

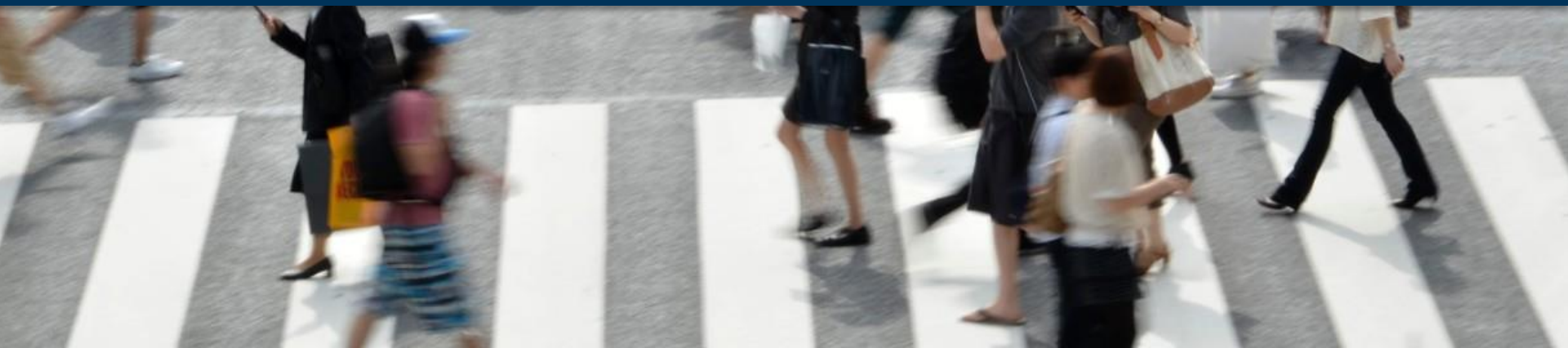


# HEALTHY COMMUNITIES 2017

Health Equity in Action

Applicant Webinar

February 7, 2017



# WEBINAR WELCOME



- Webinar will be recorded
- All participants will be placed into “mute”
- Please send your questions during the webinar to Olivia Jefferson at: [olivia.jefferson@bluecrossmn.com](mailto:olivia.jefferson@bluecrossmn.com)
- A link to the recorded webinar will be posted on the Foundation’s website

# PRESENTATION OVERVIEW



- Introductions
- Foundation Overview
- A Focus on Health Equity
- Healthy Communities Funding Opportunity
- Questions

# STAFF



Claire Chang  
Sr. Program Officer



Allison Corrado  
Program Officer



Janet Jablonske  
Grants Manager



Olivia Jefferson  
Program Manager



Carolyn Link  
Executive Director



Eden Mussie  
Foundation Coordinator

# WHO WE ARE



- The philanthropic arm of Blue Cross
- A 501(c)(3), private non-operating foundation
- Our mission: We make a healthy difference in communities by advancing health equity and improving conditions where people live, learn, work and play
- Our \$59 million in assets are dedicated exclusively to improving health in Minnesota
- We will award \$3.7 million in grants in 2017

# 2016 GRANTEE PROFILE



- 76 current grantees
- \$78,000 average grant size
- 85% of grantees have multiyear grants
- Foundation supports work in all 87 counties

# BOARD OF DIRECTORS



Frank Fernandez, Vice Chair  
President & CEO, Blue Plus



Bukata Hayes, Executive Director,  
Greater Mankato Diversity Council



Shirley Hughes, Senior  
VP, Ceridian Corp.  
(retired)



John Orner, Secretary  
VP, Treasury & Investments



Jan Malcolm,  
Co-Director,  
Interdisciplinary Research  
Leaders National Programs  
Center, UMN School of  
Public Health



