**Targeted Initiative Program Grant Application Template**

***Note: This document is only for preparing and drafting an application. Applications submitted in this Word format will not be accepted. The application must be submitted using the Endowment for Health’s online grant portal.***

**Section 1: Organization Background**

Name of applicant organization (or fiscal sponsor):

Name of department, if applicable:

Address:

City, State, Zip:

Telephone:

Website:

Tax Status & EIN Number:

Provide a brief summary about your organization, including mission, year founded, organization type and size. *(Max 200 words)*

**Section 2: Executive Contact: Name of CEO or President (person authorized to accept grant agreements)**

Prefix:

First Name:

Last Name:

Suffix:

Title:

Email:

**Section 3: Primary Contact for the Project**

 Check box if contact is the same as the organization executive contact

Prefix:

First name:

Last name:

Suffix:

Title:

Email:

Street Address:

City, State, Zip:

Telephone:

**PROJECT NARRATIVE**

**Section 1: Project Overview**

Targeted Initiative: (*select one*)

* Children’s Behavioral Health
* Early Childhood
* Healthy Aging
* Health Equity
* Health Policy
* Capacity

Project title:

Project goal description *(Max 100 words):*

Grant description *(Max 100 words):*

Total grant budget (requested amount):

Total project budget:

Project start date:

Project end date:

Towns/cities served by project. (List the towns/cities or specify “statewide”):

**Section 2: Project Narrative**

1. **What is the population or community that is the focus of this project?**

**(Max 500 words)**

* *Describe the people, groups or places directly affected by this project.*
* *Explain how the populations affected by the project have been engaged in developing the proposal.*
* *What are the opportunities or challenges they are experiencing within the current conditions or existing systems?*
* *Use data as appropriate.*
1. **Will this project promote equity for communities of color and language minorities? If so, how? (Max 500 words)**
* *Explain how communities of color and/or language minorities have been engaged in developing this proposal.*
* *By* ***equity*** *we mean the fair treatment, access, opportunity, and advancement of all people, while at the same time striving to identify and eliminate barriers that have prevented the full participation of some groups. Improving equity involves increasing justice and fairness within the procedures and processes of institutions or systems, as well as in their distribution of resources.*
1. **Describe the system, condition, or issue that this effort seeks to influence. Be specific.**

**(Max 500 words)**

* *By* ***system*** *we mean funding streams, delivery mechanisms, or other large factors, such as regulatory practices or legal requirements.*
* *By* ***condition or issue*** *we mean important challenges or constraints that people or communities face, such as discrimination or lack of access to a service.*
1. **What is the improvement or change that this effort seeks to achieve?**

**(Max 500 words)**

*Describe what an improvement would look like and what specific changes are needed in the system, condition, or issue identified above.*

1. **What is the overall strategy or approach that will be employed to create these changes?**

**(Max 500 words)**

* *Effecting system change requires a clear strategy to achieve the desired result.*
* *Describe the key steps of the strategy that must be implemented to succeed in changing the system, condition or issue. For example:*
	+ *A campaign may be used to build a movement*
	+ *Research might be undertaken to identify best practices and recommendations*
	+ *Learning communities could be established to share knowledge in a field.*
* *The details of these key steps may be listed on a project workplan, if applicable.*

[**MEASUREMENT FRAMEWORK**](https://endowment-assets.nyc3.digitaloceanspaces.com/resources/Grantmaking/Measurement-Framework.pdf) **– Long- and Short-Term Measurable Goals**

* **Review the Measurement Framework tabs before completing questions 6, 7, and 8.**
* **The responses to these questions should align with the selections made on the Measurement Framework tabs.**
* **Additionally, the responses should match the goals and measures listed on the project workplan, if applicable.**
1. **Long Term Goal(s): Provide the long-term goal(s) for the system change this project aims to affect. (Max 500 words)**

Ensure the intended goals align with the Endowment for Health’s System Change Approach and System Change Goals outlined on the Measurement Framework tab.

