The following document describes the Medica Foundation’s funding approach and application process. Our goal is to help prospective grant applicants determine fit with our funding opportunities, save time in the grant application process and help submit the strongest possible proposal.

As the geographic footprint of our foundation grows, we felt a more thorough document would help grant seekers stay current on these changes and submit a competitive proposal.

Some changes to note:
» Webinars to explain 2019 funding opportunities will offered, with dates posted on our website.
» The funding priority formerly known as Nonprofit Core Mission Support has been renamed Rural Health to more accurately reflect our objectives.
» Budget forms have been updated to improve usability.
» Language has been added to our funding areas to encourage trauma-sensitive practices.
» Grant opportunities have been added in Nebraska, Iowa and Kansas by invitation only.
» We will be accepting concept papers this year to learn about strategic grant opportunities.

Thank you for considering how you might partner with the Medica Foundation to improve the health of your communities.
The Medica Foundation

Our Mission
The Medica Foundation funds community-based initiatives and programs that support the needs of our customers and the greater community by improving their health and removing barriers to health care services.

Our Funding
The Medica Foundation is governed by a Board of Directors. The Board and Foundation leadership team regularly meet to review community needs and past grant outcomes to determine the annual funding strategy.

Funding areas are modified from year to year based on community needs. Funding is provided to organizations within the Medica Foundation service area.

Our Approach
Since its inception, the Medica Foundation has been a leader in funding behavioral health initiatives. Other grant funding areas include initiatives to support early childhood health and rural health.

Grant funding is directed toward improving the health of our members and the communities we serve. Funding will be directed toward initiatives that:

» Are true innovations of how health care is delivered.
» Have a high likelihood of creating sustainable, systemic change.
» Address the social issues that drive health care costs and reduce health care disparities.
» Build partnerships and collaborations between Medica and other community organizations.
ELIGIBILITY

Where We Fund
Grant applications are accepted from organizations located in and providing services in the states of Minnesota, North Dakota, South Dakota and the following counties in western Wisconsin: Ashland, Barron, Bayfield, Burnett, Chippewa, Douglas, Dunn, Eau Claire, Pierce, Polk, Sawyer, St. Croix and Washburn.

The Medica Foundation funds a limited number of grants in Nebraska, Iowa and Kansas with a closed application process. Requests for funding in these states are only accepted from organizations that have been invited to apply.

Who We Fund
To request a grant, your organization must be a 501(c)(3) charitable organization or a public/governmental agency located in and providing services in the Medica Foundation service area.

Please Note:
» The Medica Foundation does not fund organizations with a pending 501(c)(3) status.
» A public agency is an organization established and primarily funded by a unit of government. Examples could include a public school, public health department or state governmental agency.
» We do not fund fiscal agents unless the fiscal agent is a partner in the project.
» If your organization received a Behavioral Health or Early Childhood Health grant last year, your organization is not eligible for either of those two programs again this year.
» Rural Health grant recipients are eligible to receive funding in consecutive years.

What We Fund
The Medica Foundation considers only single-year grant requests. Nonprofit organizations are eligible to receive one grant within a calendar year.

Depending on the needs of the community, these funding areas may be modified from year to year.
MEDICA FOUNDATION FUNDING AREAS

Open Request for Proposals

Behavioral Health
Initial Applications Accepted February 1 – April 5, 2019

This funding area seeks proposals for new or expanding programs that help people with serious mental illness and chemical addictions recover and lead productive lives in their communities. This includes programs that address gaps in current service; integrate physical and mental health care; and provide supportive and intensive case management services. Proposals may also include programs addressing the mental/chemical health needs of people with physical, intellectual and developmental disabilities and co-occurring disorders. Organizations exhibiting trauma-sensitive practices are preferred.

Early Childhood Health
Initial Applications Accepted February 1 – May 10, 2019

This funding area seeks proposals for new or expanding early intervention programs that focus on developing healthy families to foster optimal growth and development of young children. Physical and mental health have a major impact on a family’s ability to thrive. Programs should embrace the needs of the whole-child and may incorporate the health and wellbeing components of the two-generation approach that is central to supporting children and parents simultaneously. Eligible programs include those that improve access to prenatal and postpartum care; address preventive health and dental care; enhance parenting skills; support developmental, social and emotional health; and/or address the needs of children experiencing homelessness, trauma or toxic stress. Programming focuses on children birth through age twelve and may involve parents, caregivers, health care providers, schools, shelters, early childhood programs and the overall community. Organizations exhibiting trauma-sensitive practices are preferred.

Note: Non-health related education and lifestyle programs, including physical activity and nutrition, are ineligible.

