



**Healthy Community Grants  
Cover Sheet**

|   |  |
|---|--|
| Title of project or initiative                                    |  |
| Applicant   |  |
| Address   |  |
| Applicant federal ID (EIN) number                                 |  |
| Fiscal agent  |  |
| Project director/contact person                                   |  |
| Address<br>Phone<br>Email   |  |
| List community agencies involved in the project                   |  |
| Sentara RMH department and contact person involved in the project |  |
| Amount requested from the RMH Foundation                          |  |
| In-kind if appropriate (not required)                             |  |
| Total funding for project   |  |

**Signatures:** All signatures must be included with application on, or before, deadline.  
**Please Note:** All applications are also required to be endorsed by a Sentara RMH Vice President to ensure the project aligns with the hospital’s mission and is within the Sentara RMH department’s scope of work. **After your application is submitted to the RMH Foundation, it will be given to the appropriate VP for review.**

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Sentara RMH Contact phone      email

**Community agencies** (list all involved in the project, add pages if needed, community agencies and signatures are required):

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Name and title of authorized representative phone      email

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Name and title of authorized representative phone      email

**Healthy Community Funding Guidelines for Proposals**

In response to the Sentara RMH mission to improve health every day, 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 \$20,000.

The money used to fund these grants has been given by donors in the community to the RMH Foundation. These donors expect that Sentara RMH will play an active role in putting the funds to use. These grants are not made as outright gifts to outside agencies. Instead, they are given to encourage collaboration between Sentara RMH and other organizations to affect the health of our community.

Proposals must align with the Sentara RMH mission and be in accordance with the following guidelines:

## **Priorities**

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- A. As expressed by our donors, funding will be given to outreach being done through Sentara RMH departments/programs and in partnership with organizations in our community. Accordingly, a Sentara RMH department or program staff must have an active, significant role in the project to be considered for funding.
- B. Priority will be given to programs that focus on advancing the strategic vision of Sentara Healthcare for improving the health of our community, taking in to account the most recent Community Health Needs Assessment. Specific areas of focus include:
  - a. Access to healthcare services;
  - b. Behavioral health and substance abuse treatment;
  - c. Chronic disease prevention and management, including cancer;
  - d. A strong start for children (i.e. access to prenatal care);
  - e. Preventive care that could preempt delayed and more costly illness, emergency care and/or hospitalization; and
  - f. Innovating new ways to deliver quality care.

## **Criteria for funding**

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### **All initiatives must meet these criteria:**

- **New requirement:** If the fiscal agent identified on the cover sheet is a department of Sentara RMH, a representative must attend a pre-proposal workshop. If the fiscal agent is an organization outside Sentara RMH, the pre-proposal workshop is highly encouraged but not mandatory. Email your RSVP to the pre-proposal grant workshop to be held on January 10, 2019 from 12:00pm to 1:00pm to Susannah Lepley at [smleple1@sentara.com](mailto:smleple1@sentara.com).
- Identify and describe the roles of partners in the initiative. Clearly articulate the role that Sentara RMH will take in the project and the role that community agencies will take in the project (**a Sentara RMH department or program staff must have a significant role in the project to be considered for funding**).
- The project is **meaningful and measurable**.
- The project is congruent with **Sentara RMH's mission**. [www.sentara.com](http://www.sentara.com)
- Other funding sources **do not conflict** with the hospital's mission.
- The project **does not compete** with any Sentara 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.
- 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. **Please note: Outcome reports are tracked and submitted to committee members for review of content and evaluation of future grants.**
- If the program being funded changes in any substantive way (i.e. serving a different audience, providing a different service, allocation of funding other than what the submitted budget indicates), approval must be obtained by contacting Cory Davies, RMH Foundation Executive Director, [CRDavies@Sentara.com](mailto:CRDavies@Sentara.com).

Follow the guidelines below:

Use 1 inch margins, 12 point font and do not exceed 6 pages (excluding the cover sheet).

Narrative (do not exceed 6 pages)

1. Summarize the initiative and specify the community need the plan is addressing. Include Healthy Community Council ([www.healthycommunitycouncil.org](http://www.healthycommunitycouncil.org)) or other valid data, e.g. Healthy People 2020 goals ([www.healthypeople.gov](http://www.healthypeople.gov)), statewide or national data if local is not available, indicate sources of all data.
2. Identify and describe the role of Sentara RMH in the initiative. As a reminder, a Sentara RMH department or program staff must have a significant role in the project to be considered for funding. ***Please note: This is one of the most critical questions on the application. As stated above, these grants are not outright gifts from the hospital to outside organizations. The money that is used to fund these grants has been given by donors in the community to the RMH Foundation to encourage collaboration between Sentara RMH and other organizations to affect the health of our community. Accordingly, Sentara RMH staff must play an active, involved role in the specific program seeking funding. The RMH Foundation funds these grants to enable Sentara RMH to use its expertise and position as a healthcare provider to collaborate with other organizations to affect the wellbeing of our community.***

A few examples of these kind of partnerships include:

- A Sentara RMH clinician providing prevention education as a part of a grant program working with other community agencies to get access to people in need of the education;
- Sentara RMH nurse case managers working with other community health providers to ensure that a common patient population receives coordinated care;
- The Sentara RMH Emergency Department helping to identify kids at risk of experiencing activity-based head trauma and distributing helmets accordingly;
- Area program for the aging working with outpatient and specialty Sentara RMH clinics to ensure that patients have transportation to meet basic life needs (grocery store, pharmacy, etc.).

3. Identify and describe the role of partners in the initiative.
4. Identify measurable goals, objectives and outcomes that will determine the success of the project. These should be SMART goals and objectives – **S**pecific, **M**easurable, **A**chievable, **R**ealistic, and **T**ime limited).
5. Provide details on how you will evaluate your goals and objectives (how will you know if you meet your objectives?).
6. 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 Sentara RMH, if not identify the agency the person is affiliated with.

| Activity | Responsible Persons/Agency | Target Date Implemented | Target Date Completed | Evaluation Method |
|----------|----------------------------|-------------------------|-----------------------|-------------------|
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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 Foundation funds can not supplant any other funds and may not be used for indirect costs. 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 including signature page to:** Mary Sherman at [MCSHERMA@SENTARA.COM](mailto:MCSHERMA@SENTARA.COM). Proposals should be consolidated into one document not to exceed 6 pages. Please include the cover page (not included in the 6 page limit).

Susannah Lepley will be available for help with connecting Sentara RMH Department(s) and community agencies. If you would like help contact Susannah at [smleple1@sentara.com](mailto:smleple1@sentara.com).

**Deadlines:**

Annually by February 15th (for a May decision). When funds are available a second application deadline will be offered for August 15<sup>th</sup> (for a late December decision).