1. **Short Term Goal(s): During this grant period, what is the anticipated progress or the reachable target(s) the project will achieve toward the long-term goal(s)? (Max 500 words)**
* *Based on the long-term goal(s) identified above, describe the near-term accomplishments or milestones that the project can reach toward changing the system, condition, or issue of concern.*
* *Review the measures listed within the Measurement Framework tabs for options.*
* *For each measure, identify the targets set for the project.*
1. **Short Term Goal(s)** **Measurement Process: Describe how the evidence, data or measures will be collected to report the results of the project. (Max 500 words)**

*For example:*

* *Data may be available in existing sources, such as the Behavioral Risk Factor Surveillance System (BRFFS)*
* *Information may be aggregated from project records.*
* *Data may be collected through a survey or other tool.*

**PROJECT LEADERSHIP AND PARTNERSHIP**

1. **Who are the key staff to lead this project? (Max 500 words)**
* *Explain the staffing plan for the project. If new staff is to be hired, explain the skill set/talent needed*
* *On the Attachment tab, upload a bio, resume, and/or job description for each key staff position.*
1. **Who are the key partners for this project, if applicable? (Max 500 words)**

*By* ***partner*** *we mean an individual, group or organization which has skills, talents, and/or resources to augment project implementation.*

* *Describe each key partner’s contribution(s) to the project.*
* *On the Attachment tab, upload a Letter of Commitment for each key partner that summarizes their role(s) and commitment.*

**PROJECT LEARNING AND SUSTAINABILITY**

1. **How will the success and lessons learned from the project be shared?**

**(Max 500 words)**

*Summarize the plan for sharing successes and lessons learned both internally (within the organization or coalition) and externally (with community members, policy makers, or other stakeholders).*

1. **What are the plans for sustaining this effort beyond the term of this grant, if applicable?**

**(Max 500 words)**

*What steps will be taken to ensure the future functioning and success of the effort?*

[**MEASUREMENT FRAMEWORK**](https://endowment-assets.nyc3.digitaloceanspaces.com/resources/Grantmaking/Measurement-Framework.pdf)

**SYSTEMS CHANGE APPROACH**

***What type of change will your work seek to create?***

***Select one or more system change approaches from the list below that aligns with the changes you seek to develop/inform. Please select all that apply to your proposed work/project.***

* + **Strategy & Vision (SV)** - Creating a shared vision, set of values, goals and strategies that is used to guide the development and direction of applied knowledge and professional standards.
	+ **Convening & Advocacy (CA)** - Engaging and empowering a diverse set of constituents, including formal leadership and grassroots activists who are ethnically and racially diverse, to actively work to support and grow the field.
	+ **Policy Reform (PR)** - Addressing the availability of resources and a legislative environment that supports the needs of the field.
	+ **Practice & Capacity Development (PC)** - Supporting the creation, testing, and dissemination of best practice. Training professionals and organizations to ensure the availability of exemplary programs delivering high-quality services.

**SYSTEMS CHANGE GOALS**

*Select one or more System Change Goals that your project will address that you will measure. Your selection should correspond with the System Change Approach(es) selected above and align with questions 6, 7 and 8 on the Project Narrative Section.*

**Strategy & Vision (SV)** - Creating a shared vision, set of values, goals and strategies that is used to guide the development and direction of applied knowledge and professional standards.

* A diverse set of stakeholders who identify as members of the field
* A shared set of goals and measures to monitor progress towards goals
* Well-connected stakeholders working together to implement shared goals
* Enhanced capacity to collect, analyze and use cross sector data
* An effective infrastructure exists to share knowledge about practice among field actors
* Enhanced capacity for communication among field actors
* Stakeholders use knowledge base to take actions that promote health equity

**Convening & Advocacy (CA)** - Engaging and empowering a diverse set of constituents, including formal leadership and grassroots activists who are ethnically and racially diverse, to actively work to support and grow the field.

* Stakeholders across sectors agree on a common set of policy goals and priorities
* A strong grassroots base actively engaged in promoting the importance of field
* An expanded set of stakeholders who identify as members of the field
* Stakeholders actively engaged in advancing field priorities
* Business leaders and policymakers are engaged with the field
* Field has sustained leadership and advocacy infrastructure to promote policy and systems change
* There are shared policy goals for the field that are regularly monitored and used to guide the work
* Diverse communities are more empowered to self-advocate and participate in leadership
* White leaders are more prepared to serve as skilled allies in addressing systemic racism and promoting equity
* An effective, inclusive, and sustainable leadership infrastructure for health equity exists in New Hampshire
* Health equity is more widely understood
* A reframed dialogue

**Policy Reform (PR)** - Addressing the availability of resources and a legislative environment that supports the needs of the field.