Rural Health
Initial Applications Accepted June 1 – August 9, 2019

This funding area supports health-related programming that is essential to an organization’s nonprofit mission. Funding is available to organizations outside of the seven-county Twin Cities metropolitan area in Minnesota, as well as North Dakota, South Dakota and the following counties in western Wisconsin: Ashland, Barron, Bayfield, Burnett, Chippewa, Douglas, Dunn, Eau Claire, Pierce, Polk, Sawyer, St. Croix and Washburn.

Rural areas have specific health needs that are understood best by those within their own communities. We aim to support community-led solutions to health concerns with the nonprofits in those areas.

NEW — Strategic Initiatives
Concept Papers Accepted February 1 – April 5, 2019

Strategic grants enable the Medica Foundation to make a community investment on a larger and more impactful scale. Through this new concept paper process, we hope to learn about big and innovative solutions that serve as incubators for ideas, catalysts for systemic change and provide funds for community-based programs that address the underlying causes and factors inhibiting optimal health. The goal is to provide more flexibility for our grant partners to implement a longer-term project and evaluate impact.

We seek concept papers addressing behavioral health, child and youth health, substance use disorder, healthy aging, rural health, disabilities and health care access. Funding may be awarded over the course of two or even three years. Funding may be awarded to one grantee or split among several recipients.
Proposals by Invitation Only

**Giving in Nebraska, Iowa and Kansas**
The Medica Foundation funds a limited number of grants in Nebraska, Iowa and Kansas with a closed application process. Funding requests from these states are only accepted from organizations that have been invited to apply. Selected organizations will be leaders in their communities and be in alignment with our other funding areas.

**Future Funding Anticipated in 2020**

**Giving in Missouri and Oklahoma**
We are currently developing community relationships and learning about health concerns in these states. Funding by invitation is anticipated in 2020.

**HOW TO APPLY**

**Submitting an Initial Application**
Visit our website at medicafoundation.org to learn about the Medica Foundation and to access grant applications. We have an online grant application process. Detailed instructions on this process are located on our website.

**Submitting a Concept Paper (Strategic Grants Only)**
Email your 1-2 page concept paper in a Word document as an attachment for strategic grant consideration to foundation@medica.com. The subject should read: Strategic Grant Concept Paper — ORGANIZATION NAME. Email submission needs to be received by the Medica Foundation by end of day on the deadline date (email receipt by 11:59 p.m.). This type of email submission is intended to minimize applicant work, time and expense related to the proposal process.

**Receipt**
A confirmation email will be sent to the sender of the concept paper. If our staff would like to learn more about your project, you will be contacted directly. If you do not hear from us, we have reviewed your submission and selected other proposals to move forward.

**Concept Paper Elements**
Concept papers should not exceed two pages and 1,000 words. Provide a succinct presentation of the need or problem you have identified, the proposed innovative solution and your organization’s qualifications for implementing the solution. The concept paper is not intended to be a detailed proposal, but rather a brief project description with key information. Include the following elements:

- Brief description of the project you are pursuing and why it is new and innovative.
- Description of community need and target population.
- Budget projection, including request amount, estimated project budget and use of funds.
- Key objectives and anticipated outcomes.
- Collaborative partners (if any).
- Organization and contact information for follow-up.

**Application Assistance**
Not only is contact with Medica Foundation staff acceptable, it is encouraged. Dozens of applicants contact staff every year to discuss some facet of their proposal prior to submission. This often entails a phone meeting, email conversation or other desired assistance. Making contact is not a requirement and your proposal will not be helped or hindered in the scoring process for having a pre-submission discussion.
GRANT REVIEW

A committee of volunteer grant reviewers and Medica Foundation staff review proposals. The Grant Review Committee is comprised of leadership from across Medica and each person brings a different area of expertise. This skill and knowledge diversity increases the rigor of grant review and simultaneously ensures key decision makers within the organization are knowledgeable of the most pressing health needs in our service area. The committee uses a scoring methodology that informs committee discussion and decision-making.

Submitting a Full Proposal

A two-step application process is in place for Behavioral Health and Early Childhood Health grants. The committee reviews the initial applications to determine which proposals move forward to the full proposal stage. The initial application for these funding areas is not a letter of intent or a concept paper and is fairly detailed. The full proposal builds on that and includes attachments, including a budget, logic model, risk assessment and audited financials.

If you are selected to submit a full proposal, we will email you with instructions and the required attachments. Your organization may be asked to answer questions specific to your proposal. We require applicants to use the Medica Foundation’s budget template in order to expedite grant review. If your application is selected to submit a full proposal, a site visit will occur with Medica Foundation volunteers and/or staff. We make every effort to do these in person; however, depending on the location of your organization, a phone call may be used instead.

In 2018 approximately 20 percent of initial grant applicants were invited to submit a full proposal. Approximately 70 percent of the applicants invited to submit a full proposal were awarded funds.

The Rural Health grant application is a shorter, one-step application intended to limit resources needed to complete the application. We have scaled this application to an appropriate length based on the amount of funding provided.

