



# Healthy Communities Grant Application Form

Crow Wing Energized along with the Statewide Health Improvement Program (SHIP) is working to help community members of Crow Wing County live longer, healthier lives by decreasing obesity and tobacco use and exposure, which are the leading causes of chronic disease, disability and death.

Healthy Communities grants are available for community partners to implement projects that align with the Crow Wing Energized guiding principles as well as SHIP's financial guide (see page 4 of application). Expenditures/projects ultimately require approval from the Minnesota Department of Health (MDH), which oversees SHIP.

## Things to consider when applying

**Who Can Apply:** Organizations serving or within Crow Wing County. Applicants are not required to be incorporated 501(c)3 organizations.

**Application deadline(s)** March 1, 2021. If there are additional funds available, a second round of grants will be opened after April 1, 2021.

## Grantee Responsibilities

- All expenses must be connected to the proposed project defined in the application and contribute to the project by the end of the grant period. The grantee is responsible for keeping documentation to support all grant expenditures for six years from the end of the grant.
- All grantees must complete a final brief narrative report due **September 30, 2021**.
- Grantees are expected to incur and spend 100% of granting funds before **September 30, 2021**.

## Application Timeline & Process

Applications will be accepted via *email* to [Kalsey.Stults@essentiahealth.org](mailto:Kalsey.Stults@essentiahealth.org). The Grant Review Committee will meet after the March 1, 2021 deadline and applicants will be notified on April 1, 2021 if they are awarded funds. Kalsey Stults, the SHIP Coordinator will work with each grantee to develop a contract. Upon completion of the contracting process, project funds will be disbursed and program implementation can begin.

## 2020 Priority Strategies:

Grants with at least one of these strategies will be given priority:

- **Expand Power of Produce Club**
- **Expand education to new parents about healthy food habits**
- **Gardening and Cooking classes**
- **Engagement with local farmers**
- **Family activities**
- **Safe outdoor activities**
- **One Vegetable One Community**
- **ReThink your Drink**

For further information on fundable projects and allowable expenses, priority strategies, as well as to send your completed applications please send an e-mail to:

Kalsey Stults – Community Health and Wellness Specialist, *Crow Wing Energized*

[Kalsey.Stults@essentiahealth.org](mailto:Kalsey.Stults@essentiahealth.org)



The application consists of a project proposed action plan, timeline, and budget outline. Briefly describe your projects by answering the questions in each section. (Please limit yourself to five pages)

Organization \_\_\_\_\_

Point Person \_\_\_\_\_

Accountable Team Member(s) \_\_\_\_\_

Mailing Address \_\_\_\_\_

Telephone \_\_\_\_\_

Email \_\_\_\_\_ Fax \_\_\_\_\_ Date \_\_\_\_\_

**Project Overview**

*Please provide a brief description of your proposed project. (<250 words)*



**Proposed Action Plan**

*Applicants should answer the questions and fill in the action plan below to describe their proposed plans.*

**Please provide a description of your intended wellness strategy.**

**Specific goal or goals associated with strategy? (Be specific in measurements)**

**How is your project relevant to Crow Wing Energized guiding principles?**

Crow Wing Energized Guiding Principles

We seek:

- Collaborate towards solutions with multiple stakeholders (e.g. schools, worksites, medical centers, public health) to improve community health.
- Build trust through collaboration with community members experiencing health disparities.
- Prioritize sustainable evidence-based efforts around the greatest community good.
- Create clear, specific, realistic, and action-oriented goals to improve priority health indicators.

**Who are the community stakeholders and partners with whom you will be collaborating on this project, and what is their role in your project?**

**Describe the population(s) you expect to impact through this project. Please be specific and provide any demographic information you have available.**

Describe how this project would create a policy, system, or environment change to make healthy choices easier.

Describe how this project will be sustained or continue to be funded beyond October 31st, 2021.

Which priority strategy will your organization participate in for 2021? (Please reference page 1)



**Proposed Timeline**

Below outline the key activities you plan to implement to complete the proposed project. Describe the staff that will be responsible for each activity and the timeline to complete each activity.

Key Activities	Person Responsible	Timeline

Allowable and Unallowable Expenditures: can be referenced in the following SHIP grantee specific financial guide: <https://www.health.state.mn.us/communities/ship/support/docs/implementation/financial.pdf>

Please review these guidelines to ensure that your request meets the criteria prior to submitting your application.

**Proposed Budget**

Provide a detailed numerical budget, with narrative as appropriate; demonstrating need for the funding requested to implement your action plan. **Grant dollar amounts will be awarded up to \$2,000.00.**

*Crow Wing Energized encourages local purchasing in its operations and grant funding.*

Category	Description	Amount Requested	Amount of In Kind or other secured funding
<b>Staffing Costs</b>		<i>(CWE cannot grant money for staffing costs)</i>	<i>(capture volunteer hours as well)</i>
Educational & Promotional Materials			
Equipment & Supplies			
Trainings			
Other Community partners or collaborations and how they impact your work			
<b>Total Amount:</b>			



**Grant Review Grading Criteria**

The Crow Wing Energized Grant Review Committee will meet as a group to discuss and pass funding for the healthy community grant applications.

The following will be the grading criteria in which you should take into consideration for your application.

**40 points Program Quality - How likely is the request to make an impact?**

- \_\_\_\_ / 5 points Does the request fit the goals and guiding principle of Crow Wing Energized?
  - \_\_\_\_ / 5 points How likely are the proposed activities to make an impact on behaviors (diet, physical activity, or mental health)?
  - \_\_\_\_ / 5 points Are the goals measurable, specific, tied to outcomes and appropriate for audience?
  - \_\_\_\_ / 5 points Is the request focused with depth/scope that is appropriate to the organization?
- \_\_\_\_ total x 2 = \_\_\_\_ total score for Program Quality

**30 points Sustainability - Will the request leave a lasting impact after the funds have been spent?**

- \_\_\_\_ / 5 points Will the majority of funding be spent on development (start-up, reusable materials/ equipment) or delivery (staff, travel, incentives, food) costs? (Note: higher scores should go to requests with more development costs and limited delivery costs) Does the funding request meet the SHIP guidelines? Please see the SHIP financial guide on page 16-35 for allowable and unallowable expenses.  
<http://www.health.state.mn.us/healthreform/ship/docs/ship4/financial.pdf>
  - \_\_\_\_ / 5 points Is the request part of a partnership and/or collaboration?
  - \_\_\_\_ / 5 points Are the budget expenses realistic and justifiable?
  - \_\_\_\_ / 5 points Are there components of the program that will increase sustainability?  
Does the proposal include a policy, system, or environment change to make the healthy choice the easy choice?
- \_\_\_\_ total x 1.5 = \_\_\_\_ total score for Sustainability

**20 points Target Audience - Does the request target or include any of the priority populations (low socioeconomic, aging, mental health)?**

- \_\_\_\_ / 5 points
- \_\_\_\_ total x 4 = \_\_\_\_ total score for Target Audience

**10 points Reach - How many people will be affected by the request?**

- Who is the primary audience?
  - Who (if anyone) is the secondary audience?
- \_\_\_\_ / 5 points
- \_\_\_\_ total x 2 = \_\_\_\_ total score for Reach

**TOTAL points \_\_\_\_ / 100 points**