MATCHING ASSETS TO COMMUNITY HEALTH
2018 GRANT PROGRAMS
REQUEST FOR PROPOSALS
The Wellmark Foundation: What we do

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 that expand access to and consumption of nutritious foods and ensure safe and healthy environments that encourage activity where we live, work, learn and play — now and for generations to come.
Our focus on communities

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 public spaces that encourage activity. This activity is enhanced when there is access to and consumption of nutritious food. In 2018, we will fund proposals that can demonstrate measurable outcomes and long-term sustainability in these two areas.

Your ZIP code may be more important than your genetic code

Today, more than two-thirds of Iowans and South Dakotans are either overweight or obese. This results in individuals having diminished ability to live their healthiest life. The two keys to addressing this issue are healthy nutrition and daily activity.

Where we live, and what is available to us, has a significant impact on our health. It is difficult to eat healthy if healthy foods are unavailable. It is difficult to engage in activity if we don’t have something as simple as sidewalks on which to safely walk. That is why more and more experts are saying that when it comes to health, your ZIP code may be more important than your genetic code.

Therefore, The Wellmark Foundation supports nonprofit organizations and community groups that develop and implement sustainable projects that result in making the healthy choice—of good nutrition and daily activity—the easy choice.

Where you live impacts your health

Good nutrition is the foundation of a healthy lifestyle. The link between good nutrition and maintaining a healthy weight is evident. Good nutrition starts with having nutritious foods readily available in communities. About 11 percent of Iowans and South Dakotans are food insecure. Availability of nutritious foods can be accomplished with simple solutions such as community gardens, farmers markets and mobile pantries.

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.”

1USDA Economic Research Service
MATCH grant programs

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

- Increase access to and consumption of nutritious foods; or
- Promote safe and healthy environments that 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 community resources to make this possible.

What are “matching grants?”

“Matching grant” means the grantee is required to raise some amount of money to “match” The Wellmark Foundation grant amount. The money you raise in addition to The Wellmark Foundation 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 additional funding.

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

Two match grant opportunities are available to support healthier communities across Iowa and South Dakota:

1. **Large MATCH Grant**
   - Challenge grants up to $100,000 to be matched 100 percent
     - $1 grantee
     - $1 The Wellmark Foundation
   - Applications for the 2018 Large MATCH grant program are currently available on Wellmark.com/Foundation and are due by midnight on Feb. 23, 2018.

2. **Small MATCH Grant**
   - Challenge grants up to $25,000 to be matched 50 percent
     - $1 grantee
     - $2 The Wellmark Foundation
   - Applications for the 2018 Small MATCH grant program will be available on Wellmark.com/Foundation by April 27, 2018. This application is due by midnight on June 8, 2018.
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.** Projects 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 2017, go to Wellmark.com/Foundation and select Funded Projects.
Promoting safe and healthy environments in which to be active

The Wellmark Foundation supports 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 amenities making it easy to engage in active living is likely to increase physical activity for all age groups.

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

- **Providing safe, accessible venues for physical activity in a community.** An example is joint-use agreements between schools and community groups to leverage community assets and encourage shared space for physical activity (e.g. open gym or open pool).

- **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, or trail master plans and actual trail construction.

To see community projects funded in 2017, go to Wellmark.com/Foundation and select Funded Projects.
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:

- 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.

The Wellmark Foundation will not consider applications 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 that are billable for third-party reimbursement
- Disease management programs or projects focused on patient populations with specific diagnosis
- Projects solely requesting support for the acquisition of equipment
- Projects without viable prospects for sustainability
- Temporary food assistance programs
- 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, please contact Foundation staff by email at WellmarkFoundation@wellmark.com.

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

- Aligns with one of 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
- Demonstrated priority by the community
- Available to all community members (not restricted to individuals who pay a fee for membership)
- Outcomes are clearly stated and measureable
- Has a sound evaluation process
- Is a viable prospect to continue beyond The Wellmark Foundation’s grant support (sustainability)
- Can identify “match” sources and opportunities
Large MATCH Grant

Each Large MATCH grant awarded in 2018 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.

- Proposals are due by midnight, Feb. 23, 2018.
- Grants selected will be announced in May and the prospective grantee will have 16 weeks to demonstrate the match has been secured.
- Grantees meeting the required match will be awarded grant funds in September 2018.

Small MATCH Grant

Each Small MATCH grant awarded in 2018 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 granted by The Wellmark Foundation 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.

- Applications for the Small MATCH grants will be available April 27, 2018.
- Proposals are due by midnight, June 8, 2018.
- Grants selected will be announced in August and the prospective grantee will have 12 weeks to demonstrate the match has been secured.
- Grantees meeting the required match will be awarded grant funds in December 2018.

Applications for MATCH grant proposals can be found 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.