Rochelle Myers,  
VP, Strategic Planning



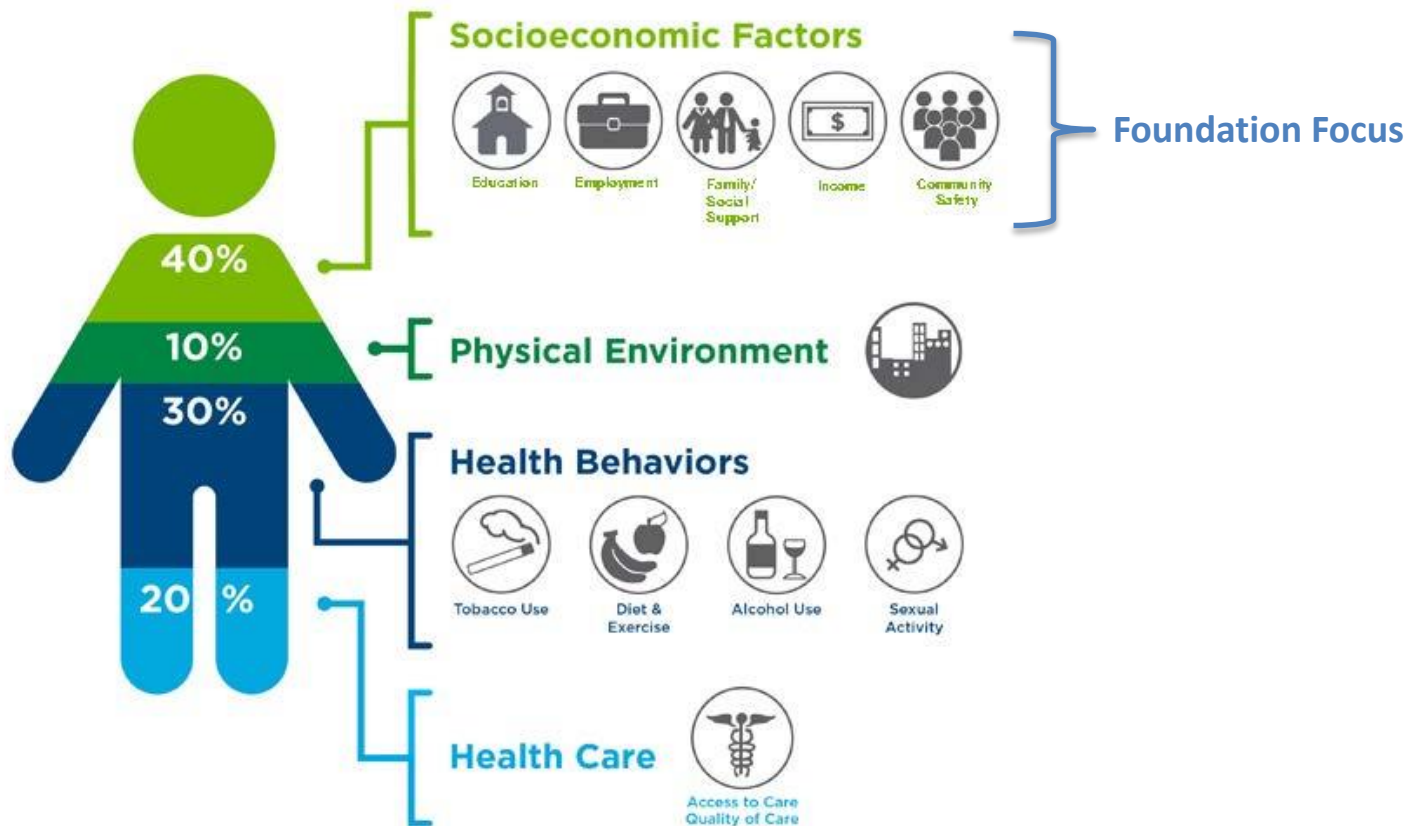
Paula Phillippe, Chair  
Senior VP, HR and  
External Relations



Nancy Vyskocil, President & CEO,  
Northwest Minnesota Foundation  
(Bemidji)

