The Center for Health Program Management brings people, ideas and infrastructure together to create positive change. Our collective impact model seeks to improve community health in California. Sierra Health Foundation founded the Center for Health Program Management to deepen our impact statewide and to reduce health disparities for the underserved living in California. With commitment, creativity and collaboration, we promote efforts to eradicate health inequities across the state.

Capacity Building/Leadership Development Funding for Youth-Focused Minority-Led Organizations
Application Instructions and Criteria — 2014

READ ALL INSTRUCTIONS AND CRITERIA CAREFULLY

The Funding Opportunity

In partnership with The California Endowment and Sierra Health Foundation, the Center for Health Program Management will award a total of $80,000 to support organizational capacity building and leadership development activities for minority-led nonprofit organizations serving in Sierra Health’s Northern California funding region and the San Joaquin Valley. This round of funding is open to youth-focused organizations addressing health disparities.

Background

California’s future depends on all of its residents enjoying meaningful opportunities to improve their quality of life. And, as one of the most diverse states in the nation, it depends significantly on the success of the communities of color that together comprise a majority of its population. Yet many African-Americans, Latinos, Asian-Americans, Native Americans and other Californians lack access to basic needs and the opportunities for better lives — health care, quality education, safe neighborhoods and clean environments.

Nonprofit organizations are essential to the flourishing of communities, and a vibrant and diverse civil society requires both effective community-based organizations and strong, diverse leadership throughout the nonprofit sector. The goal of this funding opportunity is to strengthen the capacity of minority-led nonprofit organizations serving communities of color in Sierra Health’s funding region, and to support the development of leaders of color.

The Center for Health Program Management believes in the need for health equity. Reducing health disparities is a key factor in striving toward better health for all and reflects the foundation’s commitment to ensuring that people throughout our funding region have the opportunity to lead healthy lives.

This program is funded by The California Endowment and Sierra Health Foundation and managed by the Center for Health Program Management.

The Center for Health Program Management
Eligibility Criteria

Organization

This capacity building/leadership development funding opportunity is open to minority-led nonprofit organizations that are tax-exempt under Section 501(c)(3) of the Internal Revenue Code and are designated a 509(a)(1) or 509(a)(2) organization.

A minority-led organization is defined as one:

- that has an explicit mission to serve racial and ethnic minority populations, and
- in which key executive staff with policy- and decision-making authority, and at least half of its board of directors, represent racial and ethnic minority populations.

Additional eligibility criteria for the 2014 funding round:

- Organizations must currently have a focus on youth.
- Organizations’ activities must include addressing health disparities.
- Organizations that received Capacity Building for Minority-Led Organizations funding from Sierra Health in 2010, 2011 and 2013 are ineligible to apply in the 2014 funding round. They are eligible for alumni grants to participate in the Capacity Building for Minority-Led Organizations learning communities.

Geography

Applicant organizations must serve residents living in one or more of the 32 eligible counties of the Capacity Building and Leadership Development for Minority-Led Organizations Program. These counties are Alpine, Amador, Butte, Calaveras, Colusa, El Dorado, Fresno, Glenn, Kings, Lassen, Madera, Mariposa, Merced, Modoc, Mono, Nevada, Placer, Plumas, Sacramento, San Joaquin, Shasta, Sierra, Siskiyou, Solano (from Fairfield east), Stanislaus, Sutter, Tehama, Trinity, Tulare, Tuolumne, Yolo and Yuba.

To better track the geographic areas where we fund, we ask you to tell us if your organization serves in an urban or rural area. We define rural as a Medical Service Study Area (MSSA) that has a population density of 250 persons or less per square mile and has no incorporated area greater than 50,000 people.¹

To determine if the geographic area to be served by your proposed activities is urban or rural, please refer to the Healthcare Workforce Development Division page of the Office of Statewide Health Planning and Development web site, www.oshpd.ca.gov/hwdd/MSSA/CountyInformationMap.html. On the page, click on your county in the county list, then click on “MSSA 2010–2000 Comparison” and refer to the U.S. Census 2010 table. If you need further clarification on your service area’s rural/urban designation, contact the Center for Health Program Management by sending an e-mail to grants@shfcenter.org.
Selection Criteria

The most competitive applications will:

- make the case for your organization’s need and readiness to engage in organizational capacity building or leadership development;
- indicate that the applicant organization has been established for at least one year;
- demonstrate the anticipated positive impact, e.g., how your organization will be affected, how capacity building work will affect the people your organization serves, etc.; and
- include a reasonable scope and budget, based on this funding opportunity’s framework.

