

Endowment Mission, Vision, Values, and Outcomes

The Endowment for Health is a statewide, independent, private, nonprofit foundation. Our *mission* is:

To improve the health
and reduce the burden of
illness of the people of
New Hampshire.

The Endowment works under the following *assumptions* as it strives to fulfill its mission:

- We consider “health” to be a state of complete physical, mental, and social well-being.
- We focus on learning, communicating, and acquiring a solid base of knowledge.
- We use a systemic approach in all our endeavors.
- We recognize that we must maintain our asset base in perpetuity.

Our *vision* is for the Endowment to partner with others to improve the health and well-being of New Hampshire residents, especially those who are most vulnerable and are currently underserved by our health system.

Our *values* are Integrity, Stewardship, Fairness, Respect, Compassion, and Courage.

We achieve our mission by supporting activities that do the following:

- Advance leadership
- Enhance knowledge
- Foster networking and collaboration
- Strategically fund critical services

Endowment Themes

- Economic Barriers to Accessing Health
- Geographic Barriers to Accessing Health
- Social-Cultural Barriers to Accessing Health
- Mental Health of NH’s Children and their Families

Eligibility

This information applies to all Endowment grant types.

Who Is Welcome to Apply

Any public or private organization or legal collaborative entity can apply, provided their proposal improves primarily the health of New Hampshire residents. Grants are usually awarded to an entity that has

qualified for exemption under Section 501(c)(3) of the Internal Revenue Code.

Organizations and collaboratives that are not legally incorporated may partner with a tax-exempt, 501(c)(3) organization to serve as the Fiscal Sponsor for a proposed grant. The mission of the Fiscal Sponsor must align with the mission of the organization or organizations it represents. The Fiscal Sponsor also must agree to be accountable to the Endowment for the programmatic and financial outcomes of the grant.

Project Eligibility

Most types of health-related projects are eligible for support. The following are generally not eligible:

- Biomedical research.
- Capital campaign.
- Direct influencing of legislation.
- Expenses already incurred.
- Fundraising events.
- Ongoing operating expenses.
- Out of state projects.
- Replacement of public or government funding.
- Sectarian or religious programs.
- Support of political activities.
- Travel expenses (international)

Before Writing the Proposal

To help ensure more successful proposal writing efforts, review the recommended reading for each of these preliminary decisions about your project:

- *Is the Endowment for Health the right funder for our project?* Read Mission, Values and Outcomes at www.endowmentforhealth.org in the “About Us” section.
- *Are we eligible to apply?* Review “Eligibility” criteria.
- *Is there an appropriate grant type for our project?* Review “Types of Grants” criteria.
- *Which Endowment theme does the project advance, if any?* Read the Theme Summaries at www.endowmentforhealth.org in the “Our Priorities” section.
- *Is the scale and scope of the project appropriate?* Read about projects that have been funded in the past at www.endowmentforhealth.org in the “Grant Center” section.

Writing and Submitting the Proposal

To apply for a grant, write and submit a proposal using the appropriate online form on the Endowment website. The *Proposal Checklist* is available to assist you. (Do not use the checklist for Discretionary Grant Proposals, Letters of Inquiry, or proposals requesting \$5,000 or less in funding.)

If you prefer not to apply online, contact the Endowment for a printed form.

All grant proposals must be received by the Endowment by 5:00 p.m. on the due date. Proposals that are due on a non-business day will be accepted until 5:00 p.m. on the following business day. An email confirmation will be sent within 14 days.

Program staff are available to discuss a proposal prior to submission Monday – Friday, 8:30 – 4:00 p.m.

Types of Grants

The Endowment funds the following types of competitive grants:

- Applied Research Grants
- Data Grants
- Planning Grants
- Convening Grants
- Technical Assistance Grants
- Theme Implementation Grants
- Public Policy Grants
- Discretionary Grants

Occasionally, the Endowment uses the above grant types *non-competitively* by conducting, or initiating an invitation to conduct, a project.

Applied Research and Data Grants

Applied Research Grants and Data Grants provide funds to conduct

applied research, collect data, and/or analyze data to enhance the understanding of health issues in New Hampshire.

Characteristics:

- Proposals are given priority if they address an Endowment theme.
- There is no predetermined amount or duration of the award.
- The results of an Applied Research or Data Grant must be made available to the public.
- If applicable, the data collection methodology must be reviewed by an institutional review board.
- Grant proposals are only accepted from organizations that receive invitations, which are frequently *initiated* by the Endowment. However, an organization may submit a Letter of Inquiry by January 15, 2012 in order to interest the Endowment in its project, and possibly prompt an invitation to apply.
- The Endowment responds to a Letter of Inquiry with a letter of decline or an invitation to apply by February 15, 2012.
- The deadline to apply for a grant is March 31, 2012, the award date is June 30, 2012, and the grant start date is usually October 1, 2012.

Planning, Convening, and Technical Assistance Grants

Planning, Convening, and Technical Assistance Grants provide funds to support 1) project planning, 2) symposia and conferences, 3) supporting groups to collectively address health-related issues, and 4) technical assistance to improve the health-related work of nonprofit organizations.

Characteristics:

- Proposals are given priority if they address an Endowment theme.
- There is no predetermined amount or duration of the award.
- To apply, submit the *Grant Proposal* form. No Letter of Inquiry is needed.
- The following due dates apply to *all three* of these grant types:

Application	Award
Dec. 31, 2011	March 31, 2012
March 31, 2012	June 30, 2012
June 30, 2012	Sept. 30, 2012
Sept. 30, 2012	Dec. 31, 2012

Theme Implementation Grants

Theme Implementation Grants provide funds to implement model solutions that address one or more Endowment themes.

