



**Fall 2021 Call for Proposals
Traditional Grant Cycle**

Letters of Interest due by August 1, 2021

The mission of The Foundation for a Healthy High Point is to encourage, support, influence, and invest in efforts that improve health and wellness in Greater High Point. The Foundation was established in 2013 with the intent to be a leader in collaboration and support initiatives that improve the long-term health of the community. Eligible non-profit organizations located in or serving residents within the Foundation's service area, which is defined as the Greater High Point area including High Point, Jamestown, Archdale, and Trinity, are invited to submit Letters of Interest (LOI) for the Foundation's Fall 2021 Traditional Grant Cycle. Selected organizations will be invited to submit formal applications.

Eligible organizations include health-focused non-profit organizations:

- Located in and serving residents of Greater High Point primarily, or
- Not located in Greater High Point but serving residents and/or individuals through programs in Greater High Point, or
- Program delivery is not in Greater High Point but a large percentage of clients are from Greater High Point.

Specific topics and priority areas for the Fall 2021 Traditional Grant Cycle

For the Fall 2021 Traditional Grant Cycle, the Foundation is specifically seeking requests that support one of its two priority focus areas (see below). The Foundation is especially interested in requests that seek to foster collaboration among partners/providers, achieve collective impact, and establish sustainable systems of care.

- **Healthy Beginnings** supports programs and/or system/community-level interventions that seek to promote healthy births, early childhood development, and teen pregnancy prevention.

Examples of potential requests of interest might include:

- Efforts to build connected and comprehensive systems of care to support maternal health and early childhood development.
 - Support for scaling evidence-based programs or deepening the reach of those programs within specific communities or zip codes in order to reduce persistent disparities.
 - Efforts that explore business planning or capacity building to establish funding mechanisms to support program sustainability.
- **Healthy Minds** supports capacity building efforts to strengthen the behavioral health system, improve coordination of care among behavioral health providers, and efforts to provide/improve integrated systems of care (i.e. integrate mental health services into primary care or vice versa).

Examples of potential requests of interest might include:

- Support for organizations that are integrating behavioral health services or planning to incorporate such services.
- Efforts that support internal planning for collaborative work with external mental health agencies to incorporate health services.
- Program capacity building projects that result in new, expanded, or enhanced services.
- Support of an effort with 2 or more agency partners to address a collective concern of that will result in greater access and service delivery.
- Organization capacity building that will result in improved quality: peer review and feedback for internal quality improvements, program assessment and implementation of recommendations, business planning, start-up staff that can be sustained, revenue enhancement that is reinvested into program enhancement or sustainability.

Application Process

Beginning with a Letter of Interest (LOI) process, applicant organizations will submit a brief proposal (2-3 pages) outlining the idea, project, or initiative. After the Fall 2021 LOI deadline of February 1, the Foundation will review the letters submitted and then will invite selected organizations to submit formal applications.

The Foundation greatly appreciates the important work performed by non-profit organizations in our community. As such, the Foundation does not wish non-profits to spend considerable time and resources preparing materials unless there is a clear possibility of collaboration.

The Foundation conducts two grantmaking cycles per year. For the 2021 Fall Cycle, the following timeline will be applied:

August 1	Letters of Interest Due by 3:00 pm
Early September	Organizations Invited to Submit Applications
October 1	Applications Due by 3:00 pm
Late Oct/Early Nov	Grantee Site Visits
Mid-December	Grantees Notified of Funding Decisions
January 1, 2022	Grant Period Begins

Letter of Interest Format

The 2-3 page LOI should include the following:

- A brief background of the organization, including:
 - mission statement
 - date founded
 - size of staff and board
 - constituency and geographic region(s) served
 - type(s) of services provided
 - size of annual operating budget

- A description of the project for which support is being requested including duration, goals, and related activities. Please include a discussion of how the organization reached the decision to engage in this project, factors that contribute to the need or opportunity, the project's importance to the organization and constituency, and the level and nature of commitment of the staff and board.

- A proposed budget, in summary form, for the total cost of this project and the amount the organization intends to request from the Foundation and other funding sources. As appropriate, please identify the specific budget item(s) for which Foundation support will be requested.

- A brief discussion as to why the organization is seeking support from the Foundation. Please note other factors that will help the Foundation understand the request.

For further instructions on how to compose an LOI including examples, please visit [Candid Learning](#).

How to Apply

LOIs and accompanying documents will only be accepted through the Foundation's online portal; **hand delivered, emailed or mailed LOIs will not be accepted.**

To access the online portal, please go to this link:

<https://www.grantinterface.com/Home/Logon?urlkey=healthyhighpoint>

New users must create an account; those who have applied for a grant from the Foundation previously must use the same account information to login (please contact the Foundation if you require assistance to reset your organization's password). Once you are logged in, you will be on your organization's dashboard. Click on "apply" on the left side column to access the LOI submission page.

After receiving your LOI, the Foundation will notify your organization in early-March to advise whether the organization will be invited to submit an application. Initial interest does not necessarily mean that the organization will be invited to apply for funding. The Foundation manages the number of organizations that are invited to complete an application based on several factors, including funding availability.

The Foundation will not accept applications to support the following:

- Medical research, transportation, and housing services
- Direct benefits for client/constituent services or the organization exclusively
- Scholarships to individuals, fundraisers, dinners, or faith-based organizations for religious purposes
- Supplanting or substituting existing funding
- Activities that exclusively benefit the members of sectarian or religious organizations
- Partisan political programs or voter registration efforts
- For-profit organizations
- Organizations with previous past due or incomplete grant reports and/or required grant objectives

For more information on the Foundation's [eligibility guidelines](#), please visit our website.

For assistance in submitting an LOI, application, or questions about the process, please contact the Foundation at 336-822-7740 or at info@healthyhighpoint.org.

Frequently Asked Questions

- Is there a minimum/maximum dollar amount for requests?
 - There is no set minimum or maximum on the dollar amount requested. Organizations should request the amount it feels is appropriate for the proposal. The Foundation has a finite amount of funds for distribution. Requests for \$10,000

or less should apply under the Foundation's Small Grants Program. Awards will be made dependent on availability of funds.

- Is there a minimum/maximum duration of time for requests?
 - There is no set minimum or maximum on the duration of grant request. Organizations should plan to apply for the amount of time it feels is appropriate.
- Can my organization partner with another organization on a proposed project?
 - The Foundation encourages applicants to collaborate with other non-profit organizations, as appropriate, to make a collective impact on issues affecting the Greater High Point community.
- What programs has the Foundation supported in the past?
 - Please visit the News page on the Foundation's website to review press releases highlighting recent grant awards: <http://www.healthyhighpoint.org/news/>
- Can I schedule time to discuss my organization's program with a Foundation representative?
 - Foundation staff will be available to discuss proposed projects. Due to high demand, these meetings must be scheduled in advance and are limited to 30 minutes. Please contact the Foundation with three possible options to schedule a meeting. All meetings will take place virtually via conference call or Zoom.