



MATCHING ASSETS TO COMMUNITY HEALTH 2017 GRANT PROGRAMS

REQUEST FOR PROPOSALS

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2017 Matching Assets to Community Health (MATCH) grant program

The Wellmark Foundation's goal is to be a catalyst in bringing groups together to impact health improvement within a community. Our funding focuses on sustainable initiatives targeting access to and consumption of nutritious foods and safe and healthy environments that encourage activity where we live, work, learn and play — now and for generations to come.

Focus on healthy communities

Your Zip code may be more important than your genetic code

The Wellmark Foundation supports nonprofit organizations and community groups that develop and implement sustainable projects that focus on active living and healthy nutrition. Successful proposals will focus on community based initiatives in these two areas. The programs should focus on non-patient populations versus targeting patients in a clinical setting.

We support promising policies and projects that can help individuals, families and communities achieve better health through safe and healthy environments that encourage physical activity and consumption of nutritious foods now, and for generations to come. In other words, when our grant funding ends, we don't want to see the project end.

In 2017, two match grant opportunities are available that support healthier communities across Iowa and South Dakota:

- 1** Large MATCH — challenge grants to be matched 100 percent up to \$100,000
- 2** Small MATCH — challenge grants up to \$25,000 to be matched 50 percent

Applications for the 2017 Large MATCH grant program are currently available on Wellmark.com/Foundation and are due by midnight, March 24, 2017.

Applications for the 2017 Small MATCH grant program will be available mid-May. This application will be due by midnight, June 16, 2017.



Increasing access to and consumption of nutritious foods

Since good nutrition is a cornerstone to optimal health and well-being, The Wellmark Foundation supports sustainable solutions that encourage improved nutrition and access to nutritious foods.

Below are a few examples of sustainable projects:

- **Improving access to locally sourced foods.** A few examples include establishing or improving infrastructure of farmers' markets and establishing or improving community gardens.
- **Supporting connections between local food systems and health.** Advance the efforts of local, multi-county or statewide food policy councils to positively impact food systems and address the interconnectivity between food and health.
- **Improving nutrition in school settings.** Examples of potential projects to improve the food environment in school settings include: farm-to-school programs, healthy vending, and lunchroom redesign to encourage consumption of healthy foods.

To see community projects funded in 2016, go to Wellmark.com/Foundation and select Funded Projects.



Promoting safe and healthy environments in which to be active

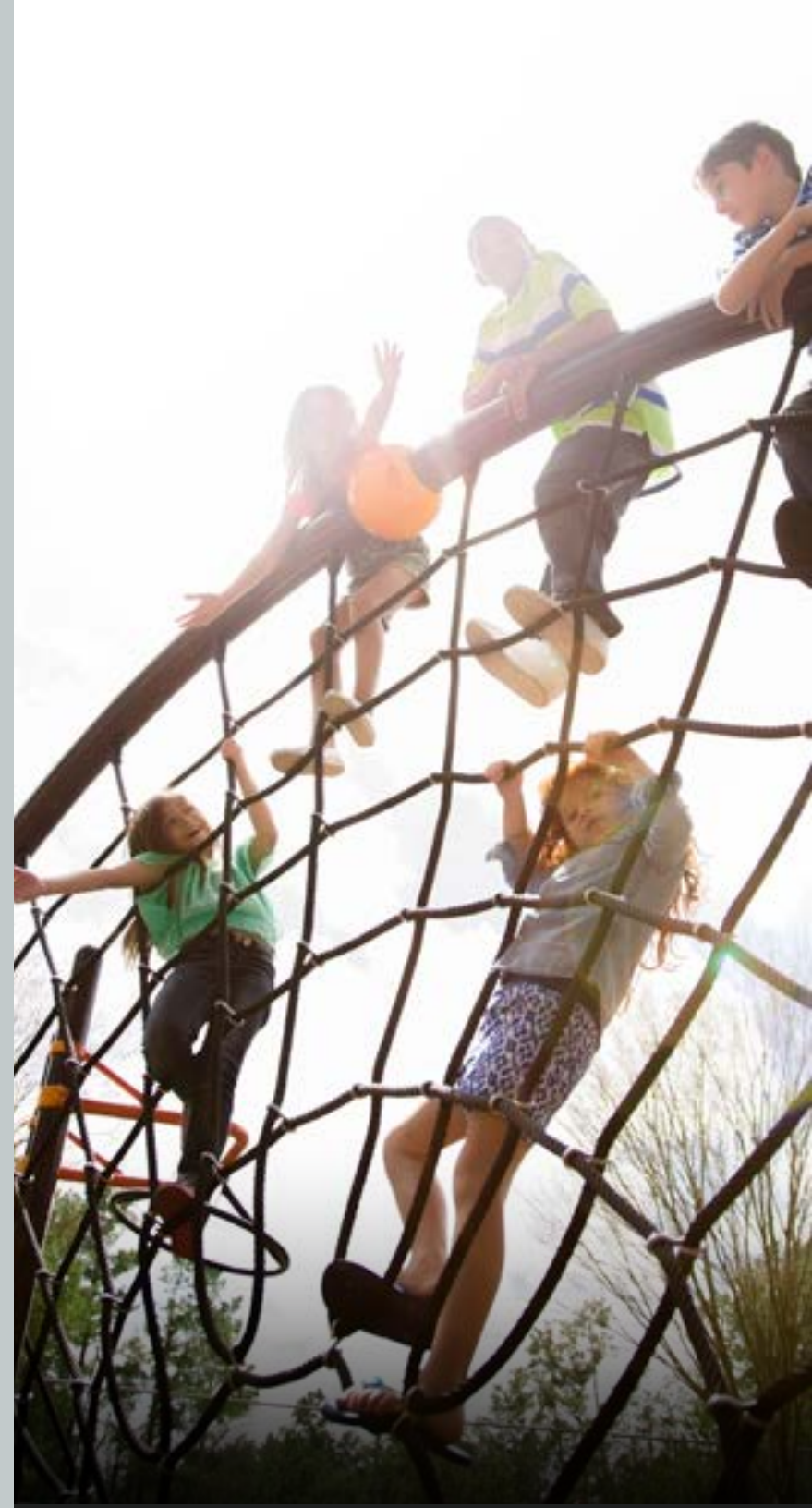
The Wellmark Foundation supports addressing local policy and built environment approaches that promote safe and healthy places in which to be active.