# THE SOCIAL AND ECONOMIC DETERMINANTS OF HEALTH

## What Goes Into Your Health?



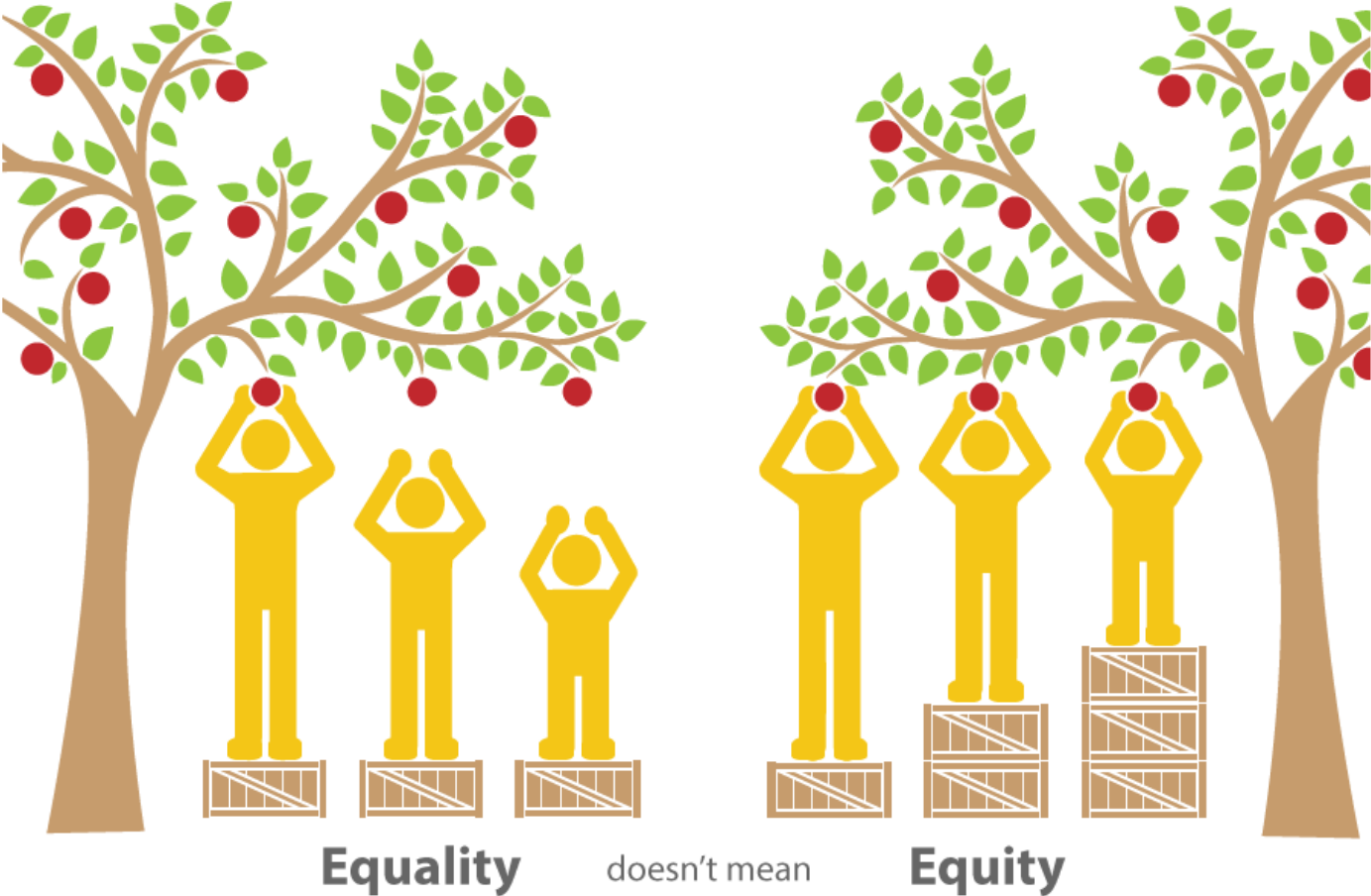
Adapted from:

Source: Institute for Clinical Systems Improvement, Going Beyond Clinical Walls: Solving Complex Problems (October 2014)



# HEALTH EQUITY

<b>Health Equity</b>	About the Data	One Page Summary
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*“When every person has the opportunity to realize their health potential at the highest level of possible health for that person without limits imposed by structural inequities.”*

*“Health equity means achieving the conditions in which all people have the opportunity to attain their highest possible level of health.”*

# FUNDING CRITERIA

## HEALTHY COMMUNITIES 2017: HEALTH EQUITY IN ACTION

Applications due: March 30, 2017, 4 p.m. Central Time

Applications for Healthy Communities 2017 must focus on:

- **Health Equity:** a state where all people can reach their highest level of health.
- One or more of the **social and economic determinants** of health: education, employment, income, family and social support, community safety.
- **Systems Change:** intentionally changing parts of systems, structures, policies or processes as well as shifting resources, values, power, mindsets and infrastructure to advance health equity.

