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# Request for Proposals—2011

## About the HNHfoundation

The HNHfoundation was formed in 1997 as a result of the merger between Blue Cross/Blue Shield of New Hampshire and Matthew Thornton Health Plan. Over the years, the Foundation has learned the importance of leadership, planning, establishing strategic focus, and collaboration to meet the critical components of our mission. These factors, while they have always characterized our work, are essential for meaningful, sustainable change to meet the health needs of New Hampshire residents.

## Mission, Vision, and Values

The mission of the HNHfoundation is to evaluate and promote access to quality health and dental insurance coverage and healthy lifestyles for the residents of New Hampshire.

Our vision is for the people of New Hampshire to have access to health and dental insurance and engage in healthy lifestyles that will reduce the potential for disease and injury.

Our values are:

- In pursuing the Foundation's mission of promoting access to affordable health and dental insurance coverage, healthy lifestyles, and public awareness of health issues, children and their families are our priority.
- The Foundation supports innovative projects that will facilitate systemic change in the health care system—projects with a potential for broad impact and measurable, long-term benefit.
- Though the Foundation values its independence as a decision-maker, it believes that the greatest potential to effectuate systemic change lies in the path of collaboration and constructive engagement with stakeholders in the health care system, including government.
- The Foundation will conduct its business in an environment of respect for diversity, awareness of the importance of public involvement and ongoing involvement with grantees, and commitment to be accountable to the broader needs of the community.
- The Foundation will conduct its business in a manner that is financially responsible and that preserves the founding endowment.

## The HNHfoundation goals

- To support initiatives to prevent childhood obesity—with a priority on children up to age five and pregnant women
- To increase the number of New Hampshire children who have access to health and dental insurance coverage—with a priority on children through age 18

## Background for Funding

The HNHfoundation is seeking proposals from nonprofit organizations that support the Foundation goals to prevent childhood obesity and to increase the number of New Hampshire children who have access to health and dental insurance coverage. Foundation grants generally range from \$3,000 to \$50,000. Funding is available for the nine strategies described below. A separate *Letter of Inquiry* is required for organizations applying for more than one strategy.

**Strategy #1:** To increase consumption of fruits and vegetables by children up to age five at early learning centers and their families (i.e. daycare centers, Head Start programs, preschool programs that serve children up to age five). Applicants must use a evidence-based or promising practice models, e.g. Early Sprouts or Centers for Disease Control (CDC) recommended models; demonstrated capacity to engage families to continue classroom efforts in the home; and sustain the effort beyond the funding period. Applications received from Coos, Merrimack, and Belknap Counties will have priority.

**Strategy #2:** To increase safe places to walk and bike for children up to age five and their families. Funding is available to engage community members and multi-sector partners to collaborate in creating policy and environmental change\* strategies that encourage physical activity for the priority population. Funding may be used for travel, speaker fees, and/or convenings to inform and educate local communities, planning-related professionals and policy makers, for related activities that build support toward establishing changes that enhance the built environment.

In order to encourage walking and outdoor play for children up to age five and families, priority will be given to applicants seeking to conduct activities inclusive of and in coordination with one or more local early learning centers or in neighborhoods that link to residential areas with a dominant population of families with young children.

\* What do we mean by policy change and environmental change? Check the glossary for our definitions under the “Resources” tab on our website, [www.hnhfoundation.org](http://www.hnhfoundation.org)

**Strategy #3:** To support projects or activities that use a policy or environmental change approach to increase physical activity and healthy eating in children up to age five. The *Letter of Inquiry* may be used to propose sustainable strategies other than those listed above. However, such strategies must be based either in existing evidence or use practices contributing to the field of evidence. *Letters of Inquiry* may be submitted from early learning centers, advocacy or stakeholder organizations or coalitions, or professionals working in a field relative to child obesity prevention for children up to age five. Please contact Patti Baum, Program Officer for Children’s Health, [pb@hnhfoundation.org](mailto:pb@hnhfoundation.org) or by phone, if you wish to discuss a proposal for funding.