Additionally, the geographic and demographic diversity of the region will be considered in the final selection process in order to distribute funds equitably.

Funding Information

- The maximum award amount is $10,000. You may request from $5,000 to $10,000.
- These are one-time awards.
- The award term begins July 1, 2014, and may be up to one year.
- Only one proposal per organization will be considered.
- Those receiving awards will be expected to participate in an all-day performance measures training and learning community at Sierra Health Foundation on July 10, 2014. Additional required learning community convenings will be scheduled for the remainder of the grant period. Travel costs to attend these convenings are the responsibility of the funded organization and may be included in the proposed budget. Please budget for three convenings in Sacramento. This location may change. Organizations should expect to bring two to three policy level staff or board members.
- Those receiving awards will be required to submit a final report at the end of the funding period, reporting on performance measures developed at the July training.
- What the Center will fund:

  **Capacity Building**

  Priority Areas:
  - Fund Development
  - Technology
  - Cultural and Linguistic Competency
  - Research/Data Collection/Evaluation
  - Advocacy/Policy/Systems Change

  **Leadership Development**

  Priority Areas:
  - Engaging cross-sector collaboration and coordination
  - Building youth and resident leadership in policy, advocacy and organizing in content areas
  - Engaging community stakeholders
  - Leveraging resources and opportunities

- **Examples** of what funds may be used for (proposals are not limited to these examples):
  - Assessment tools, training materials
  - Staffing, consultants, stipends
  - Meeting space, food, AV costs
  - Travel
What We Do Not Fund
Funds may not be used for debt retirement or operational deficits. In addition, The Center does not fund requests to support individuals, activities that exclusively benefit the members of sectarian or religious organizations, or 509(a)(3) supporting organizations.

The Center does not fund fiscal sponsors or fiscal agents. The applicant organization must be the organization that will administer the funded activities if a grant is awarded.

Application Timeline
APPLICATION DEADLINE: May 12, 2014, by noon
APPROXIMATE AWARD ANNOUNCEMENT: Late June 2014

Proposals must be e-mailed to the Center for Health Program Management by noon on May 12, 2014. Proposals received after the due date/time will not be reviewed.

Proposers’ Conferences
A proposers’ webinar will be held April 17, 10 a.m. to 11:30 a.m.

A proposers’ conference will be held at the Center for Health Program Management Merced Office on April 18, 1:30 p.m. to 3 p.m. This proposers’ conference is only available to organizations in the following counties: Fresno, Kings, Madera, Mariposa, Merced and Tulare.

The content of the conference and webinar is the same. The webinar will be posted on the Center’s web site.

Participation in the proposers’ webinar or conference is recommended, though not required. Registration information for both conferences is posted on the Center for Health Program Management’s web site, www.shfcenter.org.

Important Application Guidelines
To help us process your application, please follow these submission guidelines.

- Download, complete and submit the application form posted on the Center’s web site.
- Submit the application by e-mail, including all supporting documentation, no later than noon on the deadline date.
- Submit all materials listed under “Application Materials Checklist” on page 6.
- Submit your 501(c)(3) letter and annual financial statement in PDF or Excel format as attachments to the e-mail.
- Send all attachments in one e-mail. If the total size of attached files is greater than 8MB or your submission e-mail bounces back to you, contact us at grants@shfcenter.org.
- Submit application materials only once. Be sure your materials are complete and accurate before submitting them.
- Do not attach Zip files.
- Do not put the application content in the body of your e-mail message.
- Do not include any materials not requested, such as letters of support, MOUs or photos, etc.
- Printed applications will not be accepted.
Questions about this funding opportunity and the application process may be sent to grants@shfcenter.org

Application Materials Checklist

The Capacity Building/Leadership Development Funding Application form can be downloaded from the Center’s web site, www.shfcenter.org.

