



2019-2020 Grant Guidelines

Pajaro Valley Community Health Trust

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Welcome!

The Pajaro Valley Community Health Trust (Health Trust) invites you to join our efforts to improve the health and quality of life for Pajaro Valley residents. These Grant Guidelines describe the Health Trust's grantmaking priorities and process for requesting grant funds.

Interested applicants begin by submitting a brief Letter of Intent (LOI), as described at www.pvhealthtrust.org/grantmaking. Applicants best aligned with the Health Trust's funding priorities and goals will be invited to submit a full proposal.

Successful proposals will result in grants across four strategic program areas:

1. **Diabetes and Contributing Risk Factors**
2. **Access to Care**
3. **Oral Health**
4. **Health Professions**

Please review these guidelines carefully before submitting your application.

Mission, Strategic Priority Areas and Target Populations

The Health Trust is a nonprofit health foundation created in 1998 to serve Pajaro Valley residents with a mission to **improve the health and quality of life for all people of the greater Pajaro Valley**. We envision a greater Pajaro Valley where all people have the knowledge and resources they need to live healthy lives, where health problems are prevented, and where there is access to culturally responsive healthcare. In its work, the Health Trust adheres to a broad definition of health that includes basic personal health, wellness and prevention, as well as psychological, social and economic well-being. This definition acknowledges our **commitment to address both the symptoms and root causes of health issues in our community**.

In July 2015, the Health Trust produced a five-year strategic plan that renewed its commitment to funding and advocacy in the four strategic priority areas indicated above. FY 2019 -2020 will be a year of bridging to a new strategic plan that positions the Health Trust to support organizations addressing the social determinants of health, ensuring access to culturally responsive healthcare, fostering community well-being, and continuing to build the local healthcare workforce.

Through its grantmaking, the Health Trust remains committed to supporting initiatives that aim to achieve health equity; that is, those that prioritize services for populations that experience poorer health outcomes or disproportionately greater obstacles to accessing healthcare and/or the resources or opportunities to live a healthy life. Priority populations include: Farmworkers and their Families;

Low-Income, Underserved and Undocumented Individuals; Children & Youth (Ages 0-21), especially those facing obstacles to healthcare or well-being; and other sub-populations that have demonstrably poorer healthcare access or health outcomes.

Program Area Goals

The Health Trust awards grants to organizations whose efforts align with our mission and whose applications describe objectives linked to meaningful goals and/or projected outcomes within the strategic priority areas identified above. The following section includes information about each program area and the Health Trust's specific goals under each area.

1. *Diabetes and Contributing Risk Factors*

We aim to minimize the factors that contribute to diabetes and other chronic health challenges, including obesity, poor nutrition, and lack of physical activity. Under this program area we will consider programs that aim to:

- Decrease the prevalence of childhood and adult overweight and obesity in the Pajaro Valley and increase the percentage of Pajaro Valley children and adults that eat five or more fruits or vegetables a day. Previously funded programs include those that connect people to nutritious food, nutrition education and opportunities to learn how to properly nourish their bodies to foster wellness.
- Increase the percentage of Pajaro Valley children and adults that meet recommended physical activity guidelines as outlined by the United States Department of Health and Human Services. Previously funded programs include those that foster safe and joyful recreational opportunities for children, youth, adults and families.
- Improve the environment in which people live, learn, work and play in ways that make the healthy choice (e.g., access to produce and nutrient-dense foods, safe and accessible opportunities to be physically active) the easy choice. Previously funded programs include after school programs that incorporate healthy snacks and nutrition and fitness education alongside other enrichment programming.
- Decrease the percentage of Pajaro Valley adults who have diabetes. Previously funded programs include those that use social support and regular peer education to share diabetes prevention strategies.

2. *Oral Health*

We strive to improve the oral health of Pajaro Valley residents by expanding access to dental services and oral health education. Under this program area we will consider programs that aim to:

- Increase the number of Pajaro Valley children and adolescents who receive preventative dental care. Previously funded programs include those that train medical clinic staff to apply fluoride varnish during well baby visits.
- Increase the number of Pajaro Valley residents with access to comprehensive dental care and decrease the prevalence of untreated dental decay among residents of the Pajaro Valley. Previously funded programs include those that provide dental treatment for un- and underinsured individuals.

3. *Access to Care*

We aim to improve the health of Pajaro Valley residents by expanding access to physical and mental health services. Under this program area we will consider programs that aim to:

- Increase the number of Pajaro Valley residents with health insurance and a primary care provider (medical home). Previously funded programs include outreach to

enroll local residents in insurance programs and assistance to ensure their connection to an accessible (geographically and linguistically) primary care physician.

- Decrease inappropriate use of the emergency room. Previously funded programs include those that connect individuals with mental health disorders and substance abuse issues to community-based support and treatment.
- Increase the number of Pajaro Valley residents with access to healthcare, including mental health services. Previously funded programs include those that provide free and low-cost counseling services for individuals with acute or chronic mental health concerns.

4. Health Professions

We invest in pipeline programs that encourage individuals to choose health professions as a career/professional path and programs that support students already enrolled in education in the health professions to complete their course of study. Under this program area we will consider initiatives that aim to:

- Increase the size of the culturally competent workforce in the Pajaro Valley, including efforts to infuse Community Health Workers into the local healthcare delivery system. Previously funded programs include healthcare-focused educational programming and experiential learning embedded in secondary education.