**Strategy #4:** To provide restorative dental care for children up to age 10 in Coos County. Multi-year funding is available for agencies experienced with coordinating restorative oral health services for un- and underinsured children up to age 10.

**Strategy #5** To reduce risk of dental carries in high risk children in Coos County. Funding is available to provide oral health preventive services for WIC-enrolled children.

**Strategy #6—General Operating Support (GOS):** Provides funding for organizations to carry out their mission and respond to new challenges and opportunities by ensuring sustainability. General Operating Support grants are available for a minimum of three years and a maximum of five years. Eligibility is limited to statewide organizations. The mission and goals of the organization must be aligned with the mission and goals of the HNHfoundation.

Organizations that apply for GOS funding are not required to submit a full proposal. The *Letter of Inquiry* will initiate an invitation to meet with Foundation staff. The decision to fund will be based on the following:

- The organization demonstrates success toward achieving its mission and goals as it relates to its strategic plan and financial management, and can track its own success and assess its overall effectiveness.
- The organization must be financially stable and demonstrate strong leadership and management.
- The organization provides a high value to the state.
- Applicants requesting general operating support should have a current organizational strategic plan with overarching goals and a coherent set of programs and activities for achieving and evaluating outcomes.

**Strategy #7—Public Policy or Advocacy Support:** Provides funding to address the laws, rules, and policies that correlate with positive health outcomes. Requests may be made for multi-year funding up to three years. Eligibility is limited to statewide organizations. The mission and goals of the organization must be aligned with the mission and goals of the HNH*foundation*.

Funding requests are limited to:

- Conducting nonpartisan policy research and analysis and dissemination of results.
- Convening of policymakers, experts, researchers, and others in an effort to frame policy issues (conferences, workshops, meetings, etc.).
- Tracking of health legislation and regulation.
- Nonpartisan public education that informs the general public, policymakers, and opinion leaders about the health implications of public policy issues.
- Nonpartisan voter education.
- Other advocacy efforts such as organizing and training.

**Strategy #8—Capacity Building Support:** Provides funding to improve organizational efficiency and effectiveness through enhancements in staffing, infrastructure, knowledge, or expertise. Requests may be made for multi-year funding up to three years. Eligibility is limited to statewide organizations. The mission and goals of the organization must be aligned with the mission and goals of the HNH*foundation*.

Funding requests are limited to:

- Enhancing organizational operations.
- Addressing the need for stronger boards, board development, and working with boards.
- Skill building as it relates to enhancing services for the population served by the organization.
- Developing a long-term sustainability plan.
- Building evaluation skills in order to use data to drive decision-making.
- Other skills, knowledge, or technology to improve the organization's value to the community served.

**Strategy #9—Grants to Leverage Other Funds:** Provides funding to take advantage of an opportunity to partner with state and/or national organizations, enables eligibility for additional awards from other funders, and that builds a foundation for receiving future support. Funding requests must be matched with a current leveraging opportunity. Requests may be made for multi-year funding up to three years. The mission and goals of the organization, as well as the leveraging opportunity, must be aligned with the mission and goals of the HNHfoundation.

## Additional information regarding funding from the HNHfoundation

### What is the first step in responding to the Request for Proposal?

All applicants are required to submit a one-page *Letter of Inquiry* in response to the *Request for Proposals*. The HNHfoundation will invite grant applications based on the *Letter of Inquiry*. Not all *Letters of Inquiry* receive an invitation to apply.

### What is the process for submitting grant proposals?

If your *Letter of Inquiry* results in an invitation to apply, complete the *Grant Application, Work Plan I* or *Work Plan II*<sup>1</sup>, and *Budget Form* found on the HNHfoundation website under “Grant Center.”

### Who can be considered for HNHfoundation funding?

Any public or private New Hampshire organization with tax exempt status can be considered for funding.

The HNHfoundation has an endowment committed to supporting high-quality and well-planned proposals that will advance its mission. Applicants may find it helpful to review the HNHfoundation *Annual Reports* to learn about previously funded projects.

