Matching Assets to Community Health

2019 GRANT PROGRAMS REQUEST FOR PROPOSALS
For more than 25 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 2019 competitive grant program.

Having good health is a very precious thing. It is the basis for a happy, productive and long life. For those who have good health, it can easily be taken for granted. For those who don’t, it is something they hope or long for.

The Wellmark Foundation wants to provide all Iowans and South Dakotans with the opportunity to live their healthiest and best life. Whether you are a mother, father, son, daughter, sister or brother — you also want this for your family and friends.

That is why The Wellmark Foundation is focusing its efforts on initiatives that will have a positive, long-term impact on overall health. We are specifically looking to fund sustainable projects that make it easy to eat healthy and engage in everyday physical movement and physical activity.

To learn more, please read this Request for Grant Proposals. If you have an idea that you would like to discuss, we encourage you to contact us. We can talk about your proposed project and help you determine if it is a good fit for The Wellmark Foundation grant program. No question is too small or too big, we are happy to help!

In good health,

Becky Wampler Bland
Executive Director

Gina Rooney
Manager
One of the greatest health challenges facing Iowans and South Dakotans is ongoing chronic disease. This results in individuals having a diminished ability to live their best life. A key driver of chronic disease is obesity and being overweight. The keys to addressing this are healthy nutrition and physical activity.

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.

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 be physically active if we don’t have something as simple as sidewalks on which to safely walk. Activities like riding a bike, jogging or running on a trail, swimming, and playing at a local park are all great examples of how an individual can be physically active.

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’s goal is to be a catalyst in bringing groups together to positively impact health within a community. Our funding focuses on sustainable initiatives in two areas:

1. **Increasing access to and consumption of nutritious foods**
   
   **WHY?**
   
   Because good nutrition is a cornerstone to optimal health and well-being.

2. **Creating safe and healthy environments in which to be active**
   
   **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.
The Wellmark Foundation is offering two Matching Assets to Community Health (MATCH) grant opportunities to support healthier communities across Iowa and South Dakota in 2019.

The Wellmark Foundation grant program is a competitive grant process. Grant applications will be scored by a panel of external reviewers across Iowa and South Dakota as well as The Wellmark Foundation staff.

Grant opportunities

**Small MATCH Grant**

requests up to $25,000

Each Small MATCH grant awarded in 2019 will be a maximum of $25,000, and the project must be completed in one year. The grant must be matched 50 percent with cash or in-kind contributions. At least one-half of the matching support must be cash.

**Large MATCH Grant**

requests up to $100,000

Each Large MATCH grant awarded in 2019 will be a maximum of $100,000, and the project must be completed within two years. The grant must be matched dollar-for-dollar with cash or in-kind contributions. At least one-half of the matching support must be cash.
Successful criteria

For a grant to be considered the following criteria must be met:

ALIGNMENT: Clearly aligns with one of The Wellmark Foundation grant-making areas of focus — increasing access to and consumption of nutritious foods or promoting safe and healthy environments in which to be active.

SUSTAINABLE: The project is sustainable. What does this mean? The Foundation defines sustainable initiatives as:

Projects a community has been able to implement and will be able to maintain over the long-term, resulting in the project continuing to thrive long after The Wellmark Foundation grant funds have been used.

PRIORITY: The project is a demonstrated priority by the community.

AVAILABLE: The project is available to all community members. It cannot be restricted to individuals who pay a fee for ongoing participation.

RESOURCES: Leverages private, public and/or community resources to make the project sustainable and maximizes collaboration with applicable, needed stakeholders.

EVIDENCE-BASED: Aligns with evidence-based, best practices and/or principles.

EVALUATION: The outcomes are clearly stated and measureable and have a sound evaluation process.

ATTAINABLE: The project must be able to be completed within the required time frame of the grant.
Still not sure if your project or initiative fits?

For illustration purposes only, The Wellmark Foundation is providing the list below — based on previous grant applications — to help demonstrate the types of projects or initiatives that align best with the Foundation’s focus areas. To see previously funded community projects, visit Wellmark.com/Foundation and select Funded Projects.

Favorable initiatives
Edible orchards
Community gardens and greenhouses
Food preparation methods
Farm/field/garden-to-table projects, including education
Policies or councils working to create access to healthy foods and nutrition education
Public playground structures and spaces
Outdoor recreation and sport courts or fields
Public swimming pools, splash pads, aquatic centers
Trails, including links, spurs and connectors
Safe Routes to School plans and infrastructure
Accessible and safe walking paths or routes
Share-the-road plans and infrastructure
Bike-share program infrastructure

Less than favorable initiatives
Ongoing food assistance
Emergency food assistance
Fee-based facilities
Fee-based programming
Projects solely for the construction or renovation of restrooms, parking lots, shelter houses
Community recreation centers requiring an ongoing membership or fee
Construction of a recreation center or community center
Ongoing programming
Salaries for staff
Sporting events, such as tournaments
In-direct expenses, such as volunteer software or marketing expenses
One-time speaker series or educational sessions
Projects that support a limited audience

The Wellmark Foundation will not award grants for:
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
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
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:

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., Wellmark Blue Cross and Blue Shield of Iowa, Wellmark Blue Cross and Blue Shield of South Dakota, Wellmark Health Plan of Iowa, Inc. or Wellmark Valued Health Plan. 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.
How to apply

Applications for the MATCH grants can be found at Wellmark.com/Foundation.

1. **Large MATCH Grant**
   - Proposals are due by 5 p.m. CST, Feb. 22, 2019
   - 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 2019.

2. **Small MATCH Grant**
   - Proposals are due by 5 p.m. CST, June 7, 2019.
   - Applications for the Small MATCH grants will be available April 26, 2019.
   - 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 November 2019.
The Wellmark Foundation highly encourages prospective grantees to contact us and discuss your project.

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