As a reference, the following chart illustrates the competitiveness of our funding last year:

<table>
<thead>
<tr>
<th>2018</th>
<th>Behavioral Health</th>
<th>Early Childhood Health</th>
<th>Rural Health</th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Initial Applications Received</td>
<td>71</td>
<td>61</td>
<td>98</td>
<td>230</td>
</tr>
<tr>
<td>Full Proposals Invited</td>
<td>12</td>
<td>17</td>
<td>N/A</td>
<td>29</td>
</tr>
<tr>
<td>Grant Awards</td>
<td>8</td>
<td>12</td>
<td>61</td>
<td>81</td>
</tr>
</tbody>
</table>

2019 GRANT SCHEDULE

<table>
<thead>
<tr>
<th>Behavioral Health</th>
<th>Early Childhood Health</th>
<th>Rural Health</th>
<th>Strategic Initiatives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maximum Grant Award</td>
<td>$50,000</td>
<td>$25,000</td>
<td>$5,000</td>
</tr>
<tr>
<td>Initial Applications Accepted</td>
<td>February 1 – April 5, 2019</td>
<td>February 1 – May 10, 2019</td>
<td>June 1 – August 9, 2019</td>
</tr>
<tr>
<td>Invitations Extended to Finalist Applicants</td>
<td>Late June</td>
<td>Mid August</td>
<td>N/A — One-Step Application</td>
</tr>
<tr>
<td>Full Proposals Due</td>
<td>July 19</td>
<td>September 13</td>
<td>N/A — One-Step Application</td>
</tr>
<tr>
<td>Grant Award Announcements</td>
<td>September 6</td>
<td>October 25</td>
<td>December 20</td>
</tr>
<tr>
<td>Grant Period Begins / Funding Released</td>
<td>October 2019 - January 2020</td>
<td>January 2020</td>
<td>January 2020</td>
</tr>
</tbody>
</table>
GRANT APPLICATION TIPS

These tips will help you develop a proposal that addresses the most important factors our Grant Review Committee considers in its review.

Demonstrated Community Need for the Project
» Provide data to demonstrate the community need for the project and the population serviced by it.
» Information from local or state sources is preferred over national statistics.

Project is Clearly Explained
» Explain any existing models that your project may be based upon, including outcomes and why the model was selected.
» Spell out the program or model name before using an acronym.
» Avoid using specialist language that a layperson may not understand.

Collaboration is Demonstrated
» Identify the partners involved in your project if applicable.
» Include letters of support that demonstrate commitment from your partners (for full proposals only).

Impact is Measurable
» Identify measurable outcomes and describe the benefits to program participants (improved health status, behavioral change, new knowledge, etc.).
» Provide realistic forecasts of the grant’s projected impact.
» Describe the evaluation and measurement plan you will use to capture needed data. If changes in behavior or health are measured, then a plan to measure baseline data should be identified.
» A plan to measure and evaluate the impact of your project or program is required with full proposals. Up to 10 percent of the total grant amount may be used for measurement and evaluation expenses, incurred internally or from outside resources.

Project Budget is Accurate and Complete
» Clearly explain each line item, indicating how Medica Foundation funds will be used.
» Use the Medica Foundation Budget Form and do not modify formulas or delete template fields.
» Round the request amount to the nearest $500.

Strong Performance on Medica Foundation Grants
» Past grant performance is considered in the application process. If applicable, provide a brief summary Medica Foundation grants completed or in progress.
CONTACT INFORMATION

If you are considering a grant request or have questions about the grant process, please contact a Medica Foundation staff member for further assistance.

For technical assistance with your login or the online application process, contact:

Heather Craig, Foundation Coordinator
Heather.Craig@medica.com
952-992-3321

To discuss your proposal idea further and confirm if your proposal is a good fit for our guidelines and/or how to make your proposal as competitive as possible, contact:

Gina DiMaggio, Program Manager
Gina.DiMaggio@medica.com
952-992-3386

JoAnn Birkholz, Foundation Director
JoAnn.Birkholz@medica.com
952-992-3318

IF YOU ARE AWARDED A GRANT

If you are awarded a grant, a Medica Foundation staff member will call to establish a mutually agreeable schedule for grant dates, payment(s) and reporting. If you are awarded a Behavioral Health, Early Childhood Health or Strategic Grant, a member of our staff or Grant Performance Committee will partner with your organization.

Grant Performance Committee
The Grant Performance Committee is a team of Medica employees who volunteer their time and talent to build relationships with our grant recipients, provide assistance where needed, and report on progress to our board of directors. This team of employees represent business segments from across the organization. We strive to match their interest, knowledge and experience to best serve our grant partners. Throughout the grant period they are your main point of contact with the Medica Foundation and will periodically check in with phone calls or site visits as needed.