The built environment refers to infrastructure policies and man-made systems, such as community design, community policy, parks, trails, and other amenities. The characteristics of the built environment can affect residents' health in multiple ways. The existence of safe and accessible environments is likely to increase physical activity for all age groups.

Here are just a few examples of how communities can influence the built environment with The Wellmark Foundation's funding support:

- **Providing safe, accessible venues for physical activity in a community.** An example is joint-use agreements between schools and community groups to leverage community investments and encourage shared space for physical activity.
- **Advancing active transportation concepts.** This refers to approaches that encourage individuals to bike or walk to their destinations. Examples of projects include Safe Routes to School projects, walking school buses, community walking audits, and adding bicycle parking.
- **Promoting trail development.** This could include regional trail-planning efforts, promoting pedestrian/bicycle/trail master plans and actual trail construction.

To see community projects funded in 2016, go to Wellmark.com/Foundation and select Funded Projects.



MATCH grant programs

The Matching Assets to Community Health grant program supports sustainable projects that:

- 1 Increase access to and consumption of nutritious foods
- 2 Promote safe and healthy environments which encourage activity

Our goal is to support projects that build on the assets unique to a community and address local health needs. The Foundation's funding should leverage additional resources to make this possible.

The Wellmark Foundation believes everybody deserves to live, work, learn and play in a safe and healthy environment. This includes having a safe and healthy home environment and spaces which encourage activity. This activity is enhanced when there is access to and consumption of nutritious food. In 2017, we will fund proposals that can demonstrate measureable outcomes and long-term sustainability in either of these two areas.

According to the Robert Wood Johnson Foundation's Commission to Build a Healthier America, "people can make healthier choices if they live in neighborhoods that are safe, free from violence and designed to promote health. Ensuring opportunities for residents to make healthy choices should be a key component of all community and neighborhood development initiatives."

The American Public Health Association reports the way we design and build our communities affects our physical and mental health. "When communities have plenty of walkable sidewalks and bike-friendly routes for kids to take to school, students are more active. When people can walk where they need to go, car traffic decreases, and that can improve air quality and respiratory health. When children live in homes that do not contain lead or asthma triggers, they are better able to grow and develop."

The Wellmark Foundation supports community-based approaches that promote active living/built environment and access to and consumption of healthy foods where we live, work, learn and play.

The Wellmark Foundation's approach with this funding is to address upstream issues that affect the health of the community. It is not designed to fund temporary food assistance or disease management programs.

