

Northern California Region
South Bay Public Affairs
Community Health Program



Santa Cruz County
2019 GRANT APPLICATION GUIDE

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Introduction

For over 70 years, Kaiser Permanente's social mission has been the foundation of its community service programs. As a values-driven, not-for-profit integrated health care organization, Kaiser Permanente is dedicated to improving the health of its members and the communities it serves. Through partnerships with community organizations and government entities, Kaiser Permanente strives to benefit the community by addressing issues and concerns that affect overall community health. These partnerships are built upon the sharing of knowledge and resources between Kaiser Permanente and health-related community service organizations. Kaiser Permanente brings a variety of resources to these partnerships: cash grants to support community activities, volunteers, and in-kind donations.

Funding Priorities

Applicants will be asked to submit proposals that address at least one of Kaiser Permanente's four priority needs topics: Healthy Eating Active Living (HEAL), Mental Health and Wellness, Community and Family Safety, and/or Access to Care and Coverage. Each of these is described in more detail below.

The four priorities are aligned with several ongoing local and regional efforts and draw on multiple data sources. In addition to regional Community Health Needs Assessments (CHNAs) conducted in adjacent Kaiser Permanente communities in Northern California, local data sources and initiatives include (but are not limited to) the following:

- The Santa Cruz County **Community Health Assessment** (CHA) conducted in 2016 by the Public Health Institute as part of the Health Services Agency's public health accreditation process;
- Goal areas identified for the County's **Community Health Improvement Plan** (CHIP);
- 2016 **Community Assessment Project** (CAP) survey findings; and
- The joint County and City of Santa Cruz **Collective of Results and Evidence-Based** (CORE) Investments process, which itself reflects collective impact goals from nine strategic plans for addressing the needs of Santa Cruz County's most vulnerable residents.

Kaiser Permanente has identified the following priority needs in Santa Cruz County for 2019. Proposals must also be in alignment with one of the following strategies:

1. **Healthy Eating Active Living (HEAL)**

Strategy:

- Increase access to healthy, affordable foods, including fresh produce, and decrease access to unhealthy food
- Increase enrollment in and use of federal food programs
- Increase access to physical activity opportunities in the community
- Increase access to physical activity opportunities in schools

2. **Mental Health and Wellness**

Strategy:

- Provide screening and identification related to behavioral health needs among low income, vulnerable and uninsured populations and connect them with the appropriate services or support
- Support opportunities to prevent and reduce the misuse of drugs and alcohol
- Provide access to programs, services or environments that evidence suggests improves overall social/emotional wellness

3. **Community and Family Safety**

Strategy:

- Increase availability of education, job training and enrichment programs for youth
- Support programs that promote non-violent solutions to conflict and alternatives to punitive responses
- Support programs that prevent and address family violence through reducing risk factors, enhancing protective (resilience) factors and linking to appropriate resources

4. **Access to Care and Coverage**

Strategy:

- Support outreach, enrollment, retention and appropriate utilization of health care coverage programs
- Increase access to primary and specialty care

Eligibility Guidelines

Kaiser Permanente will consider funding requests from non-profit and public organizations that serve underserved populations in Santa Cruz County.

Requests must target underserved populations and meet one or more of the grant-making priorities described above. Only organizations that are tax-exempt under section 501(c)3 of the Internal Revenue code or are classified as 509(a) government agencies or public entities are eligible to apply.

We encourage organizations to submit one request. Kaiser Permanente community grants typically range between \$10,000 and \$35,000.

Grants are awarded for specific programs, as well as system and environmental changes based on the identified priorities and needs. Grants are not awarded for general operating support and must serve the general community which is defined as a population served whereby 50% or more of the beneficiaries are not Kaiser Permanente members, physicians or employees.

Requests from the following types of organizations or activities and purposes are **NOT** eligible for grant funding: religious activities; partisan political; fraternal, athletic, international or social organizations; field trips or tours; endowments and memorials;

grants or scholarships to individuals; organizations that do not comply with Kaiser Permanente's anti-discriminatory policy; and fundraising events such as raffles, telethons, walkathons/runs, and auctions.