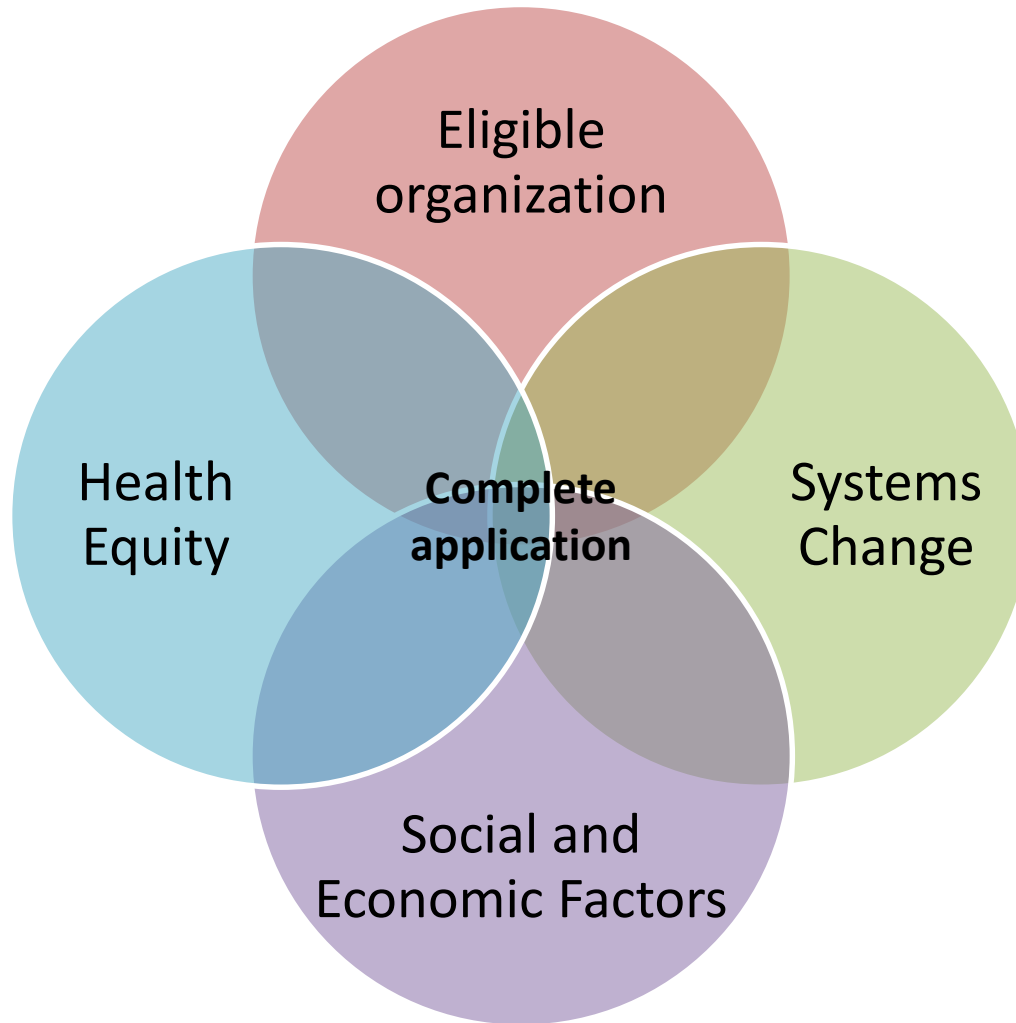
# ELIGIBLE ORGANIZATIONS

- Organizations classified by the Internal Revenue Service as a tax-exempt, nonprofit 501(c)(3) community-based organization located in or serving Minnesota communities.
- Native American communities or reservations.
- Organizations that can demonstrate how the populations affected by health inequities are reflected or represented in the organization's leadership and are meaningfully engaged in all aspects of the proposed work. (Note: Applicants must complete the Leadership Demographic worksheet found on our website).