☐ Completed Capacity Building/Leadership Development Funding Application form, which includes:
  ▪ Application Cover Sheet form (see the sample with instructions on page 7)
  ▪ Proposal Narrative (limit to 3 pages)
  ▪ Proposed Budget and Budget Explanation

☐ Most recent annual financial statement that shows revenue and expenses for a full year

☐ 501(c)(3) determination letter
Capacity Building/Leadership Development Funding Application

Application Cover Sheet

To complete this form, save it as a Microsoft Word document or click on the Word icon on the left of your screen. Then type into each shaded field. Use the TAB key to move from field to field, or click in each field. Limit your responses to the space provided.

Applicant Information

<table>
<thead>
<tr>
<th>Field</th>
<th>Information</th>
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</thead>
<tbody>
<tr>
<td>Organization</td>
<td>Name of 501(c)(3) organization (as currently registered with the IRS)</td>
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<tr>
<td>Department or Project, if applicable</td>
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<tr>
<td>Address</td>
<td>Address of the above</td>
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<tr>
<td>City</td>
<td></td>
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<tr>
<td>Phone</td>
<td>Director’s phone, Ext, E-mail, Director’s e-mail address</td>
</tr>
<tr>
<td>Director</td>
<td>Director of 501(c)(3), Title, Director’s title</td>
</tr>
<tr>
<td>Tax Exempt ID#</td>
<td>of 501(c)(3)</td>
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<tr>
<td>Web site</td>
<td>Web address of 501(c)(3)</td>
</tr>
</tbody>
</table>

Application Contact

<table>
<thead>
<tr>
<th>Field</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of primary contact at 501(c)(3)</td>
<td>Title, Title of primary contact</td>
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<tr>
<td>Address</td>
<td>Address of primary contact</td>
</tr>
<tr>
<td>City</td>
<td></td>
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<tr>
<td>Phone</td>
<td>Primary contact’s phone, Ext, E-mail, Primary contact’s e-mail address</td>
</tr>
</tbody>
</table>

Proposed Activities Summary Information

Racial/Ethnic Population(s) Organization Serves (Select All That Apply)

- African-American/Black; Specify (optional): _____
- Asian-American/API; Specify (optional): _____
- Latino/Hispanic; Specify (optional): _____
- Native American; Specify (optional): _____
- Other (Specify) _____

Brief Description of Proposed Activities (limited to 190 characters). Funding will be used:

To

<table>
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<tr>
<th>Start Date</th>
<th>End Date</th>
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<tbody>
<tr>
<td>July 1, 2014</td>
<td>Not more than 12 months after start date</td>
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Amount Requested

Dollar amount, from $5,000 to $10,000, requested from the Center for Health Program Management for the proposed activities

* Use the current legal organization name as registered with the IRS.
Primary Use of Funds (Select One)
- Advocacy/Policy/Systems Change
- Build Youth and Resident Leadership
- Cross-Sector Collaboration
- Cultural and Linguistic Competency
- Engage Community Stakeholders
- Fund Development
- Leverage Resources and Opportunities
- Research/Data Collection/Evaluation
- Other

Geography That Will be Affected

Organization serves in all 32 eligible counties listed below:

☐ Yes  ☐ No

If no, indicate in the space next to the county’s name the percentage of the organization’s services that take place there (best estimate).

<table>
<thead>
<tr>
<th>County</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Alpine</td>
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<td>Amador</td>
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<td>Butte</td>
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<td>El Dorado</td>
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<td>Lassen</td>
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<td>Sacramento</td>
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<td>San Joaquin</td>
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<td>Siskiyou</td>
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<td>Solano</td>
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<td>Trinity</td>
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<td>Tulare</td>
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<td>Yolo</td>
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Indicate if the organization serves an urban or rural area, or both (see page 2 of the Application Instructions and Criteria for instructions on determining this).

☐ Serves only an urban area  ☐ Serves only a rural area  ☐ Serves both urban and rural areas

What percent of people served by the organization’s activities live in a rural area? (Best estimate; see page 2 of the Application Instructions and Criteria for instructions on determining rural areas.) %

Application Materials Checklist

☐ Capacity Building/Leadership Development Funding Application form, which includes:
  • Application Cover Sheet form (see the sample with instructions on page 7)
  • Proposal Narrative (limit to 3 pages)
  • Proposed Budget and Budget Explanation

☐ 501(c)(3) determination letter

☐ Most recent annual financial statement that shows revenue and expenses for a full year

Name of authorized 501(c)(3) officer ________________________________

Title ________________________________