Community Impact Grant Program

Request for Partnerships and Application Guidelines

April 2022
Community Impact Grant Program – April 2022 Application Guidelines

**Background**
The Wisconsin Partnership Program (WPP) at the UW School of Medicine and Public Health is committed to improving health, health care and health equity in Wisconsin through investments in community partnerships, education, and research. It was established at the UW School of Medicine and Public Health through a gift from Blue Cross Blue Shield United of Wisconsin as a result of its conversion to a stock insurance corporation and the distribution of the proceeds from the sale of the company to the two Wisconsin medical schools. Consequently, WPP has a significant endowment to carry out its work for the benefit of the people of Wisconsin by addressing the health challenges facing the state.

In collaboration with community-based organizations and faculty, the Partnership Program supports health-improvement and disease-prevention initiatives seeking to reduce morbidity, mortality and systemic disparities in health. The Wisconsin Partnership Program’s vision, mission and values as well as its goals and grant-making strategies are described in the 2019-2024 Five-Year Plan.

**Goal and Description**
Social determinants of health—economic stability, social and community context, access to health services and healthcare, neighborhoods and the built environment and education—have a strong and scientifically proven impact on human health and well-being. The structures, policies, systems and environments that guide individual’s daily lives shape these determinants and thereby enhance or impede health. As such, many of the complex health issues are rooted in structural inequities that affect the health status of a group due to their race, geographic location, income, ethnicity, gender, sexual orientation and other characteristics.

Through the Community Impact Grant program, the Wisconsin Partnership Program’s Oversight and Advisory Committee (OAC) supports large-scale, evidence-informed, community-academic partnership initiatives that address the social determinants of health to advance health equity in Wisconsin’s urban and rural communities. These partnerships require substantial and authentic community leadership to make progress toward sustainable systems change and must be supported by robust evaluation.

Proposals must address health inequities and their root causes and be informed and implemented by those who are most affected by these inequities. Initiatives must bridge the expertise and resources of the university with the lived experiences and expertise of communities. Community-academic partnerships strengthen our ability to successfully address and influence health and advance health equity.

**Eligibility**

**Community Lead Organization**
A Community Lead Organization is required and must be a Wisconsin-based, nonprofit, IRS tax exempt, 501(c)(3) organization, or a tribal or local government entity. The Community Lead Organization is responsible and accountable for leading and advancing the project as specified in the Memorandum of Understanding. A Project Manager from the Community Lead Organization must contribute at least 5 percent FTE to the project.

The Community Lead Organization must have the fiscal and administrative capacity to oversee and manage the project and therefore must have expenses exceeding $500,000 annually. Community Lead Organizations are required to provide a copy of their audited financial statements issued less than 15 months prior to the Letter of Intent deadline.
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While many smaller organizations that support health equity efforts may not meet the Community Lead Organization eligibility criteria for this funding mechanism, the Community Impact Grant program emphasizes the importance of partnerships and collaborations. Therefore, smaller organizations are encouraged to participate in the proposed work.

A collaborative partnership or network may apply only if an active member of the collaborative is eligible and serves as the Community Lead Organization.

**Community-Academic Partnership**

The initiative must include at least one Academic Partner with relevant expertise who has an established partnership with the Community Lead Organization. Evidence of prior productivity of this community-academic partnership will be considered as a particular strength.

**Academic Partners** must have a paid appointment at one of the University of Wisconsin System’s 13 universities, which includes 26 campuses and a statewide extension, in a faculty or emeritus faculty position or in an academic staff position. Academic staff must have Principal Investigator (PI) status with an Institutional Review Board (IRB) of record. Academic Partners must contribute at least 5 percent FTE to the project.

By applying for a Wisconsin Partnership Program grant, applicants agree to the Partnership Program’s terms and conditions.

**Funding Scope and Duration**

Each grant award is a maximum of $500,000 for up to three years. Awardees from this funding cycle are eligible to apply for one three-year renewal for an additional $500,000 at the end of their initial award. Renewals are not guaranteed and will be a part of an annual competitive application process. Community Lead Organizations with active Community Impact Grant awards are not eligible to apply. The OAC anticipates funding up to six awards this cycle depending on the availability of funds.

