stage I Budget (Excel template downloadable from online application)
- Budget Explanation (500) – Explain any discrepancy between the Revenue and Expense budgets. Are there other budget details that need further explanation?



# Best Practices for Healthy Living Grant Applications

If you are seeking funding for wellness and fitness programs, you must address the following best practices in your application. Use the narrative portions of the grant application and, in Stage II, the work plan to describe how the proposed program and your organization will incorporate these practices.

- **Connection to Participant Priorities**
  - How does the project 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?
- **Sense of Community Among Participants**
  - How will the participants develop a sense of community and accountability with one another and the project leaders?
- **Behavior Change**
  - What elements in the project will go beyond exposure and education and support long-term change in habits and behaviors?
- **Objective Assessment of Real Health Outcomes**
  - How will participants be assessed before, during and after the project?
- **Focus on Long-Term Results**
  - Describe how this healthy living project fits with other programs and services offered by your organization.
- **Demonstrated Commitment to the Wellness of Your Organization's Staff**
  - What healthy living or wellness programs and services 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 programs and services.



# Budget Forms

CHE's budget forms allow you to clearly identify sources of support and revenue. Support/Revenue and Expenses are on separate tabs on the budget form you will download from the online application. Please be sure to complete both tabs for each year of funding requested in your application. The Stage I application requires a less detailed budget than the Stage II application. Make sure to download the appropriate template from the online application form.

## Stage I Support/Revenue Budget Form

	A	B	C	D	E	F
1	<b>Agency Name:</b>	Type Agency Name Here				
2						
3	<b>Project Name:</b>	Type Project Name Here				
4						
5	<b>Stage I</b>	New Column				
6	<b>Year One Budget</b>					
7	<b>SUPPORT/ REVENUE</b>	<b>Requested from CHE</b>	<b>Other Support/Revenue</b>	<b>Total Support/Revenue</b>		
8	<b>Amount requested from CHE</b>	\$0		\$0		
9						
10	<b>Cash Committed from Other Sources</b>		\$0	\$0		
11	<i>(Identify source(s) on separate lines below)</i>					
12			\$0	\$0		
13			\$0	\$0		
14			\$0	\$0		
15	<b>Cash Anticipated from Other Sources</b>					
16	<i>(Identify source(s) on separate lines below)</i>					
17			\$0	\$0		
18			\$0	\$0		
19			\$0	\$0		
20	<b>Project-Related Income/Revenue</b>					
21	<i>(Identify source(s) on separate lines below)</i>					
22			\$0	\$0		
23			\$0	\$0		
24			\$0	\$0		
25	<b>Project-Related In-Kind Support</b>					
26	<i>(Identify source(s) on separate lines below)</i>					
27			\$0	\$0		
28			\$0	\$0		
29			\$0	\$0		
30	<b>Other Support</b>					
31	<i>(Identify source(s) on separate lines below)</i>					
32			\$0	\$0		
33			\$0	\$0		
34			\$0	\$0		
35	<b>Total</b>	\$0	\$0	\$0		
36	Click on Expenses Tab to complete your proposed budget.					
37						
38						
39						
40						
41						
42						
43						
44						

Complete two tabs for each year.



## Stage I Expense Budget Form

Agency Name:	Type Agency Name Here			
Project Name:	Type Project Name Here			
Stage I Year One Budget			New Column	
EXPENSES	FTE	Requested from CHE	Other Support /Revenue	Total Expenses
<b>Personnel</b>				
Salaries (list positions and FTE)		\$0	\$0	\$0
		\$0	\$0	\$0
		\$0	\$0	\$0
		\$0	\$0	\$0
Payroll Taxes/Benefits (specify)		\$0	\$0	\$0
		\$0	\$0	\$0
		\$0	\$0	\$0
		\$0	\$0	\$0
Subtotal Personnel		\$0	\$0	\$0
<b>Operating</b>				
Office Operations <i>(Telephone, postage, office supplies/equipment, printing, mileage)</i>		\$0	\$0	\$0
Training & Education <i>(Professional development, travel, educational materials)</i>		\$0	\$0	\$0
Medical Supplies		\$0	\$0	\$0
Equipment <i>(Equipment, technology)</i>		\$0	\$0	\$0
Facility <i>(Rent/Utilities)</i>		\$0	\$0	\$0
Facility Improvement <i>Construction</i>		\$0	\$0	\$0
<i>Facility-Related Equipment</i>		\$0	\$0	\$0
<i>Professional Services (Architect, etc.)</i>		\$0	\$0	\$0
Other (Identify)		\$0	\$0	\$0
		\$0	\$0	\$0
		\$0	\$0	\$0
Subtotal Operating		\$0	\$0	\$0
<b>Subtotal Expenses*</b>		<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
<b>Indirect</b> <i>(Not to exceed 10% of subtotal expenses requested from CHE)*</i>		<b>\$0</b>		<b>\$0</b>
<b>Total Expenses</b>		<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
<b>DIFFERENCE</b>				
TOTAL SUPPORT/REVENUE		\$0	\$0	\$0
(TOTAL EXPENSES)		\$0	\$0	\$0
DIFFERENCE		\$0	\$0	\$0



