

The Wellmark[®]
Foundation



Matching Assets to Community Health

GRANT PROGRAM 2021 REQUEST FOR APPLICATIONS



For almost 30 years,

The Wellmark Foundation's commitment to the health and well-being of Iowans and South Dakotans has not wavered. We are proud of the legacy the Foundation has built and are excited to continue to help improve the health of Iowans and South Dakotans through the Wellmark Foundation's 2021 competitive Matching Assets to Community Health (MATCH) grant program.

Good health for your friends and your family is a priceless asset. It is the basis for a happy, productive and long life. Those who have good health can easily take it for granted. For those who don't, it is something they long for.

That is why The Wellmark Foundation is focusing its efforts on initiatives that will have a positive, long-term impact on overall health. In 2021, The Wellmark Foundation will offer funding through our Matching Assets to Community Health (MATCH) Grant Program for projects that make it easy to eat healthy and engage in daily physical activity.

To learn more, please read this Request for Applications. If you have a project that you would like to discuss, we encourage you to contact us to talk about your project and help you determine if it is a fit for our grant offering. We are eager to hear about what you are working toward in your community.

In good health,



Mary Lawyer

Mary Lawyer
Executive Director
LawyerM@Wellmark.com
515-376-5642



Gina Rooney

Gina Rooney
Manager
RooneyG@Wellmark.com
515-376-6420



The Wellmark Foundation

The mission of The Wellmark Foundation is to fund initiatives that positively impact the well-being of Iowans and South Dakotans.



pickleball court

2020 Small MATCH Grant | \$25,000 | Spearfish Pickleball Club | Pickleball court

One of the greatest health challenges facing Iowans and South Dakotans is chronic disease, which results in individuals having a diminished ability to live their best life. Many chronic diseases are the result of lifestyle choices.

There is increasing evidence showing where we live and what is available to us can have a significant impact on our health. If a community doesn't have adequate sidewalks or walking paths, or if roads make it dangerous to ride a bike, then how do residents find ways to be active? If there aren't community gardens, nutrition programming or balanced school lunches, how do residents make healthy food choices?

The Wellmark Foundation's goal is to help eliminate those barriers.

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."

The Wellmark Foundation seeks to help Iowans and South Dakotans create communities that support healthy and active lifestyles.



Grant focus areas

The Wellmark Foundation's goal is to be a catalyst in bringing groups together to positively impact health within a community. Our funding focuses on sustainable initiatives — projects designed to encourage healthy lifestyles for years to come — in two areas:



raised gardens

2017 Small MATCH Grant | \$10,000 | Morningside College | Farm to school garden

1 Access to and the consumption of healthy foods.

WHY?

Because good nutrition is a cornerstone to optimal health and well-being.

2 Safe environments to be physically active in.

WHY?

Built environment approaches — infrastructure and man-made systems, such as community design, parks, trails and other amenities — make it easy to engage in active living, which is likely to increase physical activity for all age groups.



Grant opportunities

The Wellmark Foundation is offering two Matching Assets to Community Health (MATCH) grant opportunities to support communities across Iowa and South Dakota in 2021.

The Wellmark Foundation grant program is a competitive process.

Applications are scored by a panel of external reviewers across Iowa and South Dakota in addition to The Wellmark Foundation staff.

1 Large MATCH Grant

REQUESTS UP TO \$100,000

MATCH REQUIREMENT:

Dollar-for-dollar, at least one-half of that amount must be cash

TIMELINE:

Applications must be submitted by 5 p.m. CST on Feb. 17, 2021.

All applicants will be notified of funding decisions by May 17, 2021.

Selected grantees will have 16 weeks to certify their required match amount has been secured. The Wellmark Foundation will then distribute grant dollars.

Grantees have until Dec. 31, 2023, to complete their project and utilize the Wellmark Foundation grant dollars.

2 Small MATCH Grant

REQUESTS UP TO \$25,000

MATCH REQUIREMENT:

50 percent of the amount requested, at least one-half of that amount must be cash.

TIMELINE:

Applications must be submitted by 5 p.m. CST on May 26, 2021.

All applicants will be notified of funding decisions by Aug. 23, 2021.

Selected grantees will have 12 weeks to certify their required match amount has been secured. The Wellmark Foundation will then distribute grant dollars.

Grantees have until Dec. 31, 2022, to complete their project and utilize the Wellmark Foundation grant dollars.