# INELIGIBLE ORGANIZATIONS

- Individuals
- For-profit organizations
- Private foundations
- With the exception of Tribal entities, government agencies and units of government are not eligible to apply. Public schools, cities, counties and state agencies are considered units of government and are therefore not eligible to apply
- Organizations that discriminate on the basis of race, color, religion, gender, national origin, citizenship status, age, disability, sexual orientation or veteran status
- Organizations that require membership in certain religions or advance a particular religious faith. (Faith-based organizations are eligible if they welcome and serve all members of the community regardless of religious belief and have 501(c)(3) status)

# BASIC REQUIREMENTS



# BUDGET

- Applicants may apply for up to \$100,000 per year for up to two years. Requested amount can be different each year.
- Grant requests may not exceed 25% of the organization's annual budget.



# PREPARING YOUR APPLICATION

- Please see page 4 and 5 of the HC 2017 application guidelines for the application check list.

Application question and word limits	Be sure to include:
Please give a two- to three-sentence summary of your request. [100-word limit]	
Describe the opportunities and challenges your application addresses and your proposed solution. [1,000-word limit]	Describe the social or economic determinant(s) of health you are addressing and how your effort will contribute to systems change. Describe the population your proposed work will benefit.
How was the focus determined and who was involved with that decision-making process? [500-word limit]	Include how the people most impacted by your proposed effort were included in determining the focus of the application. Describe how the people most impacted by your proposed effort will be involved in decision-making through the lifecycle of the grant.
Describe your organization's capacity and relevant expertise. [500-word limit]	Include your cultural and linguistic competence and experience in working with the population you intend to serve.
Describe your goals and objectives for this project. [1,000-word limit]	Describe how the goals and objectives are aligned and advance health equity.
Describe the specific activities for which you seek funding and who will carry out the activities. [500-word limit]	Describe how your activities are aligned with your goals and objectives.

Application question and word limits	Be sure to include:
How will this project advance health equity? [500-word limit]	Include how your effort will contribute to systems change by informing or impacting policies, systems, practices or other long-term solutions that advance health equity.
Describe your evaluation plan. What impact will you have? How will you measure? Who will be involved? [500-word limit]	Describe your anticipated one- to two-year outcomes and processes for measuring these outcomes, and how you will communicate them internally and externally. Describe what will have changed as a result of the grant by the end of the grant period. Describe those who will participate in and lead the evaluation.
Describe your strategies for sustaining this effort. [500-word limit]	Describe how the effort will be sustained beyond the grant. What strategies and tactics will you use to sustain aspects of the program?
We invite you to provide any additional information here that would be helpful to us as we review your request. (Optional) [1,000-word limit]	
Upload any additional attachment(s) that would be helpful to us as we review your request. (Optional)	



# ELIGIBLE ACTIVITIES

- Project staff salaries and benefits
- Project costs including but not limited to: planning, activity costs, project-related equipment and supplies, and other project-related direct costs
- Indirect administrative costs for the grant budget cannot exceed 20 percent, including but not limited to: general and organizational costs, payroll processing or auditing costs, liability insurance, rent, utilities, equipment maintenance and indirect department salaries such as salaries of personnel in human resources or accounting departments.

# INELIGIBLE ACTIVITIES

- Assistance for individuals, including scholarships
- Activities for specific religious purposes
- Clinical quality improvement activities
- Biomedical research
- Back payroll taxes
- Building purchase, remodeling or furnishing of facilities, or other capital expenditures
- Director and officers' insurance
- Equipment or travel except as related to project activities
- Endowments, fund-raising events or development campaigns
- Legal fees, including the cost of litigation or settlements
- Retiring debt or covering deficits
- Payment of services or benefits reimbursable from other sources
- Vehicle purchase
- Lobbying, political or fraternal activities

# APPLICATION PROCESS



Blue Cross and Blue Shield of Minnesota  
**FOUNDATION**

WHO WE ARE GRANTS OUR FOCUS RESOURCES NEWSROOM CONTACT US

HEALTHY COMMUNITIES 2017 FUNDING OPPORTUNITY

LEARN MORE >

Foundation Overview  
Get a quick overview of the Blue Cross Foundation. Learn about our focus on social determinants of health.  
Learn More ▶