In addition to the funding provided through this grant, the Partnership Program offers a Learning Collaborative that all active teams participate in together for the duration of their awards to maximize the impact of collective efforts to address the root causes of inequities and optimize chances for sustained success. The Learning Collaborative allows Partnership Program staff, alongside our grantees, to learn from, engage, and problem-solve with each other as each grantee team works toward systems and structural changes for health equity. We believe that experiencing this work together—and looking for mutually beneficial opportunities—will increase the ultimate success and sustainability of these grants.

**Submission and Review Dates**

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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<tbody>
<tr>
<td>Request for Partnerships released</td>
<td>April 28, 2022</td>
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<tr>
<td>Letters of Intent due</td>
<td>May 27, 2022</td>
</tr>
<tr>
<td>Letters of Intent reviewed</td>
<td>May-June 2022</td>
</tr>
<tr>
<td>Invite full application</td>
<td>Week of June 20, 2022</td>
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<tr>
<td>Full applications due</td>
<td>August 5, 2022</td>
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<tr>
<td>Full applications reviewed</td>
<td>August-September 2022</td>
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<tr>
<td>Invite finalist presentations</td>
<td>September 30, 2022</td>
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<tr>
<td>Presentation to OAC</td>
<td>October 26, 2022 (Noon-4 pm)</td>
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<tr>
<td>Notify finalists of award decisions</td>
<td>October 31, 2022</td>
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<tr>
<td>Earliest start date</td>
<td>December 1, 2022</td>
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Letter of Intent Guidelines
A Letter of Intent is required and is due by 11:59 pm May 27, 2022.

The Letter of Intent forms are available in Fluxx: https://wpp.fluxx.io/. New users must register by completing the “Community Organization Registration Form” under “Create your Profile.” Once reviewed by our team, new users will receive an email with their username and temporary password with instructions to reset their password. Email wpp@hslc.wisc.edu with questions regarding Fluxx.

In addition to providing general information about the project, the Letter of Intent includes the following components.

Letter of Intent
Upload the Letter of Intent as a PDF with a maximum of three single-spaced pages with 11-point font and 1-inch margins providing concise bulleted responses to each section in the order and using the headers listed below.

• Primary Social Determinant of Health: Indicate the primary social determinant of health the proposed initiative will address and describe the health challenge motivating you to take action. Specifically address how it advances the goals of the Community Impact Grant program.
• System Change Goals: Describe your initiative’s systems change goals. Clearly identify the policies, regulations, rules, priorities, protocols, processes, or practices within and across organizations and communities and/or the physical, material, or social/cultural components of the community environment that are being changed by your proposed strategy.
• Grant Activities and Timeline with Milestones: Describe the major activities you propose under this grant and the time frame for each activity and the anticipated outcomes.
• Impacted Communities: Identify the communities whose health and well-being will be most impacted by the proposed work. Describe how the proposed work reflects the perspectives and experiences of those most impacted by health inequities.
• Community-Academic Partnership:
  − Community Lead Organization: Describe the Community Lead Organization’s experience in addressing the social determinant of health and health inequities and what makes this organization ideal to lead the proposed initiative.
  − Academic Partner: Describe the role(s) of your academic partner(s) and any experiences the Community Lead Organization and its partners have had working with them in the past. If this is a new partnership, please describe why this work is important to both parties to move forward and what level of commitment the academic partner(s) will provide.
  − Partners: Provide a bulleted list of the partners organizations engaged in this work and describe the role they play in seeking systems change (examples include health systems, government, private sector, local philanthropy, nonprofits, faith-based organizations) and how they will contribute to this initiative.

IRS Determination Letter
Upload the IRS determination letter of tax-exempt status or other relevant documentation for the Community Lead Organization.

Audited Financial Statements
Upload the Community Lead Organization’s audited financial statements issued less than 15 months prior to the application date.
Designation of Confidential and Proprietary Information

The Wisconsin Partnership Program is required to operate in accordance with Wisconsin’s public records and open meetings laws. Indicate whether the Letter of Intent includes proprietary and/or confidential information, and using the form provided, identify and request confidentiality for any trade secrets or proprietary information.

