



2020 FUNDING OPPORTUNITIES

MEDICA FOUNDATION

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 this year:

- » A recorded webinar to explain 2020 funding opportunities will be posted on our website on Feb. 3, 2020.
- » Grant opportunities are available in Nebraska and Iowa by invitation only and will largely reflect our funding areas of Behavioral Health, Early Childhood Health and Rural Health.
- » The process for submitting Strategic Initiative proposals has changed. Interested organizations must contact Foundation staff to confirm eligibility to submit an application. Refer to page 5 for specific focus areas and details.
- » The Medica Foundation’s giving budget for 2020 will be \$2.5 million.

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

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IMPROVING HEALTH

by working together, we can make a difference in the communities we serve

THE MEDICA FOUNDATION

seeks to improve health by funding initiatives that are innovative in how care is delivered and have a high likelihood of creating long-term change. We are committed to building partnerships and engaging our employees in charitable activities.



ABOUT THE MEDICA FOUNDATION

The Medica Foundation is a nonprofit, charitable grantmaking foundation for community-based programs and services. The Medica Foundation is the charitable giving arm of Medica Health Plans, a Minnesota-based nonprofit HMO.

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 targets 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

Online Request for Proposals Grant Process:

Our online RFP grant process is open to 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. Please contact Gina DiMaggio with questions (refer to page 8 for contact information).

Proposals by Invitation Only Grant Process:

We are proud to be expanding our philanthropic reach at the Medica Foundation to include funding in Nebraska and Iowa. We are currently developing community relationships and learning about health concerns in these states. The process for funding for Nebraska and Iowa will be by invitation only. Please contact Shelly d'Almeida with questions (refer to page 8 for contact information).

Funding for organizations in Kansas, Oklahoma and Missouri will be considered in future years.

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. 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.

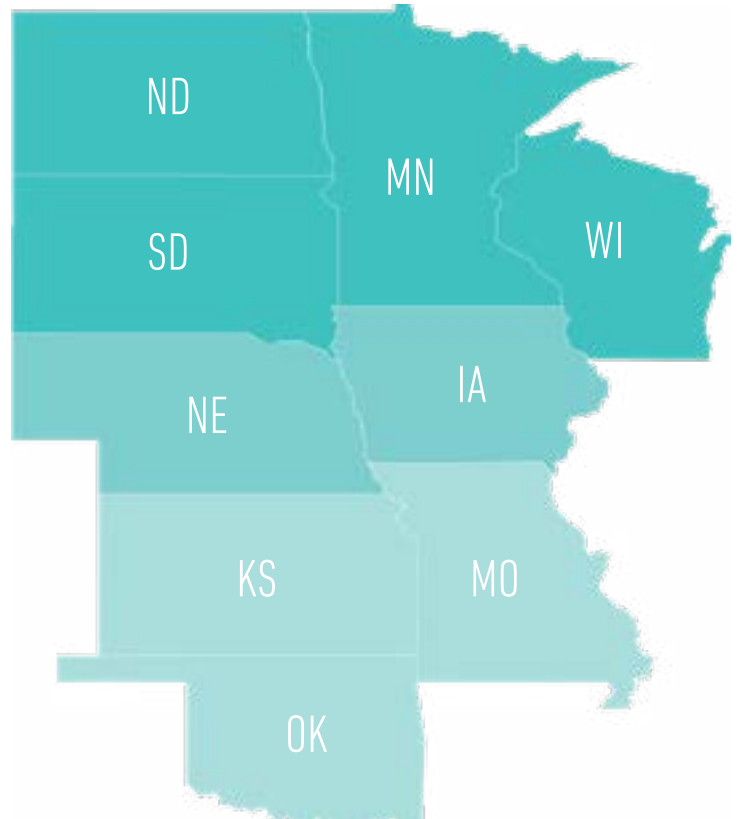
If your organization received a Behavioral Health or Early Childhood Health grant last year or if your organization has a current strategic grant, your organization is not eligible to apply for any of these programs this year.

Rural Health grant recipients are eligible to submit an application for funding in consecutive years.

What We Fund

The Medica Foundation considers 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 SERVICE AREA



MAP KEY

- Open Request for Proposals (RFP)
- Proposals by Invitation Only
- Future Funding Opportunities to be Determined

We Do Not Fund

- » Capital campaigns or capital expenditures.
- » General and/or ongoing operating support for program grants.
- » Projects for which administrative expenses exceed 10 percent of the total grant — excluding staff salaries.
- » Long-term financial support.
- » Religious groups for religious purposes.
- » Lobbying or political activities.
- » Sporting events or athletic groups.
- » Organizations with a pending 501(c)(3) status.
- » We do not fund fiscal agents unless the fiscal agent is a partner in the project.