HEALTHY COMMUNITIES 2017: HEALTH EQUITY IN ACTION

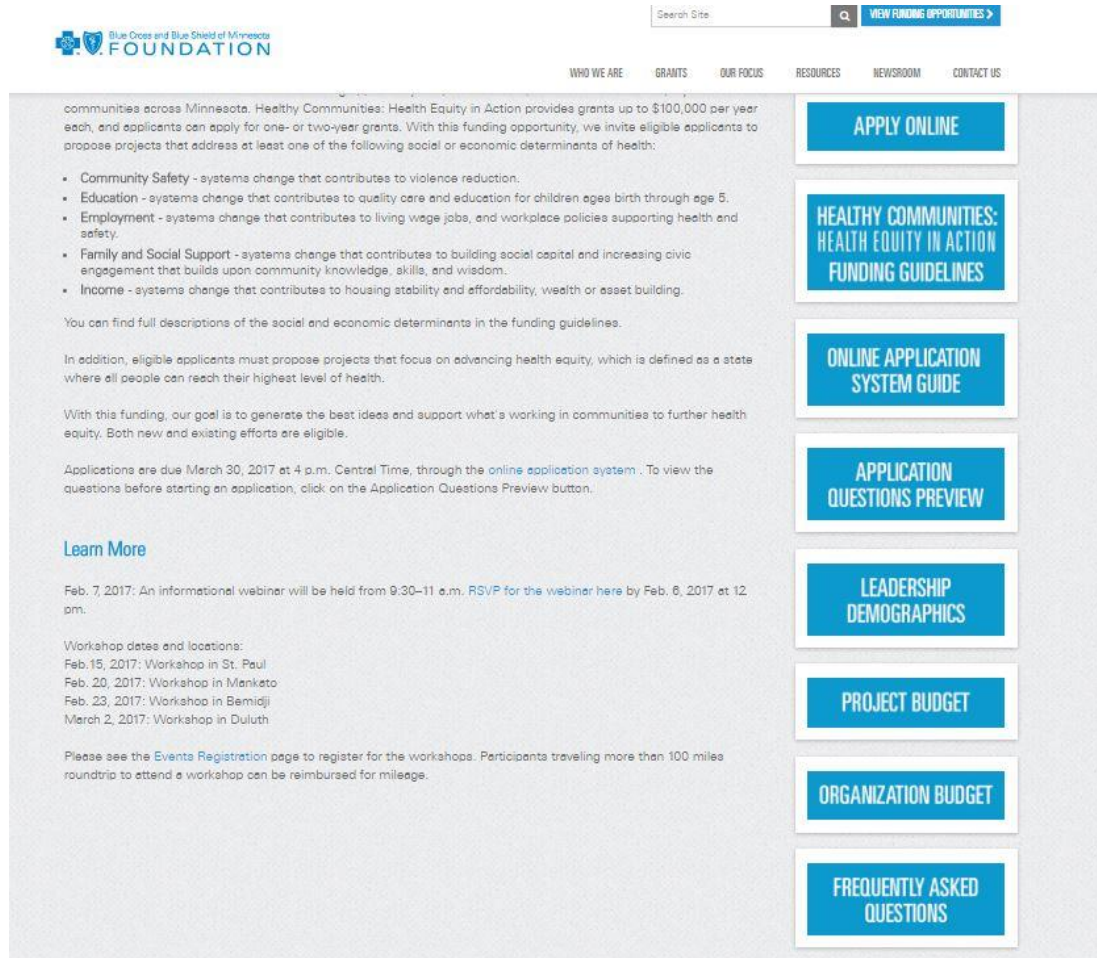
Funding Opportunity 2017  
The Foundation is seeking projects that advance health equity in communities across the state. Applications due at 4 p.m. March 30.  
Learn More ▶

Sign Up for Our eNewsletter  
Get notices about new funding opportunities, and receive updates on how funded programs are improving health statewide.

email address

SIGN UP >

# APPLICATION PROCESS



communities across Minnesota. Healthy Communities: Health Equity in Action provides grants up to \$100,000 per year each, and applicants can apply for one- or two-year grants. With this funding opportunity, we invite eligible applicants to propose projects that address at least one of the following social or economic determinants of health:

- **Community Safety** - systems change that contributes to violence reduction.
- **Education** - systems change that contributes to quality care and education for children ages birth through age 5.
- **Employment** - systems change that contributes to living wage jobs, and workplace policies supporting health and safety.
- **Family and Social Support** - systems change that contributes to building social capital and increasing civic engagement that builds upon community knowledge, skills, and wisdom.
- **Income** - systems change that contributes to housing stability and affordability, wealth or asset building.