It is required that projects can demonstrate long-term sustainability — meaning they will have a lasting effect after the grant funding is over.

What are "matching grants?" "Matching grant" means that the grantee is required to raise some amount of money to "match" the grant amount. The money you raise in addition to the grant is called "the match." Within a 12–16 week time period after you receive the grant award notification, you'll have an opportunity to use our grant as a catalyst to secure other funding.

Matching grants establish a powerful platform to engage other funding sources to advance a project.

Grant eligibility

To be eligible to receive a grant from The Wellmark Foundation, the primary applicant (grant fiscal agent) must meet all of the following requirements:

- Must be classified as a Section 501(c)(3) tax-exempt organization under Internal Revenue Code or a governmental entity
- Must be an organization within the states of either Iowa or South Dakota or seeking funding support for grant funding restricted for use in Iowa or South Dakota
- Cannot be a private foundation under Section 509(a)
- Cannot be an individual
- Cannot have a contractual relationship with Wellmark, Inc., Wellmark Blue Cross and Blue Shield of Iowa, Wellmark Blue Cross and Blue Shield of South Dakota or Wellmark Health Plan of Iowa, Inc. This does not include having health insurance coverage through Wellmark.

A proposed project is more likely to be funded when the following criteria are met:

- Aligns with The Wellmark Foundation grant-making areas of focus
- Aligns with evidence-based, best practices and/or principles
- Leverages private, public and/or community resources
- Maximizes collaboration with applicable, needed stakeholders
- Outcomes are clearly stated and measurable
- Has a sound evaluation process
- Is a viable prospect to continue beyond The Wellmark Foundation's grant support (sustainability)

The Wellmark Foundation will not consider making grants for the following:

- Biomedical research that will not impact local residents in the immediate future or that does not have a direct application to implementing a community-driven health intervention
- Uncompensated care for direct clinical services or services which are billable for third-party reimbursement
- Projects solely requesting support for the acquisition of equipment
- Projects without viable prospects for sustainability
- Organizational indirect costs
- Programs operated by or for the benefit of for-profit organizations
- Debt retirement
- Annual fund drives or capital campaigns
- Fundraising events
- Endowments
- Reimbursement for cost of projects already completed or underway before grant is approved

If you have any questions related to eligibility to receive a grant from The Wellmark Foundation, please contact Foundation staff by email at **WellmarkFoundation@wellmark.com**.

Budget planning and match requirements

Large MATCH grant:

Each Large MATCH grant awarded in 2017 will be a maximum of \$100,000, and the project must be completed within two years. The MATCH grant awards must be matched dollar-for-dollar by resources, either cash or in-kind, identified by the applicant. At least one half of the matching support must be a cash match. Applicants must include assurance of the potential for securing adequate matching funds to be considered for funding.

If selected for funding, the prospective grantee will have 16 weeks from May 23 to Sept. 15 to demonstrate the match has been secured.

Small MATCH grant:

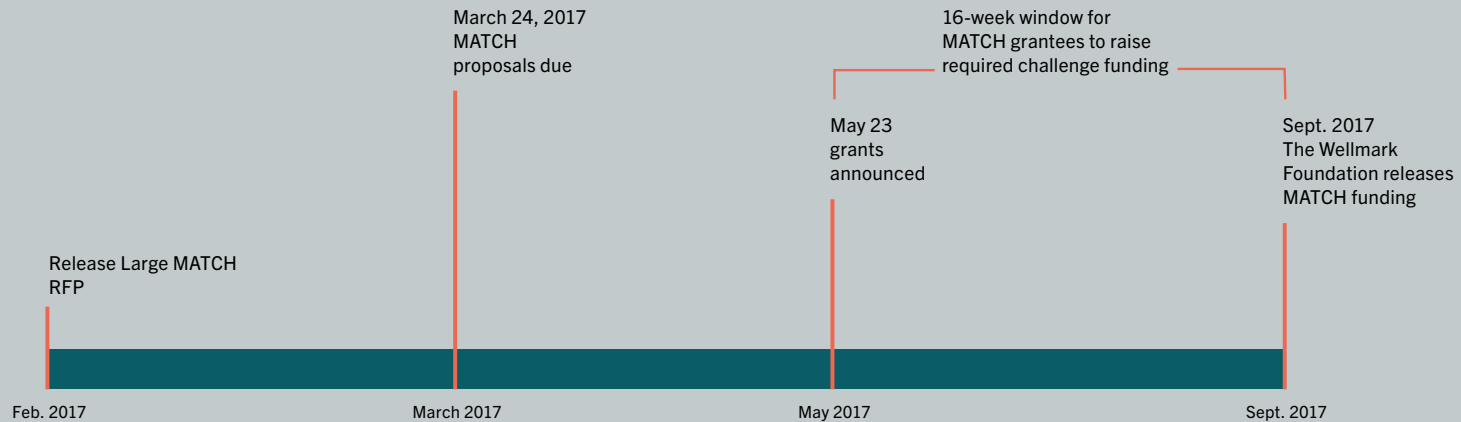
Each Small MATCH grant awarded in 2017 will be a maximum of \$25,000, and the project must be completed in one year. The MATCH grant awards must be matched \$0.50 for every \$1.00 by resources, either cash or in-kind, identified by the applicant. At least one half of the matching support must be a cash match. Applicants must include assurance of the potential for securing adequate matching funds to be considered for funding.