Letter of Intent Review Criteria

Letters of Intent will be reviewed based on the following criteria.

- Articulates a clear connection between the systems change proposed and the identified social determinant(s) of health.
- Provides specific grant activities and realistic project milestones to accomplish systems change goals.
- Provides strong evidence that the proposal is driven by the perspectives and experiences of those most impacted by the health inequities.
- Shows evidence of a strong community-academic partnership.
- Includes evidence of multi-sector involvement, and involvement of entities and agencies that can propel the proposed systems change forward.

Full Application Guidelines

Only applicants invited by the OAC may submit a full application. The Community Lead Organization and Academic Partner(s) will receive a link to the full application in the invitation. Full applications are due by 11:59 pm August 5, 2022. In addition to providing general information about the project, the full application includes the following components.

Executive Summary

The Executive Summary, which is limited to one single-spaced page PDF with one-inch margins and a minimum 11-point font, is a succinct and accurate description of the initiative when separated from other application materials. The summary should include the significance of the health equity issue(s) and social determinant(s) being addressed; the system change goal(s) and potential systems-level impact by the end of the grant; and the community-academic partnership to advance the proposed work. The summary also must indicate how the project addresses the goals of the Community Impact Grant program.

Narrative

The narrative, which is limited to nine single-spaced pages as a PDF with one-inch margins and a minimum 11-point font, must include the following sections. Please list the six section headers in bold so that each section is easily identified in the narrative.

- **System Change Goals** (Limit 1 Page): Describe your initiative’s systems change goals. Clearly identify the policies, regulations, rules, priorities, protocols, processes, or practices within and across organizations and communities and/or the physical, material, or social/cultural components of the community environment that are being changed by your proposed strategy.

- **Community Voice** (Limit 1 page): Describe the communities whose health and well-being will be most impacted by the proposed work and how these communities are represented in the initiative as leaders or shapers of the work. Applicants who are not able to provide details regarding the leaderships and/or involvement of impacted communities will not move forward in this process. The Partnership Program supports the assertion that those closest to the problem are also closest to the solution and achieving sustainable impact is not possible without their leadership and involvement.
• **Evidence Base and Activities** (Limit 3 pages): Respond the following questions using the listed section headers:
  - **Evidence-Base**: Describe the existing evidence supporting the proposed approach. If you are piloting an approach that will contribute to the evidence-base, explain why you are taking the proposed approach.
  - **Preconditions**: Provide details on the conditions that must be in place to bring about the long-term goal (e.g., community context, partnerships, resources).
  - **Primary Activities and Timeline with Milestones**: List the specific planned activities and goals of the initiative. For each goal list the related activities that will be completed within the timeline of the initiative. Provide a detailed timeline of all planned activities. Include details on the milestones of the initiative and anticipated outcomes for each activity along the timeline. These measurable milestones should be noted for each proposed year of the funding period including detailed information on the applicants’ plans to monitor and report at least annually on progress towards achieving the annual milestones. This will be used to assess progress toward the specific goals if selected for funding.
  - **Plans for Long Term Sustainability**: Provide information on how the proposed project will lead to sustainable impacts beyond the grant period.

• **Reach, Evaluation and Learning** (Limit 2 pages): Evaluation is critical to better understand what approaches are proving effective. Understanding the full scope of a program’s outcomes provides invaluable knowledge to guide further investment and possible expansion plans. Grantees funded through this grant program will collaborate with the Partnership Program’s evaluator to document and evaluate outcomes and lessons learned. In this section of the narrative, please address the following:
  - How many persons are expected to be impacted by this project?
  - How do you plan to evaluate this project?
    - How will you collect data (surveys, interviews, observations, etc.)?
    - When will data be collected?
    - What types of questions do you hope to answer through evaluation?
    - What kinds of data will you collect to answer these questions?
  - Will you be able to provide impact touch points for the grant managers to communicate the services and support provided?
  - How will you incorporate your participants’ feedback or voice for project improvement?