Characteristics:

- Grants fund any or all of the following activities:
 - Developing public awareness to improve the understanding of the theme.
 - Developing leadership to address the theme.
 - Developing broad-based collaborations of consumers, business leaders, health providers, funders, advocates, etc. who are committed to addressing the theme.
 - Implementing a model program, preferably statewide, that prevents or addresses an identified theme-related need.
- Awards are usually over \$50,000 per year.
- Grants are funded over multi-year periods (usually three or more years); however at the end of a

grant period, a grantee may apply for another grant to enhance a project.

- Grant proposals are *only* accepted from organizations that submit a Letter of Inquiry and then receive an invitation from the Endowment; not all Letters of Inquiry result in an invitation.
- To apply, submit a Letter of Inquiry by January 15, 2012; the Endowment responds with a letter of decline or an invitation to apply by February 15, 2012.
- The deadline to apply for a grant is March 31, 2012, the award date is June 30, 2012, and the grant start date is usually October 1, 2012.

Public Policy Grants

Public Policy Grants provide funds to conduct research, data collection, data analysis, convening, planning, technical assistance, and/or project implementation to address a critical gap between a health-related outcome and a current public policy that is designed to achieve that outcome.

Characteristics:

- Grant proposals are given priority if they address an Endowment theme.
- There is no predetermined amount or duration of the award.
- Grant proposals are only accepted from organizations that receive invitations, which are frequently *initiated* by the Endowment. However, an organization may submit a Letter of Inquiry at any time in order to interest the Endowment in its project and possibly prompt an invitation to apply.

The Endowment responds with a letter of decline or an invitation

to apply within six weeks of receiving a Letter of Inquiry.

- An invitation to apply includes the due date of the proposal.

Discretionary Grants

Discretionary Grants provide “bridge” funds to respond to a short-term, urgent, health-related need or opportunity.

Characteristics:

- Grant proposals are given priority if they address an Endowment theme.
- Awards are usually \$10,000 or less.
- Grant proposals may be submitted at any time.
- To apply, submit the *Discretionary Grant Proposal* form.
- Grants are usually awarded during the month following receipt of the proposal.

Proposal Review Criteria

At least two objective, qualified individuals review each proposal to ensure that the project has the characteristics listed for the grant type and to evaluate how well it meets the criteria listed below.

- Presents a compelling case for why the project is important by documenting the scope and seriousness of the need and demonstrating an understanding of its root causes.
- Has the potential to create systemic change.
- Is supported by internal, regional, and national data; community needs assessments; and relevant literature and best practices.
- Improves health in a broad sense (physical, mental, and social well-being), not just the absence of disease.

- Addresses a vulnerable and/or underserved population.
- Contributes to the Endowment goal of distributing funds to a wide geographic area of New Hampshire, when compared to the geographic areas served by other submitted proposals.
- Fosters prevention and wellness, not just the treatment of an existing need, when possible.
- Presents realistic, attainable, and measurable activities, outputs, and outcomes that address the identified need.
- Provides initial outcome evaluation planning, including outcome indicators and data collection methods.
- Demonstrates theoretical soundness and technical feasibility.
- Provides Workplan activities, and an outcome if applicable, that outline how the project will disseminate the knowledge and understanding gained through the project.
- Provides Workplan activities, and an outcome if applicable, that outline how the project will sustain health outcomes and resources.
- Proves the applicant’s ability to successfully implement the project.
- Reflects the applicant organization’s mission statement.
- Demonstrates awareness of existing programs that address the need.
- Involves collaboration with other organizations, when possible.
- Provides realistic project and grant budgets that are appropriate for the Project Workplan.

- Makes effective use of other funders.
- Offers opportunities to leverage other funds.

Applicant Notification and Grant Management

The Endowment for Health sends notifications to all applicants, whether or not they receive an award. Applicants who are not funded are welcome to discuss their proposal with Endowment program staff.

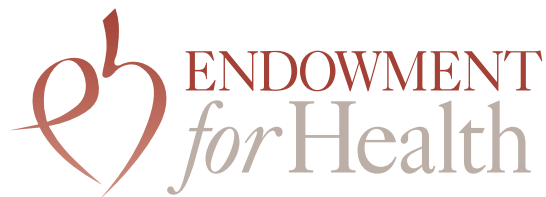
Applicants who are funded must submit progress reports that indicate whether project activities, outcomes, and financial resources are proceeding according to plan.

Grant payments are distributed to grantees as defined in their *Terms of Award*. Generally, payments are distributed semi-annually. Full payment of any award is based on grantee performance.

Product ownership agreements are spelled out in detail in the *Terms of Award* agreement, which must be signed by each grantee before receiving funding. For more information, see “Product Ownership” at www.endowmentforhealth.org by searching for “Terms of Award.”

Human Subjects Protections in Research Activities

The Endowment recognizes the importance of protecting individuals who participate as research subjects in grant-funded research activities. Therefore, the Endowment will work with grantees to ensure that appropriate consent processes for research subjects are followed, and where necessary, support review of grant-funded research by an Institutional Review Board (IRB). Note, however, that IRB approval is *not* required for the grant proposal. If a grant proposal is funded and IRB approval is needed, the Endowment will work with the grantee to complete this process.



Phone: 603-228-2448

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Email: applications@endowmentforhealth.org

Web site: www.endowmentforhealth.org

Contact Information

Program staff are available to discuss a proposal prior to submitting the proposal Monday – Friday, 8:30 a.m. – 4:00 p.m., or you can email questions to applications@endowmentforhealth.org