MEDICA FOUNDATION FUNDING AREAS



Behavioral Health

Individual grants up to **\$50,000**.

We seek proposals for new or expanding programs that provide support for serious mental illness and chemical addiction recovery, including programs that address gaps in current service; integrate physical and mental health care; address co-occurring disorders and provide supportive and intensive case management services. Proposals from organizations exhibiting trauma-sensitive practices and using a strengths-based approach to care are preferred.



Early Childhood Health

Individual grants up to **\$25,000**.

We seek proposals for new or expanding early intervention programs that focus on developing healthy families to foster optimal growth and development of young children. Programs should embrace the needs of the whole-child/whole-family 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 12* and may involve parents, caregivers, health care providers, schools, shelters, early childhood programs and the overall community. Proposals from organizations exhibiting trauma-sensitive practices and using a strengths-based approach to care are preferred.

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



Rural Health

Individual grants up to **\$5,000**.

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. 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 western Wisconsin.



Strategic Initiatives

One grant awarded up to **\$200,000**.

Strategic Initiatives enable the Medica Foundation to make a community investment on a larger and more impactful scale. We hope to learn about innovative solutions that serve as incubators for ideas, and catalysts for systemic change. The goal is to provide more flexibility for our grant partner to implement a longer-term project and evaluate impact. A strategic grant may be awarded over the course of two or even three years.

Proposals should address one of the following focus areas:

- » Programs focusing on the intersection of mental health and stable housing
- » Dental programs for youth or adults in need
- » Telehealth programs that support access to health care services

In order to be eligible, organizations must:

- » Have received a Medica Foundation Behavioral Health, Early Childhood Health or Strategic grant in the last five years.
- » Be in good standing with a successfully completed grant.
- » Have an organization budget with revenue of at least \$1 million.
- » Be located and operate in Minnesota, North Dakota, South Dakota or western Wisconsin.

If you wish to submit an application for a Strategic Initiative, we ask that you first contact Gina DiMaggio, program manager, to discuss your proposal, confirm eligibility and request a link to the application form.

HOW TO APPLY

Submitting an Initial Application

Visit our website at medicafoundation.org to learn about the Medica Foundation and to access our online grant applications. Detailed instructions on this process are located on our website.

Application Assistance

We ask that you read this document and listen to the webinar prior to contacting us. Should you still need assistance, contact with the Medica Foundation staff is encouraged. We provide assistance in the form of a phone meeting or email conversation. 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, Early Childhood Health, and Strategic Initiative grants. The committee reviews the applications to determine which proposals move forward in the process. The application for these funding areas is not a letter of intent or a concept paper and is fairly detailed. See medicafoundation.org for documents and forms required for your proposal.

If you are selected to submit a full proposal, we will email you with instructions. 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 2019, 23 percent of initial grant applicants were invited to submit a full proposal. Nearly 80 percent of the applicants invited to submit a full proposal were awarded funds.

The Rural Health grant application is a shorter, one-step process 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. Sixty-one percent of Rural Health applicants received a grant in 2019.

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

2019	Behavioral Health	Early Childhood Health	Rural Health	Totals
Initial Applications Received	57	54	99	210
Full Proposals Invited	11	15	N/A	26
Grant Awards	7	13	60	80

2020 GRANT SCHEDULE

Open Request For Proposals (RFP) — Minnesota, North Dakota, South Dakota and Wisconsin

	Behavioral Health	Early Childhood Health	Rural Health	Strategic Initiatives
Maximum Grant Award	\$50,000	\$25,000	\$5,000	\$200,000
Initial Applications Accepted	February 3 – April 3, 2020	February 3 – May 1, 2020	June 1 – August 28, 2020	February 3 - May 1, 2020
Invitations Extended to Finalist Applicants	Early June	Early June	N/A — One-Step Application	Mid August
Full Proposals Due	July 24	August 21	N/A — One-Step Application	Presentations — Early September
Grant Award Announcements	Late September	Mid October	Mid December	Mid October
Grant Period Begins / Funding Released	October 2020 - January 2021	November 2020 - January 2021	January 2021	TBD

Proposals By Invitation Only — Iowa and Nebraska

Applications will be requested and funded on a rolling basis throughout the year.



GRANT APPLICATION TIPS

These tips will help you develop a proposal that addresses the most important factors in our grant review process.

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 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 \$1,000. We suggest you request the maximum grant amount if your project and budget demonstrate the need.

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:



For organizations located in Minnesota, North Dakota, South Dakota and Wisconsin

Gina DiMaggio, Program Manager

Gina.DiMaggio@medica.com
952-992-3386



For organizations located in Nebraska, Iowa, Kansas, Missouri and Oklahoma

Shelly d'Almeida, Program Manager

Michelle.dAlmeidaAraujo@medica.com
952-992-3324



JoAnn Birkholz, 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.