

Healthy Community Funding Guidelines for Proposals

In response to the RMH mission to build a healthier community, the RMH Foundation invites funding proposals for initiatives that will have a positive impact on **health**. All funding requests must be prospective and should not exceed \$15,000. Proposals must align with the RMH mission and be in accordance with the following guidelines:

Priorities

- A. As expressed by our donors, priority for funding will be given to outreach being done through RMH departments/programs and in partnership with organizations in our community.
- B. In response to the 2012 Healthy Community survey, priority will be given to programs that focus on the detection and management of chronic disease. However, grants will not be restricted only to these needs.

Criteria for funding

All initiatives must meet these criteria:

- The project is **meaningful and measurable**.
- The project is congruent with **RMH and Sentara's mission**.
www.rmhonline.com and www.sentara.com
- Other funding sources **do not conflict** with the Hospital's mission.
- The project **does not compete** with any RMH programs.
- The project serves a **community need** and is **appropriately collaborative**.
- Funding is **primarily for non-salary items**, but salary funding may be considered.
- Funds will be committed on a year-by-year basis, but **are not intended to provide ongoing sustaining funding** for a program. For ongoing initiatives other sustaining funding sources should be sought and noted in the proposal.
- The project should **publicly acknowledge** the funding provided by the RMH Foundation, i.e. brochures, advertising, press releases, etc.
- **Outcome reports** will be required within 3 months following a grant that is awarded to fund a single event. For year long projects, outcome reports must be provided at 12 months.

Follow the guidelines below:

Use 1 inch margins, 12 point font and do not exceed 10 pages (excluding the cover sheet).

Narrative (do not exceed 10 pages)

1. Summarize the initiative and specify the community need the plan is addressing. Include Healthy Community Council (www.healthycommunitycouncil.org) or other valid data, e.g. Healthy People 2020 goals (www.healthypeople.gov), statewide or national data if local is not available, indicate sources of all data. The focus is on Chronic Disease Prevention and Management.
2. Identify and describe the roles of partners in the initiative. Clearly identify the role that RMH will take in the project and the role that community agencies will take in the project (be specific).
3. Identify measurable goals, objectives and outcomes that will determine the success of the project. These should be Specific, Measureable, Achievable, Realistic and Time Identified (SMART Goals and Objectives).
4. Provide details on how you will evaluate your goals and objectives.
5. Provide an action plan with specific activities that supports the expected outcomes. Be prepared to provide an outcomes report to the Foundation according to the specified timeframe. Under responsible person identify if the person is from RMH, if not identify the agency the person is affiliated with.

Activity	Responsible Persons/Agency	Target Date Implemented	Target Date Completed	Evaluation Method

6. For on-going projects provide a plan for how the project will be sustained financially. RMH Foundation funds **are not intended to provide ongoing**, sustained program funding.

7. Describe the budget for the initiative based on the format below. Proposals should include adequate detail to describe and justify the funding request and should specifically outline other funding sources. Provide the **total budget for the project**, not just requested funds. RMH Funds can not supplant any other funds. A fiscal report will be due with the program report. You may be asked to refund unspent funds.

Budget Item	RMH Request	Other Funder	Other Cash	Other In-Kind
Salary/Benefits				
Copier/Fax/Phone:				
Computer/Printer				
Supplies				
Travel				
Marketing/Mailing				
Other				
Total				

8. Note how the RMH Foundation will be recognized if the initiative is funded. Copies of materials, PSA's or other recognition will be required with the final report.

Email proposal to:

Cindy Reeves at creeves@rhcc.com. Proposals should be consolidated into one document not to exceed 10 pages. Please include the cover page (not included in the 10 page limit). Cindy will be available for consultation/coaching on completing this application. Email Cindy if you would like to set up a time.

Katie Montgomery will be available for help with connecting RMH Department(s) and community agencies.

If you would like help contact Katie at Katherine.Montgomery.7820@rhcc.com.

Deadlines:

Feb 15, 2012 (for an early May decision) –August 15, 2012 (for an early November decision)

Grant Guidelines may be found on line at

http://supportrmh.org/pages/rmh_foundation_faqs.html

go to question number 6 and click on download the application.

Outcomes Report:

Due 3 months after a single event program. For a longer program a final report is due 12 months after funding was awarded. Add rows as needed to complete the report.

Goal/Objective/Activity	# of People served	Evaluation Method	Outcome

Fiscal Report – the RMH Foundation reserves the right to request invoices and other documentation of funds expended.

Budget Item	RMH Request	Other Funder	Other Cash	Other In-Kind	Actual Amount spent
Salary/Benefits					
Copier/Fax/Phone:					
Computer/Printer					
Supplies					
Travel					
Marketing/Mailing					
Other					
Total					