



# 2021 FUNDING OPPORTUNITIES

## MEDICA FOUNDATION

New! Mission, Vision and Values.

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

**Key Updates:**

- » We are working to be more intentional about how we address health equity in the communities we serve through our grantmaking. We are proud to share our **new Mission, Vision and Values (page 2)**.
- » A recorded webinar to explain 2021 funding opportunities is posted on our website.
- » Grant opportunities are available in Nebraska and southwestern Iowa by invitation only and will largely align with our funding areas.
- » The process for submitting Strategic Initiative proposals has changed. Refer to page 5 for specific focus areas and details.
- » Our 2021 giving budget is \$2.75 million.

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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 outcomes by supporting community-led initiatives that advance health equity. We are committed to building partnerships and engaging our employees in charitable activities.



## ABOUT THE MEDICA FOUNDATION

The Medica Foundation has been partnering with communities for nearly 30 years. We are the charitable giving arm of Medica, a Minnesota-based health plan.

### Our Mission

Improve the health of those in need by investing in community-led initiatives that advance health equity.

### Our Vision

We envision healthy communities free of inequities, where health resources, care and treatment are accessible and available to all.

### Our Approach

We recognize the importance of supporting the unique needs of individual communities.

Grant funding improves the availability and access to quality health care and resources, targeting initiatives that address the following principles and priorities:

#### OVERARCHING PRINCIPLES:

- » Benefits communities that Medica serves.
- » Improves the availability of access to and/or quality of health care.
- » Achieves success or demonstrates effectiveness through measurable outcomes.

#### PRIORITY WILL BE GIVEN TO PROGRAMS THAT:

- » Support community-led initiatives.
- » Have a high likelihood of improved health through sustainable impact.
- » Address community issues and promote equitable solutions to reduce health disparities.
- » Build partnerships and collaborations within the community.

# 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 and Native American communities 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.

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 in southwestern Iowa. We are developing community relationships and learning about health concerns in these states. The process for funding for Nebraska and southwestern Iowa will be by invitation only.

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

Contact Shelly d'Almeida with questions (refer to page 8 for contact information).

## 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 our geographic 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.

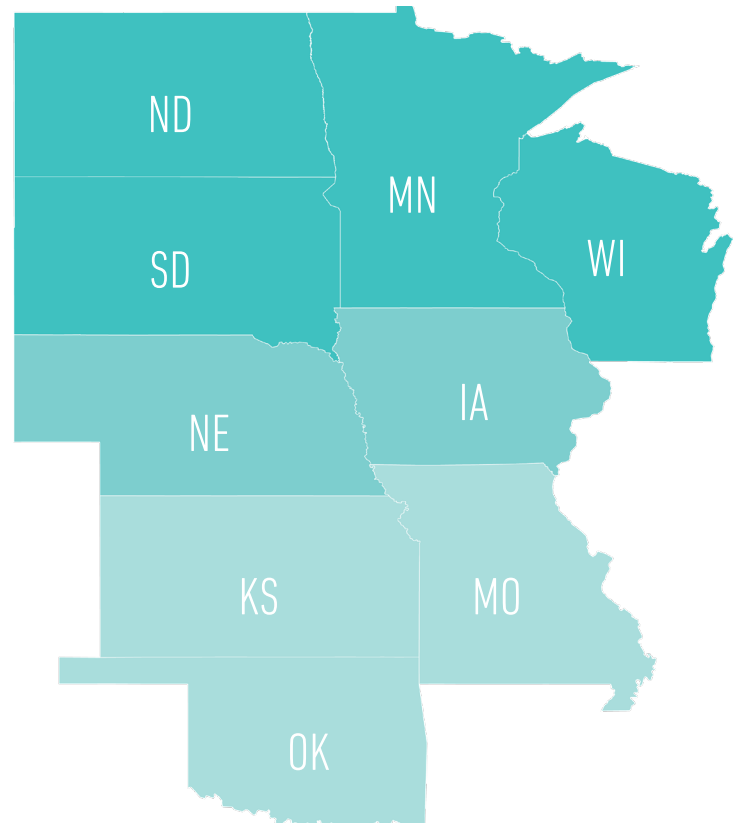
If your organization received a Behavioral Health or Early Childhood Health grant last year or if you have a current strategic grant, you are not eligible to apply for any of these programs this year.