Values

We commit to a set of Core Values that emphasize solidarity, focus on advancing racial and economic equity, and aim to fortify the assets and strengths that local residents bring to problem-solving. We strive to work in ways that foster open and collaborative relationships, earning and building trust by practically committing to reduce administrative bureaucracy, increase transparency, involve representatives of our local community in decision-making, and demonstrate good stewardship and accountability. Our Operating Principles and Grantmaking Philosophy emphasize:

- Cultural Responsiveness
- Leadership, as demonstrated by participation in larger planning efforts, support of innovative, high-leverage projects and dissemination of promising ideas
- Impact
- Collaboration
- Courage in Issue Debate
- Innovation
- Data-informed Decision Making
- Flexibility and Responsiveness
- Outcome Orientation

For a more detailed description of these, consult our [strategic plan](#).

Eligibility Criteria

Organizations that meet the following criteria are eligible to apply:

- Be a nonprofit, 501(c) (3) tax-exempt organization, a public school-based health program, or have a 501(c) (3) tax-exempt organization as a fiscal sponsor.
- Have an informed understanding of the realities, needs, and assets of the Pajaro Valley community and provide or plan to provide programs/services benefiting residents in these

zip codes: 95076, 95019 and 95004, i.e., the communities of Watsonville, Pajaro, Freedom and Aromas. While the applicant organization's home office need not be located in the Pajaro Valley, the organization must demonstrate efficacy providing services that directly benefit its residents.

Selection Criteria

Successful applicants will:

- Demonstrate alignment with Health Trust's core values, operating principles, mission and strategic priorities.
- Have a nondiscrimination policy in place and show a commitment to developing and maintaining organizational cultural responsiveness.
- Have demonstrated capacity to implement and achieve positive results with their programming and to practice fiscal accountability.
- Have fulfilled all prior Health Trust reporting requirements.

Exclusions/Types of Requests that Will Not Be Considered for Funding

In general, the Health Trust does not give grants to:

- Projects that do not substantially benefit residents of the Pajaro Valley.
- Projects and proposals unrelated to the Health Trust's mission, eligibility requirements and current funding priorities.
- Individuals (NOTE: The Health Trust's scholarship programs are administered through schools & organizations).
- Religious organizations, for the purposes of evangelizing or recruiting congregants.
- Endowments, building campaigns, annual fund appeals, fundraising events or celebrations.
- Commercial ventures.
- Programs or projects administered by a city, county, state or federal government, with the exception of school-based health programs. Other exceptions will be considered on a limited basis when the Board of Directors believes that a proposed project involving a government agency will best serve the Health Trust's mission and goals.

Funding Available, Type and Duration of Grants

The Health Trust awards grants on an annual basis and anticipates awarding \$215,000 in FY 2019-2020 through this competitive process in **program support grants**. Approximately 10-15 grants awards will be awarded during this funding cycle. Individual applicants are considered for grants ranging from \$2,500- \$15,000 (average = \$11,000). The grant term will be one year (7/1/2020-6/30/2021); one-time and short-term initiatives will be considered.

There is no strict policy about the number of years an organization may apply for additional support. Historically, in order to allow access to funding for organizations new to the Health Trust and to facilitate equitable distribution of limited funding, we have typically requested organizations take a year off from funding every three to four years. For this reason, availability of continued funding for a single project should not be assumed.

Additionally, due to our modest grantmaking budget, the Health Trust generally provides support in one-year grant terms.

Types of Support

The Health Trust Board of Directors provides program support and does not generally provide capacity-building, core operating or capital grants. Exceptions may be proposed to program staff for consideration prior to applying.

Application Schedule

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| Request for Letters of Intent (LOI) Released: | October 1, 2019 |
| Letters of Intent Due: | October 22, 2019 (By 11:59 PM) |
| Applicants Invited to Submit Full Proposal: | October 30, 2019 |
| Full Proposals Due: | November 22, 2019 (By 11:59 PM) |
| Awards Announced: | February 20, 2020 |
| Disbursement of Grant Funding: | May 2020 |

Selection Criteria

The Health Trust reviews and responds to all LOIs. LOIs and proposals will be evaluated by the Health Trust's program staff and Grants Review Committee on the merits of the proposed activities, with regard to the Selection Criteria described above, and attention to: need relative to other applicants; likelihood of success and positive impact; demonstrated involvement of allies and local residents in planning and implementation; and reach to priority populations of interest. The Grants Review Committee will provide its recommendations to the Health Trust's Board of Directors, which makes final decisions to approve or decline grant requests.

The Health Trust may reject, fully fund or partially fund any or all proposals submitted; request additional information or clarification from applicants; and/or negotiate modifications with applicants at any time in the award process. Successful applicants enter into a contract to fulfill the objectives negotiated during the application process.

How to Apply for Funding

Step 1: Review Grant Guidelines

Before preparing a Letter of Intent (LOI), please carefully review the grant guidelines document in its entirety, especially the eligibility requirements.

Step 2: Submit a Letter of Intent (LOI)

All organizations must submit a LOI before submitting a formal grant proposal. LOIs must be submitted by *October 22, 2019 by 11:59 PM*. We use an online application system for our grantmaking process. For more information on how to submit your letter of intent, please visit www.pvhealthtrust.org/grantmaking.

Health Trust staff and Grants Review Committee co-chairs will review LOIs and notify prospective applicants via email whether your organization will be invited to submit a formal proposal by no later than *October 30, 2019*.

Step 3: Submitting a Full Proposal

Full proposals will be requested from applicants whose funding requests best address the Health Trust's program guidelines and priorities. You will be provided with the necessary information for completing the application process at that time. Full proposals are due *November 22, 2019 by 11:59 PM*.

Questions?

Program staff welcome questions about the application process and are available to discuss project ideas. Contact the grantmaking team at (831) 761-5695 or by email at grants@pvhealthtrust.org.