* Public policies promote and enhance access
* Policies and programs are enacted that increase investments in the field
* Policies and programs are formulated and considered through a health equity lens

**Practice & Capacity Development (PC)** - Supporting the creation, testing, and dissemination of best practice. Training professionals and organizations to ensure the availability of exemplary programs delivering high-quality services.

* An effective and sustainable infrastructure exists to develop, refine and support implementation of standards of practice
* NH organizations implement strategies that advance priorities of the field
* Local communities are effectively implementing strategies to create more Welcoming Communities
* Local communities are benefitting from environmental policies and practices aimed at reducing health risks

***Select the System Change Approach page (SV, CA, PR or PC) that aligns with the System Change Approach you selected above and identify the measures you will collect. For example, if both Strategy & Vision and Convening & Advocacy are selected, you would go to both SV and CA pages.***

**SV – Strategy & Vision:** **Goals and Measures**

**Complete this section only if you selected Strategy & Vision as a Systems Change Approach.**

1. **Find the System Change Goal(s) below that you selected from the Measurement Framework Page.**
2. **Select 1 to 3 measures for each Systems Change Goal indicated.**
3. **State the desired result for each selected measure to monitor and report on at the end of the grant period.**

**A diverse set of stakeholders who identify as members of the field**

*# of leadership workgroup members who identify as: White, Black/African American, Hispanic/Latino, Asian, American Indian, Multi-Racial, Some other race, ethnicity or origin*

*# of diverse stakeholders engaged in setting goals*

*# of white leaders trained to understand and support health and racial equity*

**A shared set of goals and measures to monitor progress towards goals**

**Well-connected stakeholders working together to implement shared goals**

*# of field goals developed and identified*

*# of stakeholders engaged in setting goals*

*# of stakeholders taking action towards shared goals*

*# of local and regional white leaders that understand and agree to support health & racial equity*

**Enhanced capacity to collect, analyze and use cross sector data**

*# of shared measures being used to monitor progress toward shared goals*

*# of stakeholders sharing, accessing and using data to support shared measures*

**An effective infrastructure exists to share knowledge about practice among field actors**

*# of NH stakeholders participating in a learning community*

*# of NH stakeholders trained (or informed) on current issues, standards and best practices*

*# of learning opportunities offered to field about best practices to advance high quality programs and services*

*# of stakeholders trained (or informed) on best practices to advance high quality programs and services*

**Enhanced capacity for communication among field actors**

*# of communication mechanisms that share information among participants*

*# of targeted communications that are generated to general public*

*# of NH residents reached via targeted communications*

*# of stakeholders/participants informed and engaged through targeted communications*

*Communication mechanisms: # of newsletters, # blog posts, # FB posts, and # tweets generated by backbone organization*

**Stakeholders use knowledge base to take actions that promote health equity**

*# of stakeholders/participants informed and engaged through targeted communications*

*# of white leaders and professionals trained to understand and/or promote health & racial equity*

*# of those who were trained or engaged with cohort that are actively engaged in promoting health & racial equity*

*# of NH residents educated on the concerns and issues of environmental justice related to health in NH*

*# of NH residents educated on the concerns and issues of environmental justice in NH taking action to address*

**CA – Convening & Advocacy: Goals and Measures**

**Complete this section only if you selected Convening & Advocacy as a Systems Change Approach.**

1. **Find the System Change Goal(s) below that you selected from the Measurement Framework Page.**
2. **Select 1 to 3 measures for each Systems Change Goal indicated.**
3. **State the desired result for each selected measure to monitor and report on at the end of the grant period.**

**Stakeholders across sectors agree on a common set of policy goals and priorities**

**Stakeholders across sectors agree on a common set of policy goals and priorities**

**A strong grassroots base actively engaged in promoting the importance of field**

**An expanded set of stakeholders who identify as members of the field**

**Stakeholders actively engaged in advancing field priorities**

***Field has sustained leadership and advocacy infrastructure to promote policy and systems change***

***There are policy goals for the field that are regularly monitored and used to guide the work***

*# of stakeholders actively engaged in setting policy goals and priorities*

*# of grassroots stakeholders (families, youth and older adults) engaged in advocacy*

