



Fall 2022 Call for Proposals

Letter of Interest (LOI) due by August 19, 2022 at 3 pm

The Foundation for a Healthy High Point is a place-based strategic grantmaker with a mission to encourage, support, influence, and invest in efforts that improve health and wellness in Greater High Point. The Foundation was established in 2013 to support initiatives that improve the long-term health of the community. The Foundation is soliciting proposals for funding ideas that support community health improvements that impact health.

Eligible nonprofit organizations located in or serving residents within the Foundation's service area, defined as the Greater High Point area including High Point, Jamestown, Archdale, and Trinity, are invited to submit a Letter of Interest (LOI) for the Foundation's Fall 2022 Grant Cycle. Selected organizations will be invited to submit formal applications. Successful applications will be announced in December.

Eligible organizations include health and human service nonprofit organizations:

- Located in and serving residents of Greater High Point primarily, or
- Located outside Greater High Point with a stated intent to impact residents through efforts or initiatives focused on Greater High Point, or
- Leading an effort, not in Greater High Point, but a large percentage of clients/participants are from Greater High Point.

Background

Health is largely determined by the social and economic contexts (responsible for 40% of the variation in health outcomes) in which we grow up, live, work, and age; the healthy behaviors (30%) that those contexts make easier or harder and our physical environments (10%).^{1,2} To improve the long-standing health issues confronting our community, we must address underlying factors that cause disease and sickness. This “upstream” approach to addressing the root causes, or social influences on health, requires making real changes to structural and systemic barriers.

¹ <https://www.countyhealthrankings.org/explore-health-rankings/measures-data-sources/county-health-rankings-model>

² <https://nciom.org/wp-content/uploads/2020/01/HNC-REPORT-FINAL-Spread2.pdf>

The Foundation is committed to focusing on the community conditions that impact health. We worked with the *Research, Policy, and Impact Center* at the National Institute of Minority Economic Development and the *UNCG Center for Housing and Community Studies* to conduct an *Assessment of Social Health Drivers of High Point*. This research, including interviews, focus groups, surveys, and secondary data analysis, identified the **leading health issues** per community members that will have the most significant impact on community health outcomes.

Funding Areas for the Fall 2022 Grant Cycle

For this solicitation, the Foundation is specifically seeking requests that address **one or more of the following social determinants of health and leading health issues** as identified in its *Assessment of Social Health Drivers of High Point*.

Social Determinant of Health	Leading Health Issues
Neighborhood Conditions & Built Environment	<ul style="list-style-type: none"> Affordable, Healthy Housing Transportation Access to Healthy Food
Healthcare Access & Quality	<ul style="list-style-type: none"> Mental Health Services and Substance Use Treatment
Social & Community Context	<ul style="list-style-type: none"> Interagency & Provider Coordination Connecting Communities to Resources
Economic Stability	<ul style="list-style-type: none"> Economic Mobility Workforce Development
Education Access & Quality	<ul style="list-style-type: none"> Maternal & Child Health Early Childhood Development

Additional examples of social determinants or drivers of health can be found in the [Healthy NC 2030 Report](#).

Efforts that foster collaboration among partners/providers via a collective impact approach will be prioritized. The Foundation will consider one-year unrestricted general operating support grants to organizations whose mission is to address immediate health needs **via social determinants of health**.

Examples of potential requests of interest might include:

- Support for scaling evidence-based programs or deepening the reach of those programs within specific communities or zip codes to reduce persistent disparities
- Efforts that support business planning or capacity building to establish funding mechanisms to support organization and program sustainability
- Initiatives to build and sustain connected and comprehensive care systems, improve care coordination among agencies, and provide/improve integrated systems of care
- Program capacity-building projects that result in new, expanded, or enhanced services
- Support of an effort with two or more agency partners to address a collective concern that will result in greater access and service delivery
- Efforts that support internal planning for collaborative work with external agencies to coordinate the provision of services to families
- Organization capacity building that will result in improved quality peer review and feedback for internal quality improvements, program assessment and implementation of recommendations, business planning, start-up staff that can be sustained, revenue enhancement that is reinvested into program enhancement or sustainability.