Grant eligibility

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



2020 Small MATCH Grant | \$25,000 | Iowa Valley RC&D | Enhancing Grow: Food access efforts through greenhouse installation

1

Must be classified as a Section 501(c)(3) tax-exempt organization under Internal Revenue Code or a governmental entity.

2

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.

3

Cannot have a contractual relationship with Wellmark, Inc., doing business as Wellmark Blue Cross and Blue Shield of Iowa, Wellmark of South Dakota, Inc., doing business as Wellmark Blue Cross and Blue Shield of South Dakota, Wellmark Health Plan of Iowa, Inc., Wellmark Value Health Plan, or Wellmark Synergy Health, Inc. This does not include having health insurance coverage through Wellmark.

If you have any questions related to eligibility, please contact Foundation staff by email at WellmarkFoundation@Wellmark.com or 515-376-6420.



Project planning

For a project to be considered for grant funding, the following criteria should be considered when planning your project and application:



ALIGNMENT

Does the project clearly align with one of The Wellmark Foundation grant-making areas of focus — increasing access to and consumption of healthy foods or creating safe environments to be active in?



SUSTAINABLE

Is the project sustainable? The Foundation identifies sustainable as:

- Projects that will be maintained over the long term
- Projects continuing to thrive long after The Wellmark Foundation grant funds have been used



PRIORITY

Is the project a demonstrated priority by the community?

How do you know?



AVAILABLE

Is the project available to all community members?

Are there any limitations for those who want to participate or use the project?



RESOURCES

Have you leveraged private, public and/or community resources?

Have you collaborated with stakeholders throughout the community?



EVALUATION

What do you want the project to do?

What is it that you are wanting for your target audience?

How are you going to determine if you achieved this?



ATTAINABLE

Will the project be completed within the required time frame?

Large MATCH Grants: by the end of December 2023.

Small MATCH Grants: by the end of December 2022.



COMPLETED

You should be able to answer all of these questions as you plan your project, and then your application.



Project alignment

For illustration purposes only, The Wellmark Foundation is providing the list to the right — based on previous grant applications — to help demonstrate the types of projects that do and don't align with the Foundation's focus areas.

To see previously awarded MATCH Grants, visit [Wellmark.com/Foundation](https://www.wellmark.com/Foundation) and select Funded Projects. If you don't see your project or need included in either list, contact The Wellmark Foundation staff.



THE WELLMARK FOUNDATION WILL CONSIDER APPLICATIONS FOR:

- Edible orchards and landscaping
- Community gardens and greenhouses
- Healthy food preparation methods
- Farm/field/garden-to-table projects
- Policies or councils working to create access to healthy foods and nutrition education
- One-time expenses that will increase food production, productivity, access or distribution
- Mini parks
- Public playground structures and spaces
- Outdoor recreation areas
- Outdoor fitness/exercise stations
- Sport courts, fields and courses
- Waterways access, including kayak launch
- Water improvement projects for public swimming areas
- Public swimming pools, splash pads or aquatic centers
- Trails, including links, spurs and connectors
- Bicycle repair stations
- Hydration stations
- Safe Routes to School plans and infrastructure
- Accessible and safe walking paths or routes
- Share-the-road plans and infrastructure, including safe crossing signs and lights
- Bike-share programs and infrastructure
- Way-finding signage, trail markers, kiosks



THE WELLMARK FOUNDATION WILL NOT CONSIDER APPLICATIONS FOR:

- Administrative and organizational indirect costs
- Ongoing programming
- Salaries for staff
- Programs operated by or for the benefit of for-profit organizations
- Annual fund drives or campaigns
- Endowment funds
- Fundraising events
- Debt retirement
- Reimbursement for cost of projects already completed or underway before grant is approved
- Ongoing or emergency food assistance
- Fee-based facilities
- Projects solely for the construction or renovation of restrooms, parking lots, shelter houses or concession stands
- Construction of a recreation center or community center
- Sporting events, such as tournaments
- One-time speaker series or educational sessions



Questions?

The Wellmark Foundation highly encourages prospective applicants to contact us and discuss your project.

CONTACT: Gina Rooney

Manager, The Wellmark Foundation

WellmarkFoundation@Wellmark.com

515-376-6420



all-inclusive playground

2020 Large MATCH Grant | \$100,000 | City of Urbandale | All-inclusive playground

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. © 2021 Wellmark, Inc.