You can find full descriptions of the social and economic determinants in the funding guidelines.

In addition, eligible applicants must propose projects that focus on advancing health equity, which is defined as a state where all people can reach their highest level of health.

With this funding, our goal is to generate the best ideas and support what's working in communities to further health equity. Both new and existing efforts are eligible.

Applications are due March 30, 2017 at 4 p.m. Central Time, through the [online application system](#). To view the questions before starting an application, click on the Application Questions Preview button.

### Learn More

Feb. 7, 2017: An informational webinar will be held from 9:30–11 a.m. [RSVP for the webinar here](#) by Feb. 6, 2017 at 12 pm.

Workshop dates and locations:  
Feb. 15, 2017: Workshop in St. Paul  
Feb. 20, 2017: Workshop in Menketo  
Feb. 23, 2017: Workshop in Bemidji  
March 2, 2017: Workshop in Duluth

Please see the [Events Registration](#) page to register for the workshops. Participants traveling more than 100 miles roundtrip to attend a workshop can be reimbursed for mileage.

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[APPLY ONLINE](#)

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[PROJECT BUDGET](#)

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# LEADERSHIP DEMOGRAPHICS



Blue Cross and Blue Shield of Minnesota  
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## HEALTHY COMMUNITIES 2017: LEADERSHIP DEMOGRAPHICS WORKSHEET



Applicant Organization: [Click here and type Organization Name] Date Completed: [Click here and type date]

Please provide information about your organization's leadership demographics by responding to each of the following items.

1. Please describe the population that is the focus of and intended beneficiaries of the work proposed in your application.  
[Word limit: 500 words]

[Click here and type answer]

2. Please describe how the population described above is reflected in and engaged in the leadership of your organization.  
[Word limit: 500 words]

[Click here and type answer]

3. The Foundation is collecting information to help us understand the racial and ethnic composition of applicant organization leadership. Please respond to each of the items below by completing the tables.

- a. Provide the ethnic/racial demographics of your **board of directors or governing body** by providing the percentage in each category below:

Race/Ethnicity	Asian/Asian American	Black/African American	Hispanic/Latino	Native American/American Indian/Alaska Native/Native Hawaiian	White	Multi-racial/Multi-ethnic (2 or more races/ethnicities)	Other	Total
Percentage								

# TIME LINE

**March**



Applicants must submit their proposals no later than 4 p.m. CST on March 30, 2017.

**May**



Site visits will be conducted May 3-May 17, 2017.

**June**



Grant decisions will be announced in mid-June, 2017.

**July**



Grant-funded activities are expected to begin in July, 2017.

# CAPACITY BUILDING GRANT OPPORTUNITY:

Blue Cross Foundation in partnership with Management Improvement Fund (MIF)

Eligible Activities include but are not limited to the following:

- Strategic planning
- Organizational restructuring/merger/dissolution
- Programming (e.g. program evaluation, board development/governance, human resources/personnel, financial planning)
- Addressing diversity in the workplace
- Leadership development/skill building/training and mentoring for staff, board members and volunteers
- Addressing racism and racial disparities with an explicit use of a racial equity lens.

# CAPACITY BUILDING GRANT OPPORTUNITY:

Blue Cross Foundation in partnership with Management Improvement Fund (MIF)

- **Requests are accepted on a rolling basis with the first grants selected in mid-February.**
- Full announcement can be found at:  
[http://www.saintpaulfoundation.org/who we are/our community impact/community initiatives/management improvement fund/](http://www.saintpaulfoundation.org/who_we_are/our_community_impact/community_initiatives/management_improvement_fund/)
- For more information **contact Stephanie Battle** at 651-325-4236 or [stephanie.battle@mnpartners.org](mailto:stephanie.battle@mnpartners.org).



