



The Wellmark Foundation 2009 Request for Proposals

Prospective Grant Applicant Conference Call
July 29, 2009

Agenda



- **What are the similarities and changes in funding approach from the previous year?**
- **Who may receive a grant from The Wellmark Foundation?**
- **What types of projects will be funded?**
- **What is the application process?**
- **What format should be utilized for Letters of Interest?**
- **How will Letters of Interest be evaluated?**
- **Where do I go for assistance with my proposal?**



The Wellmark Foundation Mission

The mission of the Wellmark Foundation is to efficiently and effectively facilitate the continual improvement of health status within Iowa and South Dakota communities by providing financial and technical assistance.

What are the similarities and changes in funding approach from the previous year?

Funding Priorities

2009:

- **Childhood obesity prevention**
- **Community-based wellness and prevention**

What has changed:

- **A bit tighter guide of preferred direction under each global priority (discussed more in types of projects supported section)**
- **Separate Request for Proposals for each priority area & tiered funding**

Letter of Interest (LOI) Submission



Applicants initially submit an abbreviated LOI outlining their project plans rather than a complete proposal. LOI applications determined to be the most promising will be invited to submit full grant proposals.

Why sustain this approach?

- » Achieved desired end of **honoring your time** in preparing your application.
- » Allow staff to spend **more quality time** shaping full grant applications by sharing insights from the LOI review before submission of the full proposal.

Option for Longer Grant Periods



Maintain maximum project period option up to 24 months.

Why sustain this approach?

- » In 12-month funding increments, **projects are often hitting their stride when our funding is coming to an end.**
- » Lengthening grant periods surfaced as a **strong desire** in past grantee perception survey results and was successfully introduced & utilized by overwhelming majority of the applicant pool in 2008.
- » The goal of longer granting periods is to enhance the potential for project sustainability at a community level. The last 3-6 months of a 24-month funding period should be used to position your project for **sustainability and/or replication.**
- » Although there is an option for 24-month funding, **project periods should be appropriate for the scope of work.** Shorter project periods are welcome when in alignment with your project plan.

Standards for Maximum Funding Amount and Matching Support



Maximum project support will remain \$150,000 over the desired project period (~\$120,000 average in 2008). Additionally, projects must demonstrate matching support, either hard or in-kind, equivalent to 25% of the overall project budget (average match of ~33% in 2008).

Why sustain this approach?

- » With longer project periods and higher funding amounts being offered, matching funds **signify commitment** to the project.
- » 25% match requirement is **not significantly different** from many of the Foundation's grants funded prior to this requirement.

Separate RFPs for Each Priority Area



Segregate the priority area interests and offer **two, separate Request for Proposals/grant competitions – one for each priority in 2009.**

- Childhood obesity prevention: ***Growing Up LEAN: Learning to be Energetic, Active & Nutritious Grant Program***
- Wellness & prevention: ***Healthy Communities Grant Program: Supporting a Culture of Wellness and Prevention***

Why implement this approach?

- » The Foundation already breaks apart the two priority areas in the review & funding allocation process, so we've decided to solicit the community projects that way as well.
- » Breaking our priority interests into separate grant cycles will allow the Foundation and its applicants to be even more focused and strategic with our available funding.

Tiered Funding Options Within Each RFP



Maximum project support will remain \$150,000 over the desired project period. What changes is offering of a **two-tiered** menu of project support within each of our 2009 RFPs.

Funding Level	Amount Available – Funding Range
I	≤ \$25,000
II	\$25,001 - \$150,000

Why implement this approach?

- » Do more to encourage organizations and projects of all sizes to be equally competitive in our grant cycles – this institutionalizes that belief.
- » Incubate smaller projects/projects that might not need our maximum level of funding to do impactful work and/or need time to mature into something bigger via future funding.

Growing Up LEAN – Brief Grant Cycle Overview



Level I (requests of \$25,000 or smaller) Summary:

- » Thirty (30) overall requests with an average request amount of \$15,954.
- » Upon full staff review, 6 applications (20%) were selected for the invitational RFP.

Level II (requests between \$25,001 and \$150,000) Summary:

- » Fifty-two (52) overall requests with an average request amount of \$108,859.
- » Upon full staff review, 11 applications (21%) were selected for the invitational RFP.



Who may receive a grant from The Wellmark Foundation?

Grantee Eligibility

Primary applicant (grant fiscal agent) must meet the following requirements:

- Classified as a Section 501(c)(3) tax exempt organization under the Internal Revenue Code or as a governmental agency.
- Cannot be a private foundation under Section 509(a).
- Be an organization in Iowa or South Dakota.
- Cannot have a contractual relationship with Wellmark, Inc.

Grantee Eligibility Clarifications

- » Local departments of public health are eligible from our perspective.
- » Community Health Centers are eligible from our perspective.
- » School-based applicants/districts are typically eligible as long as the focus is on an intervention geared to the student population and not health improvement/delivery efforts of the district staff.
- » Please contact Foundation staff and/or forward the 501(c)(3)/tax ID number of your proposed fiscal agent to Foundation staff to address questions.

What types of projects will be funded?

Why Prevention & Wellness?



- » The Foundation sees **health promotion, health education, disease prevention, and injury prevention** as 'in scope' for this portion of our funding.
- » The Foundation seeks to provide resources to encourage the application of proven (**evidence-based**) wellness and prevention strategies in our two states.
- » Our interest is to support community initiatives designed to create long-term, positive changes in **health status or policy education** to advance prevention and wellness gains.