The Foundation will not accept applications to support the following:

- Medical research, transportation, and housing services
- Direct benefits for client/constituent services or the organization exclusively
- Scholarships to individuals, fundraisers, dinners, or faith-based organizations for religious purposes
- Supplanting or substituting existing funding
- Activities that exclusively benefit the members of sectarian or religious organizations
- Partisan political programs or voter registration efforts
- For-profit organizations
- Organizations with previous past due or incomplete grant reports and/or required grant objectives

Application Process

Beginning with a Letter of Interest (LOI) process, applicant organizations will submit a brief proposal (2-3 pages) outlining the idea, project, or initiative. After the Fall 2022 LOI deadline, the Foundation will review submitted LOIs and invite selected organizations to submit formal applications.

The Foundation greatly appreciates the important work performed by nonprofit organizations in our community. As such, the Foundation does not wish nonprofits to spend considerable time and resources preparing materials unless there is a clear possibility of collaboration.

The Foundation conducts two grantmaking cycles per year.

Letter of Interest Format

The 2–3-page LOI should include the following:

1. A brief background of the organization, including:
 - a. Mission statement
 - b. Date founded
 - c. Size of staff and board
 - d. Constituency and geographic region(s) served
 - e. Focus areas for the organization
 - f. Size of the annual operating budget
 - g. ***NEW* The social determinant of health that best reflects your organization's focus**

2. A description of the project for which support is requested, including duration, goals, and related activities. Please include a description of how the organization decided to engage in this project, factors that contribute to the need or opportunity, the project's importance to the organization and constituency, and the staff's level and nature of commitment and board.

2022 FALL CYCLE TIMELINE

CFP RELEASE DATE

July 12

LOI DEADLINE

August 19

INVITATIONS TO SUBMIT

APPLICATION

September 2

SITE VISITS & CONSULTATIONS

September 5-16

APPLICATIONS DUE BY 3:00 PM

October 7

FUNDING ANNOUNCEMENT

By December 9

GRANT BEGINS

January 1, 2023

(continued)

3. A proposed budget, in summary form, for the total cost of this project and the amount the organization intends to request from the Foundation and other funding sources. As appropriate, please identify the specific budget item(s) for which Foundation support will be requested.
4. A brief description of why the organization is seeking support from the Foundation. Please note other factors that will help the Foundation understand the request.

For further instructions on how to compose an LOI, including examples, please visit [Candid Learning](#).

How to Apply

Letters of Interest and accompanying documents are only accepted through the Foundation's online portal. **Hand-delivered, emailed, or mailed LOIs are not accepted.**

New users must create an account. If you previously applied for a grant from the Foundation, you must use the same account information to log in (contact the Foundation if you require assistance to reset your organization's password.) Once you are logged in, you will be on your organization's dashboard. Click on "apply" on the left side column to access the LOI submission page.

[APPLY HERE](#)

Next Steps

After receiving your LOI, the Foundation will notify your organization in early September to advise whether your organization will be invited to submit an application. Initial interest does not necessarily mean that the organization will be invited to apply for funding. The Foundation manages the number of organizations that are invited to complete an application based on several factors, including funding availability.

For assistance in submitting an LOI, application, or questions about the process, please contact the Foundation at 336-822-7740 or info@healthyhighpoint.org.

FREQUENTLY ASKED QUESTIONS:

- Is there a minimum/maximum dollar amount for requests?
 - There is no set minimum or maximum on the dollar amount requested. Organizations should request the amount it feels is appropriate for the proposal. The Foundation has a finite amount of funds for distribution. Requests for \$10,000 or less should apply under the Foundation's Small Grants Program. Awards will be made dependent on the availability of funds.
- Is there a minimum/maximum duration of time for requests?
 - There is no set minimum or maximum on the duration of grant requests. Organizations should plan to apply for the amount of time it feels is appropriate.
- Can my organization partner with another organization on a proposed project?
 - The Foundation encourages applicants to collaborate with other nonprofit organizations, as appropriate, to make a collective impact on issues affecting the Greater High Point community.
- What programs has the Foundation supported in the past?
 - Please [visit the News page on the Foundation's website](#) to review press releases highlighting recent grant awards:
- Can I schedule a time to discuss my organization's proposal idea with Foundation staff?
 - Yes, Foundation staff are available to discuss proposed projects. Due to high demand, these meetings must be scheduled in advance and are limited to 30 minutes. Please contact the Foundation with three possible options to schedule a meeting.