# CONTACT US

Claire Chang, Senior Program Officer

[Claire.Chang@bluecrossmn.com](mailto:Claire.Chang@bluecrossmn.com)

(651) 662-7416

Allison Corrado, Program Officer

[Allison.Corrado@bluecrossmn.com](mailto:Allison.Corrado@bluecrossmn.com)

(651) 662-4613 (After March 1)

Janet Jablonske, Grants Manager

[Janet.Jablonske@bluecrossmn.com](mailto:Janet.Jablonske@bluecrossmn.com)

(651) 662-7417

Carolyn Link, Executive Director

[Carolyn.Link@bluecrossmn.com](mailto:Carolyn.Link@bluecrossmn.com)

(651) 662-7250

**All materials are available on  
the foundation website:**

[www.bcbsmnfoundation.org](http://www.bcbsmnfoundation.org)

# COMMUNITY WORKSHOPS



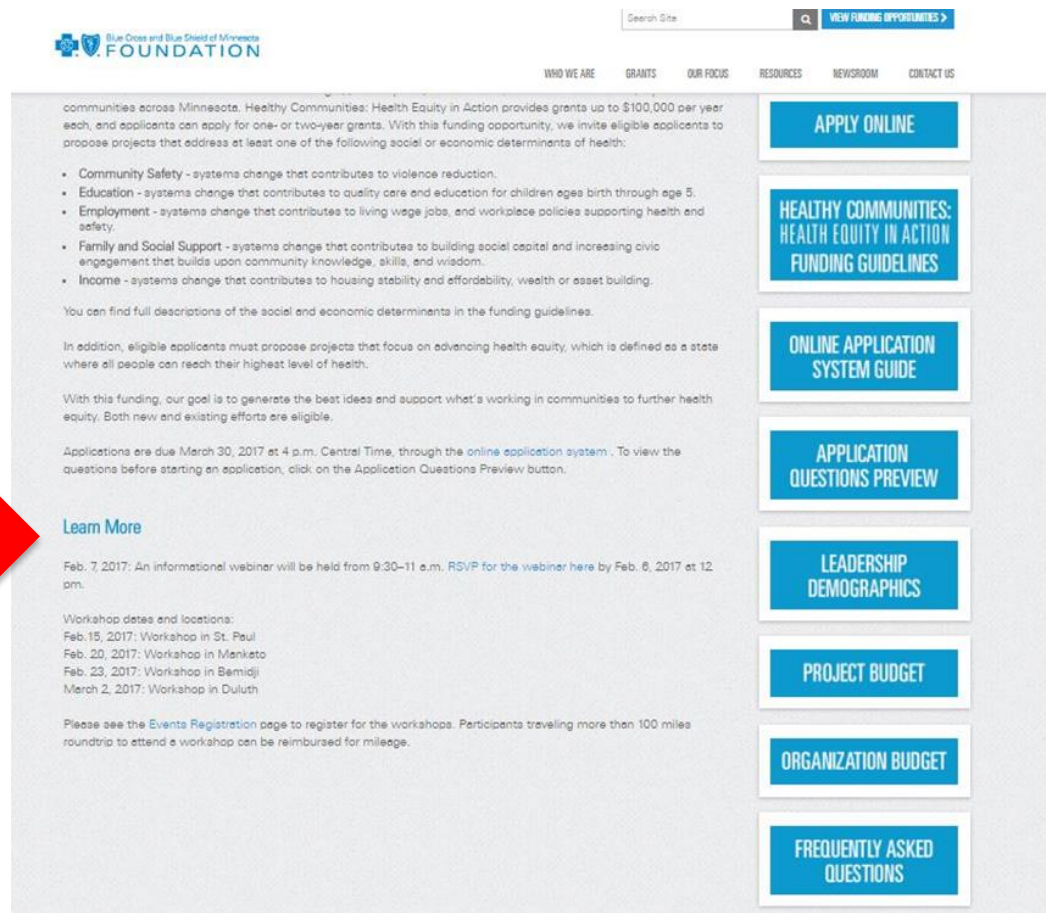
## February/March 2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	<b>February 15</b> Arlington Hills Community Center St. Paul 10:30am-12:30pm	16	17	18
19	Shared Spaces Mankato 10:30am-12:30pm	21	22	23 Northwest Minnesota Foundation Bemidji 10:30am-12:30pm	24	25
26	27	28	<b>March 1</b>	2 Damiano Center Duluth 10:30am-12:30pm	3	4

# COMMUNITY WORKSHOPS

Please register to attend a community workshop here:

[www.bcbsmnfoundation.org/healthy-communities-2017](http://www.bcbsmnfoundation.org/healthy-communities-2017)



Blue Cross and Blue Shield of Minnesota  
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# THANK YOU