This application may be used to request funding for a community health program or project but not for events. If you would like to request a sponsorship, please email southbaysponsorships@kp.org to receive additional information about the sponsorship process. Or visit <https://thrive.kaiserpermanente.org/care-near-you/northern-california/santaclara/about-us/in-our-community/sponsorship/>

Selection Criteria

All completed requests for funding will be reviewed and approved by a Community Health Investment Committee that includes Kaiser Permanente Santa Cruz representatives. Successful grant applicants will demonstrate the project:

- Supports at least one of the identified Community Health priorities
- Supports the vision and mission of the applicant's organization with a proven track-record of success within the Community Health priority area
- Emphasizes collaboration among stakeholders aiming for systemic impacts
- Engages Kaiser Permanente as a partner
- Targets a need within an underserved population
- Has the ability to track services and measure their impact through appropriate evaluation measures
- Has a clear, detailed work plan with process and impact objectives
- Makes a strong, evidence-based case for the strategy chosen to achieve the outcomes
- Has a reasonable budget that reflects actual direct costs of providing the service, showing total costs and the KP-requested funding

Successful grant applicants also will demonstrate its organization has the ability to monitor and evaluate the project, and the ability to deliver quality, timely interventions.

Grant Requirements

- Funding must be used within a year of receipt of check
- Grantees must submit a receipt-of-payment acknowledgement letter within 10 days of receiving payment
- Grant recipients will be required to submit a six-month progress report and 12-month (year-end) final report
- Grantees must provide immediate written notice to the Community Health staff if significant changes or events occur during the term of the award that could potentially impact the progress or outcome of the funded project, including but not limited to, changes in grant recipient's management personnel, loss of funding, or revocation or suspension of the grant recipient's tax-exempt status (if applicable) or license

- Funds shall be expended for the purpose(s) stated in the grant in accordance with the submitted budget. Modifications may be made only with prior written consent of the Community Health manager. Grantees shall keep accounting records of receipts and disbursements of funds
- Grantees must work with Kaiser Permanente Community Health staff or Kaiser Permanente media relations staff for any planned media attention for the funded program
- Grantees will provide the Kaiser Permanente Community Health staff with copies of all fliers, educational handouts, and materials that mention Kaiser Permanente’s support prior to distribution

Application Submission Time Frame

Monday, May 20, 2019	Grant Cycle Open
Friday, June 28, 2019	Grant Cycle Closed – Applications Due by 5pm PST, using the online process.
Monday, August 12, 2018	Applicants notified of status

Applications will be forwarded for review if they meet funding criteria as outlined in this guide. Former and current recipients of Kaiser Permanente Santa Cruz Grant funding must be in good standing, having submitted all required reports, in order to be considered for a grant.

Grant Request Submission Process

Request are received using our online application request tool. We strongly recommend that you review the [Mosaic User Guide for Grant Applicants](#) that can be found on our grant website. <https://thrive.kaiserpermanente.org/care-near-you/northern-california/santacruz/about-us/our-community/grants/>

Saving Your Application

We suggest you prepare your information as a Word document and then copy/past it into the online application.

Please do not write your narrative in the first person (for example, use “Name of organization offers...” vs. “We offer...”). Also, be sure to describe your project and how it will address the identified community need. It is helpful to imagine you are explaining your project to a reporter or someone outside of your field.

Please mark **San Jose** as your Hospital Area Served.

Prior to Submitting Your Online Application

You have the ability to review your grant application prior to submission. Please note that once a grant application has been submitted, it **cannot** be edited.

Questions

To provide a higher level of transparency and make the grant submission process equitable for everyone, all questions related to the 2019 Grants Process will be accepted by email only. Please submit all questions to southbaygrants@kp.org.

Contact Information

Kaiser Permanente South Bay Community Health Staff

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Thank you for your interest in the 2019 Kaiser Permanente Santa Cruz Community Health Grant process!