If selected for funding, the prospective grantee will have 12 weeks from Aug. 15 to Nov. 10 to demonstrate the match has been secured.

2017 Large MATCH grant program timeline

Proposals are due by midnight, March 24, 2017. Large MATCH grant proposals must be completed online at Wellmark.com/Foundation. Grants selected will be announced in late May with the challenge grant awarded in September 2017.

Matching Assets to Community Health (MATCH) Large grant program

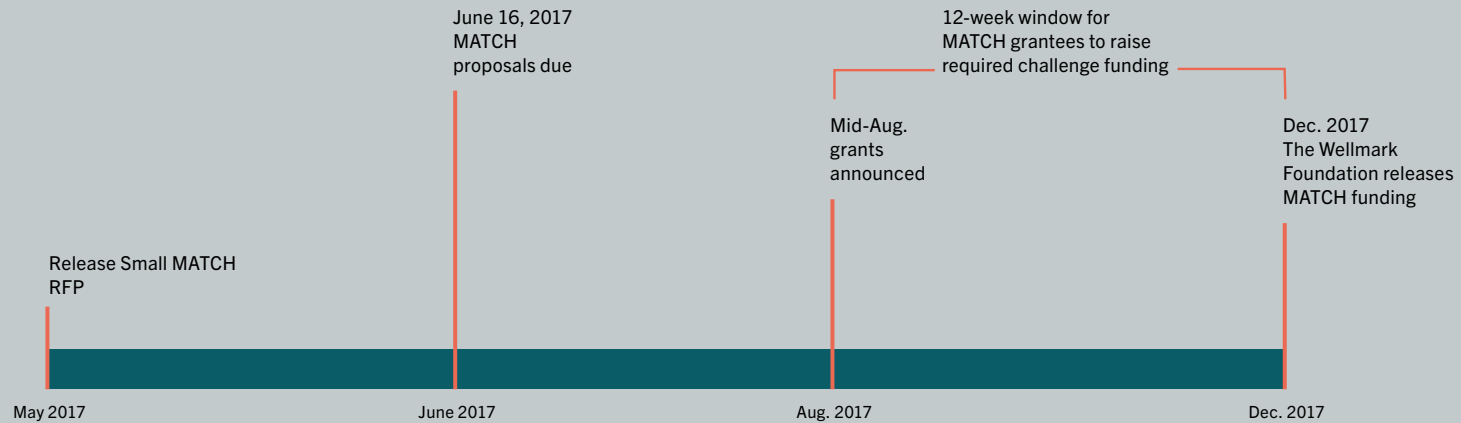


Large MATCH grant proposals must be completed online at Wellmark.com/Foundation.

2017 Small MATCH grant program timeline

Proposals are due by midnight, June 16, 2017. Applications for the Small MATCH grants will be available mid-May at Wellmark.com/Foundation. Grants selected will be announced in mid-August with the challenge grant awarded in December 2017.

Matching Assets to Community Health (MATCH) Small grant program



Small MATCH grant proposals must be completed online at Wellmark.com/Foundation.

The Wellmark Foundation is an Independent Licensee of the Blue Cross and Blue Shield Association.

The Wellmark® Foundation is a private, non-profit foundation created by Wellmark® Blue Cross® and Blue Shield® of Iowa.
The Wellmark Foundation seeks to measurably improve the health of Iowans, South Dakotans and their communities.