Healthy Communities Grant Program

What We Might Fund



- » Improving **infant morbidity/mortality** by providing access to recommended prenatal care for high-risk mothers and parental education.
- » Increasing **physical activity and improved nutritional intake (across the lifespan)** through community-based programming (*complementary of our childhood obesity prevention funding*).
- » Developing and educating youth to make **healthy lifestyle choices** and **avoid high-risk behavior** (i.e., sexual, tobacco use, substance abuse).
- » Implementing population-based interventions to increase demand for and access to **evidence-based preventive health screenings and recommended immunizations**.

Healthy Communities Grant Program

What We Might Fund



<http://www.commissiononhealth.org/>

Commission to Build a Healthier America

http://www.convergencepartnership.org/atf/cf/%7B245A9B44-6DED-4ABD-A392-AE583809E350%7D/CP%20Making%20the%20Case%20Toolkit%20Revised_to%20post.pdf

Supporting Healthy People in Healthy Places

http://www.wellmark.com/foundation/apply/web_resources.htm

Other identified resources that might be useful in planning



What is the application process?

Healthy Communities Grant Program



Timeline

Prospective Grantee Teleconference	July 29, 2009
Letters of Interest Due	September 3, 2009
Invitations to Submit Full Proposals	September 15, 2009
Full (Invitational) Proposals Due	October 6, 2009
Review Committee Meets	October 19, 2009
Board Meets	November 16, 2009
Start of Grant Period/Payment	~December 1, 2009

Letter of Interest

- LOI serves as the initial step in the application process.
- Your LOI should describe your abilities, interest, plans, and preparation that will lead to the success of your proposed project.
- LOIs are limited to 3 pages in length.
- Submit your LOI with the standard cover page and all required appendix items.
- LOIs with the greatest potential will be asked to submit full proposals.

What if....

A full proposal is requested.

- Staff will email you the format and requirements for the full proposal (3-page application for Level I funding and 8-page application for Level II funding).
- Staff will provide additional guidance on ways to strengthen your proposal based on LOI review comments.
- Once submitted, an external review committee will evaluate full grant applications.
- Funding recommendations from the committee will be made to the Foundation's Board of Directors.

What if....

A full proposal is not requested.

- Staff will mail you a notification letter and share compiled reviewer comments.
- You may enhance your concept or plan and resubmit the LOI in the future (to Wellmark Foundation or other funding competitions).

What format should be utilized for Letters of Interest?

Cover Page



- Required with all LOI submissions.
- Download from www.wellmark.com/foundation as a Word document. Please contact staff if you have difficulties accessing this document.
- Contains basic information for grant processing.
- Indicate which level of funding support your project is seeking.
- Requires signatures of your board president (lead volunteer) and your executive director (lead paid staff).

Letter of Interest Components



- **Problem or Issue**

Describe the problem or issue your project will address. Please define the community your project will impact (geographic, target population, socioeconomic status, etc.)

Letter of Interest Components



- **Community Needs/Assets**

Specify the needs and assets of your community or organization that led you to design a project to address the problem. List stakeholders in your community who are necessary for your success and how they have or will be engaged.

Letter of Interest Components



- **Desired Results**

Describe what your project is expected to achieve in the short and long term. Indicate how you will know if you have been successful.

Letter of Interest Components



- **Strategies**

List the strategies your project will utilize and how they have helped communities like yours achieve the results you seek.

Letter of Interest Components



- **Budget**

Offer a preliminary budget to fit your proposed scope of work. Line item budget detail and explanation of matching requirements will be required for the full application.

Appendix Items

Submit with original copy of the LOI only.

All of the following are required:

- IRS determination letter verifying 501(c)3 status or statement of governmental entity status.
- Audited financial statement.
- Board of directors list.

General Instructions

- LOI of 3 pages or less.
- Readability.
- Original documents plus 3 copies of cover page and LOI.
- Original documents clipped – copies stapled.
- **Arrival at Foundation by due date of 9/3/2009.**

Budget Restrictions

What we won't fund



- Biomedical research without local impact.
- Uncompensated care or services that are billable.
- Capital campaigns.
- Acquisition of equipment without other goals.
- Projects lacking sustainability potential.
- Indirect/Overhead costs.
- Individuals.
- For-profit organizations.
- Debt retirement.
- Annual fund drives.
- Fundraising events.
- Endowments.

Matching or In-Kind Funds

Examples



Grant request cannot exceed 75% of total budget:

- Total grant amount of \$150,000 requires a total project budget of at least \$200,000.
- Total grant amount of \$60,000 requires a total project budget of at least \$80,000.

Matching and in-kind funds could include:

- Hard match: cash funds from your organization, grant awards from another funder, etc.
- Soft match: staffing, facilities, supplies, etc.

How will Letters of Interest be evaluated?

LOI Scoring

- Letters of Interest are evaluated using a score sheet that applies numeric values to established evaluation criteria.
- The score sheet is available on our Web site at www.wellmark.com/foundation and we encourage you/your team to utilize it in the midst of your proposal development.

Where do I go for assistance with my proposal?

The Wellmark Foundation Web Site

www.wellmark.com/foundation



- RFP
- Cover page
- Web resources
- LOI scoring sheet
- Project ideas
- Highlights of previous grants
- Foundation contact information

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