• **Organizational Capacity & Partnerships** (Limit 2 pages):
  - **Community Lead Organization**: There are significant administrative and fiscal demands that oversight of a large grant imposes on an organization. Describe the Community Lead Organization’s organizational capacity to manage administrative and fiscal responsibilities associated with this proposed initiative. Please address the following in your response:
    - Organizational mission and alignment of mission with the proposed initiative
    - Previous work and related accomplishments, and current staff resources available for this initiative
  - **Academic Partner**: Describe the role(s) of your academic partner(s) and any experiences the Community Lead Organization and its partners have had working with them in the past. If this is a new partnership, please describe why this work is important to both parties to move forward and what level of commitment the academic partner(s) will provide.
  - **Partners**: Provide a bulleted list of the partners organizations engaged in this work and describe the role they play in seeking systems change (e.g., health systems, government,
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private sector, local philanthropy, nonprofits, faith-based organizations) and how they will contribute to the initiative

Letters of Commitment
Letters of commitment are required from the Academic Partner(s) and from each of the Partners listed under “Organizational Capacity & Partnerships” in the full application Narrative showing evidence of the collaboration and describing how they or their organizations will be involved in the initiative. The letters must be uploaded as a single PDF. There is no page limit for letters of commitment. Letters can be handwritten. Template-based letters are discouraged.

Letters of Support
Applicants may include letters from individuals or groups to demonstrate support for the project. Letters from community members and others who have received support from your work are also welcome and encouraged. The letters must be uploaded as a single PDF. There is no page limit for letters of support.

Project Budget
Using the required budget template, the project budget should clearly indicate how the grant funds will be spent. Expenditures must:

- be fully justified, reasonable and clearly related to the project’s goals
- reflect the activities listed in the proposal
- explain the sources and amounts of any cash match or cost sharing funds
- be allowable under the WPP terms and conditions (see below)

Requests should be made by expense type (salary and fringe benefits, services, travel, supplies, etc.) and should provide sufficient detail for individuals unfamiliar with the project.

Budget Justification
A budget justification is required for purposes of describing in detail the major budget line items: salary and fringe benefits, travel, services, and supplies and other expenses. The justification should provide specific information about why an expense is necessary to achieve the project’s goals and objectives. It must also describe the roles and responsibilities of the project’s key personnel, even if uncompensated. The budget justification must be uploaded as a PDF with one-inch margins and a minimum 11-point font.

Allowable and Unallowable Expenses

Guidelines for allowable/unallowable expenses are available for review on the Wisconsin Partnership Program website.

Funds must be used for project-related costs. These may include:

- Personnel expenses, i.e., salaries and benefits
- Salary support for academic partners (if applicable)
- Consultant and contract services (e.g., training)
- Travel
- Office supplies and participant incentives directly related to the scope of work
- Services that are not otherwise available or reimbursable
Allowable and Unallowable Expenses (continued)

Funds may not be used for:
- Patient care with the sole purpose of providing clinical services related to treatment or follow-up for specific health conditions, such as funded or reimbursable clinical services.
- General overhead expenses, i.e., general administrative support, office space and cost-allocations for expenses not directly related to the project.
- Lobbying (see terms and conditions)
- Pre-award or proposal costs
- Capital expenditures costing $5,000 or more with a useful life of two (2) years or more; exceptions may be made for capital expenditures if such equipment is crucial to the primary objectives of the project; Wisconsin Partnership Program pre-approval is required.
- Projects outside the state of Wisconsin
- Supplanting

Nonsupplanting Questionnaire
Complete the nonsupplanting questionnaire (form provided) by responding to the questions and providing explanations as necessary. See page 10 for more information on supplanting.

Human Subjects Compliance
All approved projects involving human subjects in research - must be reviewed and approved or deemed exempt by the University of Wisconsin IRB of record for the academic partner before the research project begins. Respond to the related question in the application. Funded applicants are required to complete a questionnaire to help determine whether an Institutional Review Board review is required for the proposed initiative.

Designation of Confidential and Proprietary Information
The Wisconsin Partnership Program is required to operate in accordance with Wisconsin’s public records and open meetings laws. Indicate whether the full application includes proprietary and/or confidential information, and using the form provided, identify and request confidentiality for any trade secrets or proprietary information.
Full Application Review Criteria

Full applications will be reviewed based on the following criteria.