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



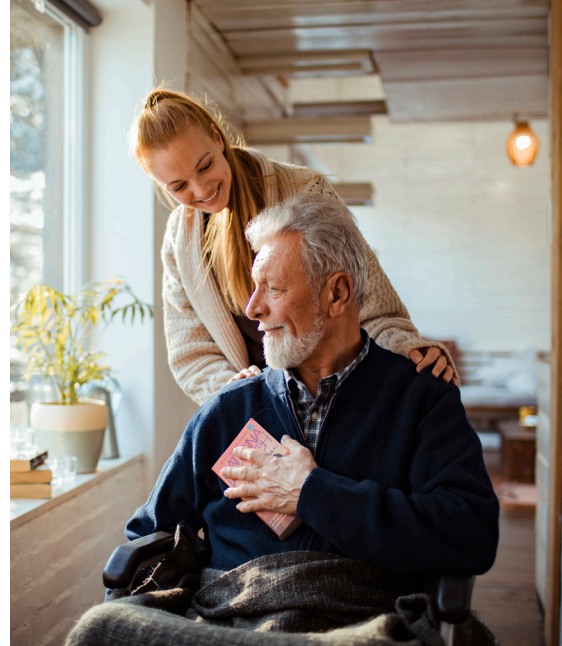
## MAP KEY

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

## We Do Not Fund

- » Capital campaigns/capital expenditures.
- » General and/or operating support for program grants.
- » Fiscal agents unless the fiscal agent is an active partner in the program.
- » Organizations with a pending 501(c)(3) status.
- » Programs for which overhead expenses exceed 10% of the total grant.
- » Religious groups for religious purposes.
- » Lobbying and political activities.
- » Sporting events and athletic groups.
- » Direct support for individuals and families.





## MEDICA FOUNDATION FUNDING AREAS

We focus on promoting systemic improvements in health outcomes. We also give preference to proposals from organizations that exhibit trauma-sensitive practices and use a strengths-based approach to care.

Priority is given to programs that build partnerships and collaborations within the community, and those that promote equitable solutions to reduce health disparities. Supporting nonprofit leaders of color who are reflective of the communities they serve is essential, as race is a strong predictor of health outcomes. We will continue to reach out and listen to leaders of color to gain insight and guidance in reducing health disparities.



### 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 those that address gaps in current service; integrate physical and mental health care; address co-occurring disorders; and provide supportive and intensive case management services.



### 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.

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



### Rural Health

To be announced July 2021.

We aim to fund community-led solutions that address health concerns with nonprofits in rural communities. This funding area allows us to support the specific health needs of people in the community, and address the social determinants of health. 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 us to make a community investment on a larger and more impactful scale to advance health equity. We are seeking “big ideas” that are transformational, innovative and catalysts for systemic improvements in health outcomes. Successfully funded past proposals have been on a larger scale than our typical program grants.

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:

- » Community outreach to increase pediatric immunization rates.
- » Mental and/or chemical health needs for youth (ages 12-19).
- » Mental health needs due to historical trauma and racism.

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](https://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. If you still have questions or need assistance, contact Medica Foundation staff via phone or email. 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 leaders from across Medica and each person brings a different area of expertise. This skill and knowledge diversity increases the rigor of grant review and also 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

We use a two-step application process 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](https://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 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

situation or location of your organization, a phone call may be used instead.

In 2020, an average of 37 percent of initial grant applicants were invited to submit a full proposal. Nearly 82 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. In 2020, 55 percent of Rural Health applicants received a grant.

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

2020	Behavioral Health	Early Childhood Health	Rural Health	Totals
Initial Applications Received	61	47	109	217
Full Proposals Invited	16	23	N/A	39
Grant Awards	13	19	60	92

## 2021 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	TBA July 2021	\$200,000
Initial Applications Accepted	February 1 - April 2	February 1 - April 30	July 1 - August 27	February 15 - April 30
Invitations Extended to Finalist Applicants	Early June	Late July	N/A — One-Step Application	Mid August
Full Proposals Due	July 23	August 27	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 2021 - January 2022	November 2021 - January 2022	January 2022	TBD

**Proposals By Invitation Only** — Nebraska and Southwestern Iowa

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

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.

### Clear Project Explanation

- » 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.

### Demonstrated Collaboration

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

### Measurable Impact

- » 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.

### Accurate and Complete Project Budget

- » 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 of 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  
1 (952) 992-3321

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



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

**Gina DiMaggio, Program Manager**

Gina.DiMaggio@medica.com  
1 (952) 992-3386



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

**Shelly d'Almeida, Program Manager**

Michelle.dAlmeidaAraujo@medica.com  
1 (952) 992-3324



**JoAnn Birkholz, Executive Director**

JoAnn.Birkholz@medica.com  
1 (952) 992-3318



## IF YOU ARE AWARDED A GRANT

If you are awarded a grant, one of our staff members 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.