

Best Practice Guide

BCH Foundation Healthcare Grant



Please read thoroughly the Grants Policy & Procedure (Pages 1 & 2), before beginning to complete the Application for Healthcare Grant Award.

Once you have determined your eligibility and understand the requirements, it is time to make sure your application stands out from the pack. Included below are the lists of **REQUIRED** components for your application (in red) and some best practice suggestions that are not required, but that may help guide you through the process.

What You Will Need to Apply:

- All applicants **must complete each item in red**, unless otherwise noted. Applications that do not include the information listed **in red** will not be considered for funding.

1. Annual BCH Application for Healthcare Grant Award:

- **Fill out the 1-page grant application form.**

2. Cover Letter Components:

- **A cover letter with the name, address, and phone/fax numbers of the applicant organization**
- **Make a great first impression!** Briefly describe your organization. Got a mission statement? Include it here.
- **Name and title of the contact person**
- **Title of the project/proposal**
- **Brief summary of the project/proposal, including the amount being requested and total budget for the project/proposal**
- Boldly state your request, and connect it to the interests of the reviewers. Why should people care?
 - Use the reviewers' own language (wording from the grant application documents) to make these connections.
 - Example: If the grant application documents use the words "health and well-being", you should consider using those words, too.
 - Express the positive impact you could have on the community, should you receive these funds—put your passion for your proposal on the page.
 - Do all of this very briefly. A cover letter should be no more than one page, single-spaced.
- **Signature of the Executive Director, Program Director, or Department Manager**

Helpful Hint: Save writing your cover letter until the end. This will help you creatively reflect on your application and summarize it well.

3. Project Description:

- **Limit the project description to four (4) pages.**
- **Problem or issue to be addressed and/or need for the program in our community**
- **Never assume grant reviewers know who you are and what your organization does. Be informative, yet brief, when describing your *Statement of Need* and *Organizational Capacity to Address That Need*:**
 - Your goal should be for reviewers to see:
 - Your proposal is necessary for the community.

- Your proposal is relevant to the reviewers.
- Your organization has the capacity to address your proposal.
- Here is how to accomplish this:
 - Start by answering the following question in one sentence. If you cannot answer in one sentence, you likely need to gain more clarity before putting pen to paper. **What is the community need your proposal will address?**
 - Example: Neighborhood X currently lacks playground equipment to encourage children and families to live active lifestyles.
 - Notice that the need has been stated clearly, and the population to be served has been defined as children and families living in Neighborhood X.
 - In addressing the need, consider including some community history, statistics, photos, testimonials, and/or graphics that tell the story for reviewers. The reviewers are people, and people love storytelling.

Helpful Hint: A clearly defined need is a solvable one. When something is solvable, people are filled with optimism. You want the reviewers to be filled with optimism while reading your proposal.

- **Population to be served**
- **Goals and objectives of the project/proposal**
- **You have communicated the need in the community and your capacity as an organization to address it. Now, clearly state your *Goals and Objectives*.**
 - The number of goals and objectives is entirely up to you, but here is the difference between each:
 - Goals communicate your large, broad, sometimes long-term vision.
 - Example: To ensure all children and families in Neighborhood X have easy access to playground equipment.
 - Objectives communicate the concrete actions or deliverables tied to a goal. These should be written in a SMART format: specific, measurable, achievable, realistic, timebound.
 - Example: Our organization will host two input sessions with residents of Neighborhood X and project stakeholders in the first quarter of the grant cycle for playground equipment design and features.
- **Intended outcomes and time frame for implementation**
- **In the previous sections, you have addressed the ‘who, what, and why’. By thinking through your *Intended Outcomes* and *Time Frame for Implementation*, you can effectively explain to reviewers the ‘how’ of your proposal.**
 - Think of these sections as the heart of your proposal.
 - While the previous sections should be informative, yet brief, you will want to ensure THESE sections offer a full explanation of the tangible plans you are asking reviewers to fund.
 - This means providing detailed information about your exact plans, steps, and strategies for each stage of your proposal and how you will implement them.
 - Consider including the following:
 - Visual aids, such as: service quotes, blueprints, timelines, etc.
 - Subsections to help reviewers see your plans as being fully-realized and your thoughts as being organized.
 - These could be categorized in chronological order or by objectives, for example.
 - Concrete outcomes and plans of action
 - Example: In the second quarter of the grant cycle, our organization will form a volunteer committee to begin recruiting volunteers from Neighborhood X to assist

with the on-site assembly, to ensure the playground is installed in a timely manner and residents feel a sense of ownership.

- **Plans for evaluation**
- **As mentioned earlier, there are reporting requirements for all funded community grant applications. This means you will need *Plans for Evaluation*.**
 - While explaining how you will evaluate yourself may not be the most engaging section, it WILL indicate to reviewers that you take the requirements of the grant application seriously.
 - Ask yourself: **How will my organization measure its progress? What will we use to define success with this proposal?**
 - The simplest way to establish success ‘goal posts’ for your proposal is to tie them directly to the objectives you have written.
 - Example Objective: Our organization will host two input sessions with residents of Neighborhood X and project stakeholders in the first quarter of the grant cycle for playground equipment design and features.

Helpful Hint: Think of your plans for evaluation as a great guiding document to ensure you are meeting previously established benchmarks, once funded, and to quickly identify gaps or problem areas—making your organization a more agile one.

4. Supporting Documentation:

- **There is no limit on supporting documentation. Applicants may include as much information as is pertinent to the grant application.**
- **Applicant information/organizational background**
 - **Mission and purpose**
 - **Size, location, and history**
 - **Services offered and most current service statistics**
 - **List of board members and key personnel**
 - **Important collaborations in the community**
- **Project budget**
 - **List all expenses for the project and all pending and committed sources of income.**
 - **Identify which portion of the budget the Foundation is being asked to support and whether or not partial funding would be acceptable.**
- **Organization Financial Information:**
 - **Most recent audited financial statements and management letter or IRS Form 990 tax return, if the organization has no audit.**
 - **Most recent Annual Report**
 - **Letter verifying tax exempt status is current, if applicable.**
- **Letters of Support from identified collaborators**