### What we do not fund

The following are generally not eligible for support:

- Biomedical research
- Capital campaigns
- Direct influencing of legislation
- Expenses already incurred
- Fundraising events
- Out of state projects that do not benefit New Hampshire
- Replacement of public or government funding
- Sectarian or religious programs
- Support for political activities
- International travel expenses
- Organizations or projects that discriminate based on age, sex, religion, race, color, creed, sexual orientation, physical or mental disability, national or ethnic origin.

<sup>1</sup> Separate work plan templates are available for application requests not exceeding \$10,000 and those requests exceeding \$10,000.

## Criteria for funding

To provide guidance for preparing the *Letter of Inquiry* keep in mind that full proposals, from those invited to apply, will be evaluated based on the following criteria. To be considered, full proposals must:

- Demonstrate support of the mission and vision of the HNHfoundation
- Address one of the two goals of the HNHfoundation
- Comply with the expectations of the current HNHfoundation Request for Proposal
- Demonstrate an understanding of the root causes of the need or problem for which funds are sought
- Present an issue that is compelling, and the need is supported by valid data

Proposals meeting the above criteria will be evaluated based on the extent to which:

- Projects result in or facilitate systemic change (e.g. policy, environmental, or cultural), where appropriate
- Projects are innovative, with potential for broad impact and measurable, long-term benefit
- The funding request is reasonable based on the project description
- The applicant demonstrates capacity to meet the goal outcomes
- Projects compliment interventions identified in the *Healthy Eating Active Living (HEAL) Action Plan for New Hampshire*, [www.healnh.org](http://www.healnh.org) (if related to preventing childhood obesity)
- The work plan demonstrates realistic, measurable activities and/or outcomes
- The evaluation plan (part of *Work Plan II*) demonstrates sound outcome indicators
- The project demonstrates sustainability beyond the funding cycle
- Projects or organizations serve communities in quintiles four and five, as listed in the *Kids Count NH Data Book 2008*<sup>2</sup>.

## The 2011 grantmaking timeline is as follows:

Letter of Inquiry Due	Application Due	Award Notification Date	Start Date
June 24, 2011	August 12, 2011	October 1, 2011	January 1, 2012

<sup>2</sup> Quintiles are defined by the Child Wellbeing Index, a summary of seven child opportunity indicators including family economic security, safety, health, and educational opportunity. Quintiles four and five are comprised of 68 towns across NH. The Kids Count NH Data Book 2008 can be found at [http://www.childrennh.org/web/NH%20Kids%20Count%202008\\_final%20Mar%202008.pdf](http://www.childrennh.org/web/NH%20Kids%20Count%202008_final%20Mar%202008.pdf)



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## Letter of Inquiry—2011

The HNH*foundation* is sensitive to the limited time organizations have to prepare grant applications. Therefore, all applicants seeking funds must submit a **one page** (8.5" x 11" with one-inch margins, single spaced, 12 pt. font) *Letter of Inquiry* that includes the following information:

- Organization name
- Strategy (or strategies) for which funding is requested (See Background for Funding)
- Amount of the request
- Brief description of the project

Full applications will be requested from the most promising Letters of Inquiry. The *Letter of Inquiry* will be evaluated based on the following criteria: the organization's eligibility, i.e. tax exempt status; the funding request is reasonable for the proposed activity; the proposal appears to fulfill the intent of the strategy and advance the HNH*foundation* goals; and the availability of HNH*foundation* grant funds.

Letters of Inquiry must be submitted electronically (as a pdf or in WORD) to: [applications@hnhfoundation.org](mailto:applications@hnhfoundation.org) by Friday, June 24, 2011. Please include "LOI" in the subject line.

Applicants invited to submit a full application will be notified by July 8, 2011. Refer to the "**Grant Center**" on the HNH*foundation* website, [www.hnhfoundation.org](http://www.hnhfoundation.org), to find the grant application forms and resources. Full applications will be due at the Foundation on Friday, August 12, 2011.