## Frequently Asked Budget Questions

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

The application and budget forms provide places for you to show the total project cost and the funding you are requesting from CHE. Please include both.

### **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 applicant 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 templates for both Stage I and II applications include a column for in-kind contributions. In Stage II, if resources – in-kind or otherwise – are being provided by project partners, make sure you include a letter of commitment from the partner organization(s).

### **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 for indirect costs should not exceed 10% of your total request from CHE.

### **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 count as matching funds. General operating funds or in-kind contributions by the applicant do NOT count as matching funds. Donated goods and services received prior to the grant period may be considered match if the goods and services are fully dedicated to the project.

## Application Process

CHE uses an online application for all applications. The application form is accessible on the CHE website here: [http://www.chelincn.org/grant\\_program/ready\\_to\\_apply.html](http://www.chelincn.org/grant_program/ready_to_apply.html). CHE recommends that you compose your application in a word processing document and copy and paste into the online application. Please be aware that character counts can vary between programs; you may need to edit the application after you paste the information into the online form.

CHE uses a two-stage application process. Stage I (LOI) is a short application that will give CHE a good understanding of the proposed project and the difference you hope to make through the project without requiring a full application. Stage II is open to invited applicants only and requires a full application, work plan, detailed budget and supporting documents.



# Six Big Ideas for Grant Writing Success

by Kim Hachiya

1. Read all the directions.
  - a. Ask questions if you don't understand or need more information
  - b. Look for key phrases, etc., that the grantor is highlighting.
2. Collect all the data the grantmaker requests; learn how to do research using the internet and other research techniques. Use keywords, phrases, and follow suggested links. The good people at the public library can be very helpful.
3. Answer the questions that are asked.
4. Draw bright and solid connections between your agency and the items the grantmaker requests. No need to be subtle. Be positive, active, and affirmative.
5. Write in active voice; edit ruthlessly; remember that spelling and grammar matter. Mistakes indicate sloppy thinking or that you really didn't care enough to sweat the details. It can push an "on the bubble" applicant into the "no" category.
6. Meet the deadlines. Noon does not mean 12:01. Grantmakers looking for ways to eliminate applications see late applicants as low-hanging fruit. And, it's an issue of fairness. If everyone else played by the rules, so should you.

## Six More Ideas

1. Talk through your application out loud with another person; write down the ideas. Then use those as the outline for writing.
2. When citing sources from the web, convert long URLs into short URLs with either [tinyurl.com](http://tinyurl.com) or [bitly.com](http://bitly.com).
3. Avoid your industry's jargon.
4. Have someone less familiar with your agency read your drafts to spot holes or inconsistencies that you missed due to your insider knowledge.
5. Have someone else proofread your document to catch spelling, grammar, etc. Do not rely solely on spellcheck/grammar check for this.
6. To save characters when doing an application that is character limited, use just one space after a period. (That's actually how you should be doing it if you use a computer but a lot of people persist in doing it the old-fashioned way.) Delete words like very or really. Use numerals instead of spelling out numbers.

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## We're Here to Help!

CHE staff want to answer questions about the funding priorities and preferences and the application process. Additional information is also available on the CHE website, [www.chelincoln.org](http://www.chelincoln.org).

### **CHE Staff**

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