

**HEALTHTrust**

**Grant Guidelines and  
Application Process  
May 2010**

## *Vision of The Health Trust:*

Let's make Silicon Valley the healthiest region in America.

## *Mission of The Health Trust:*

To advance wellness for all in the Silicon Valley community.

- ❏ Founded in 1996 from the sale of three local nonprofit hospitals.
- ❏ In January of 2008 The Health Trust announced a \$30 million investment in three initiatives – Healthy Living, Healthy Aging and Healthy Communities. Each initiative has specific strategies.
- ❏ These strategies are accomplished through 1) grantmaking; 2) THT-run services/programs; 3) partnerships; and 4) policy and advocacy.

Reduce obesity by increasing access to physical activity and healthy food opportunities for all residents through environmental and policy change.






Strategies:

-  Promote Community and School Gardens
-  Support Health in City Planning
-  Create Healthy Places

- Support and promote community, school and home gardens as part of a regional food system, so that every community has access to affordable, healthy food.
- Work with local cities to integrate health into their blueprints for development (General Plans) by including policies and plans that support physical activity and healthy eating such as requiring bike lanes and encouraging more produce markets in place of fast food restaurants.
- Promote organization and neighborhood-based policies and environmental changes to increase access to physical activity and healthy food through the Healthy People Healthy Places RFP and Health Partnership grants.

Support the well-being of older adults through nutrition, physical activity, social engagement and caregiver support so they can spend more years in good health and be engaged as vital members of their communities.





Strategies:

-  Leadership
-  Physical Activity Best Practices
-  Support for Caregivers
-  Nutrition and Social Connections
-  Civic Engagement

- ❏ Expand physical activity best practices for older adults through a Request for Proposals (RFP)
- ❏ Improve systems to support caregivers of older adults
- ❏ Strengthen systems for civic engagement to provide meaningful service and learning opportunities for older adults

Reduce health disparities through programs and policy changes that seek to improve the health outcomes for everyone in our community, regardless of their social and economic circumstances.

## Strategies:

-  Chronic Disease Prevention and Management
-  Oral Health Services and Community Water Fluoridation
-  Root Causes of Health Disparity Advocacy
-  Health Care Linkages

- Support policy, practice or system changes to prevent and manage chronic disease
- Support efforts at the system or community level to promote awareness of the root causes of health disparities



Initiative	Healthy Living			Healthy Aging				Healthy Communities				
Strategy	Community and School Gardens	General Plans	Creating Healthy Places	Leadership	Caregiver Support	Physical Activity Best Practices	Nutrition and Social Connection	Civic Engagement	Chronic Disease Prevention and Management	Health Care Linkages	Oral Health	Root Causes of Health Disparities
Collaboration & Partnerships												
Advocacy & Policy												
THT-Run Programs												
Grants	X	X	X		X	X		X	X			X

# Current Grant Priorities

- ❏ More focused: proposals must align with one or more of our three initiatives
- ❏ Target change at the environmental, system, policy and practice level: prioritize proposals that impact a greater number of people (populations) and are likely to achieve lasting changes
- ❏ Promote primary prevention strategies: prioritize proposals that follow best practices or evidence-based program models

# Eligibility

- ❑ Applicants must be nonprofit, tax-exempt organizations or public agencies
- ❑ Projects and programs must directly benefit residents of Santa Clara County and/or northern San Benito County
- ❑ Projects must align with at least one of The Health Trust's three Initiatives

## What we do not fund:

- ❑ Annual appeals or membership drives
- ❑ Capital campaigns, construction, or renovation of facilities
- ❑ Endowments
- ❑ Equipment purchases (unless part of an eligible activity)
- ❑ Debt retirement or deficit reduction
- ❑ Replacement of government funding
- ❑ Grants to individuals

## What we would consider funding:

- 🌀 organizational capacity building that is directly related to the implementation and sustainability of the project
- 🌀 Staff or consultant time for evaluation and institutionalizing the policy, practice or system change
- 🌀 Costs related to leveraging additional in-kind support (service grant fees or intern stipends)

## Two Types of Grants:

- Health Partnership (HP) Grants: for programs and projects that advance specific strategies under our three initiatives
- Event Grants: small grants (\$250 to \$5,000) to support community events such as health fairs, sponsored walks or community convenings that align with our three Initiatives.

# HP Application Process – 2 Steps

- 🔄 Letter of Intent (LOI) – 2 page max
  - No submission deadline
  - No maximum amount or grant period
  - Applicants will be notified within 45 days after the receipt of an LOI if the request has been declined or is under further consideration
- 🔄 Applicants invited to submit a full proposal – 6 page max plus attachments
- 🔄 Grant decisions made four times a year by Grants Committee and Board of Trustees

# FY11 HP Grantmaking Cycle

## Proposal Due Date

Sept. 10, 2010

Dec. 10, 2010

Mar 11, 2011

May 27, 2011

## Decision Date

Nov 4, 2010

Feb. 2, 2011

May 4, 2011

June 30, 2011

# HP Selection Criteria

- Advance specific initiative strategy
- Foster a system, policy or practice or environmental change that can have an impact beyond the grant period
- Bolster primary prevention efforts
- Address health equity and reduce health disparities (serve or benefit populations or communities with the greatest need and/or least resourced)

## Event Grant Application Process – 1 Step

- 🌀 Submit event grant application form at least 30 days prior to the event – 2 page max
  - The event must be a one-time or annual event that will be held at a location within Santa Clara and/or northern San Benito Counties
  - maximum of \$5,000 for one or multiple events within the fiscal year (July 1 – June 30).
  
- 🌀 Grant decisions generally made within two weeks

## More Information:

### General Grant Information:

Website: [www.healthtrust.org](http://www.healthtrust.org)

### General grant questions:

Email: [grants@healthtrust.org](mailto:grants@healthtrust.org)