- **Systems Change Goals and Potential Impact (50 points)**
  - The proposal provides a clear and convincing description of the systems change goals and gives reviewers confidence that the organization and proposed approach can have a positive impact on health and health equity in Wisconsin.
  - The proposal provides a specific list of goals and activities, project milestones are well defined and there is existing evidence the proposed approach can be effective.
  - The proposal considers sustainability of the work and future opportunities for scalability and reach.

- **Community-Academic Partnership & Community Voice (40 points)**
  - The proposal provides clear evidence of a strong existing or emerging community-academic partnership.
  - The proposal illustrates a strong and qualified lead applicant and team, including meaningful leadership and participation of impacted community.
  - The role of the Community-Lead Organization, the Academic Partner(s) and partnering organizations are clear with each contributing appropriately to the overall goal(s) and project activities.
  - Letters of Commitment are specific to the work, commitment, and involvement of the individual or group submitting the letter. A significant level of engagement can be discerned. Template letters will not be considered positively.

- **Evaluation Plan (10 points)**
  - The proposal includes an avenue for evaluation, participant feedback, and continuous improvement

Review Process and Funding Decisions

**Letter of Intent**

**Technical review:** Wisconsin Partnership Program staff will review each Letter of Intent to ensure that all requirements are met. This includes review of eligibility of the Community Lead Organization and Academic Partner(s). Letters of Intent that do not comply with the submission or eligibility requirements will not be reviewed and the applicant organization will be notified.

**Content review:** Wisconsin Partnership Program staff will work with community and academic reviewers with relevant expertise to review the content of each Letter of Intent to determine if it warrants further development as a full application. This review is based on the review criteria on page 5 and alignment with the goals of the Community Impact Grant program.

**OAC review:** The results of the content review will be presented to the Oversight and Advisory Committee (OAC). The OAC will decide on the invitations for full applications. The Community Lead Organization will be notified the week of June 20, 2022 whether the organization is being invited to submit a full application. OAC’s decisions are final and cannot be appealed.

**Full Application**

**Technical review:** Wisconsin Partnership Program staff will review each full application to ensure that all requirements are met. Applications that do not comply with the submission requirements will not be reviewed and the applicant organization and academic partner will be notified.

**Content review:** A panel of academic and community reviewers with relevant expertise will review assigned applications based on the review criteria on page 9 and alignment with the goals of the
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Community Impact Grant program. Each full application will be reviewed by at least two reviewers. The review panel will discuss the applications and provide a ranked list to the OAC along with a written critique of each proposal. OAC will select the finalists for presentations.

Applicants will be informed by September 30, 2022 on whether they are invited to make an in-person presentation to the OAC. Applicants will receive the de-identified reviewer comments.

OAC review: The finalist applicants selected by OAC will make in-person presentations to the committee on October 26, 2022. The presentations typically take place between noon to 4 pm at the Health Sciences Learning Center on the UW-Madison campus. No exceptions to this date will be made.

Following the presentations, OAC members will independently rank the proposals based on the presentation, the full application, and the reviewer comments. OAC will make a decision on awards based on a final rank by the OAC, goals of the Community Impact Grant program, OAC discussion and available funding. Applicants will be notified of whether they are selected for a grant award no later than October 31, 2022. Decisions made by the OAC are final and not subject to appeal.

Supplanting review: Supplanting means to replace, to take the place of, or to supersede. The Wisconsin Partnership Program prohibits any funds from being awarded that will supplant funds or resources otherwise available to applicants from other sources for the proposed project.

OAC’s award decisions are conditional on a final review of nonsupplanting by the Wisconsin Partnership Program Finance Associate Director in consultation with the UW School of Medicine and Public Health Chief Financial Officer and the Wisconsin Partnership Program Executive Director. If a determination is made that supplanting will occur, the Community Lead Organization and the OAC will be notified. OAC will take action in compliance with WPP’s nonsupplanting policy. The Committee’s decisions are final and cannot be appealed.

Terms and Conditions
By applying for a Wisconsin Partnership Program grant, applicants agree to the Partnership Program’s terms and conditions. The Wisconsin Partnership Program has authority to establish additional terms and conditions unique to a funded project and will notify the Community Lead Organization.

For more information or assistance, please contact:

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