*# of organizational leaders or service providers engaged in advocacy*

*# of organizations engaged in advocacy*

*# of advocacy training sessions delivered*

*# of public awareness campaigns held*

**Business and policy makers are engaged with the field**

*# of business leaders and policy makers who participate in public awareness events and campaigns*

**Diverse communities are more empowered to self-advocate and participate in leadership**

**White leaders are more prepared to serve as skilled allies in addressing systemic racism and promoting equity**

**An effective, inclusive, and sustainable leadership infrastructure for health equity exists in NH**

**Health equity is more widely understood**

*# of stakeholders engaged in advocacy*

*# of service providers & organizations engaged in advocacy*

*# of workgroups engaged in advocacy*

*# of individuals promoting health and racial equity in their communities and workplace*

*# individuals from diverse communities use their voice to self-advocate or advocate for others for health and racial equity in NH*

*# of race & equity series workgroups that are staffed and have shared goals*

*# of field efforts that exist at the local level and are connected to the statewide level*

**A reframed dialogue**

*# of stakeholders actively engaged in developing common messaging*

*# of steering committee members that have been trained and adopted the new framing*

*# of stakeholders being reached and informed on new framing*

*# of stakeholders that have been trained to use the new framing*

*# of stakeholders that are integrating new framing into their organizational and outward communications*

**PR- Policy Reform: Goals and Measures**

**Complete this section only if you selected Policy Reform as a Systems Change Approach.**

1. **Find the System Change Goal(s) below that you selected from the Measurement Framework Page.**
2. **Select 1 to 3 measures for each Systems Change Goal indicated.**
3. **State the desired result for each selected measure to monitor and report on at the end of the grant period.**

**Public policies promote and enhance access**

**Policies and programs are enacted that increase investments in the field**

*# of policies enacted that advance shared policy goals*

*# of policies prevented from being adopted that do not align with shared goals*

*Total $ allocated (leveraged) to implement effective policies/practice*

**Policies and programs are formulated and considered through a health equity lens**

*# of policies enacted with a health equity lens that advance shared policy goals*

*# of policies prevented from being adopted that do not have an equity lens that advance shared policy goals*

*Total $ allocated (leveraged) to implement effective policies/practice with an equity lens*

**PC – Practice & Capacity Development: Goals and Measures**

**Complete this section only if you selected Practice & Capacity Development as a Systems Change Approach.**

1. **Find the System Change Goal(s) below that you selected from the Measurement Framework Page.**
2. **Select 1 to 3 measures for each Systems Change Goal indicated.**
3. **State the desired result for each selected measure to monitor and report on at the end of the grant period.**

**An effective and sustainable infrastructure exists to develop, refine and support implementation of standards of practice**

**NH organizations implement strategies that advance priorities of the field**

*# and type of organizations embedding core competencies into their policies, procedures and workforce development*

*# of stakeholders adopting standards of practice*

*# of leaders involved in developing organizational capacity for diversity, equity and inclusion*

*# of leaders using knowledge base to improve organizational standards and practices*

***HEALTH EQUITY ONLY:***

**Local communities are effectively implementing strategies to create more Welcoming Communities**

*# of local communities implementing welcoming strategies*

**Local communities are benefitting from environmental policies and practices aimed at reducing health risks**

*# of local communities engaged in dialogue to advance environmental justice and reduce health risks*

*# of local communities taking action to advance environmental justice through laws, regulations and policies*

**ATTACHMENTS**

**Instructions - Submit the following as attachments by uploading them on the Endowment for Health’s grant portal.**

* Project and Grant Budget Table and Budget Justification (narrative)
* Project Workplan
* Letters of Commitments, if applicable provide a letter of commitment from each partner which explains with specificity the resources and/or activities they will commit to the proposed project.
* Personnel Information, if applicable provide key project personnel information (bio, resume and/or job description).
* Contractor Information, if applicable provide the contractor scope of work and if available the contractors' qualifications and contractor agreement.
* Board List: Provide a list of current board members which includes business affiliations and phone numbers.
* Financial Statements (Most recent audited or board approved, if audited financial statements are not available)
* Current Operating Budget