Community Impact Grant Program

Request for Partnerships and Application Guidelines

March 2023
Background
The Wisconsin Partnership Program (WPP) is a grantmaking program within the University of Wisconsin School of Medicine and Public Health (SMPH) committed to improving health and advancing health equity in Wisconsin through investments in research, education, and community partnerships. It was established at the SMPH as the result of a generous endowment gift from Blue Cross Blue Shield United of Wisconsin (BCBS) and approved by the Wisconsin Insurance Commissioner’s Order of March 2000 when the BCBS converted from a nonprofit service corporation to a stock insurance corporation. The proceeds from the sale of the company were distributed equally between the SMPH and the Medical College of Wisconsin.

Since WPP began making grants in 2004, its approach to grantmaking has harnessed the power of academic research combined with community knowledge to address some of Wisconsin’s most pressing and complex health challenges. Our principles and practices are integrated with the time-honored concept of the Wisconsin Idea, recognizing the tremendous opportunity to bridge the knowledge and resources of the university with the expertise of communities to improve life within the state of Wisconsin and beyond. Our mission and work are strongly aligned with the SMPH mission to advance health through innovative research, outstanding education, and remarkable service to communities.

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 disproportionately affected populations.

Through the Community Impact Grant program, the Wisconsin Partnership Program’s Oversight and Advisory Committee (OAC) supports evidence-informed, community 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 sustainability and must be supported by evaluation.

Proposals must address health inequities and their root causes and be informed and implemented by those who are most affected by these inequities. Community partnerships strengthen our ability to successfully address and influence health and advance health equity.

Funding Scope and Duration
There are two grant award levels available. Each grant award level has a maximum award amount for up to three years. Level One is designed for small to medium sized organizations with annual expenses less than $500,000. An academic partner is not required for Level One, although an existing partnership or goal of academic partnership development during the grant period is preferred. Level Two is designed for larger organizations with annual expenses of $500,000 or more, and an academic partner is required.

There are no renewals allowed at the end of the initial award, however organizations may apply for a new award during the annual competitive application process of their final year.
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The OAC anticipates allocating up to 5 awards within each grant level during this grant cycle depending on the availability of funds. During the content review for both the Letter of Intent (LOI) and full application stages, reviewers will be assigned to a specific grant level to evaluate similar-sized organizations and award requests.

<table>
<thead>
<tr>
<th>Grant Level</th>
<th>Award Amount</th>
<th>Number of Awards</th>
<th>Duration</th>
<th>Academic Partner Required</th>
<th>Organization’s Annual Expenses</th>
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<tbody>
<tr>
<td>Level One</td>
<td>Up to $250,000</td>
<td>Up to 5</td>
<td>Up to 3 years</td>
<td>No, but preferred*</td>
<td>Under $500,000</td>
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<tr>
<td>Level Two</td>
<td>Up to $500,000</td>
<td>Up to 5</td>
<td>Up to 3 years</td>
<td>Yes</td>
<td>$500,000 or more</td>
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*For Level One, academic partners are optional, however organizations with established academic partnerships, or who propose the development of an academic partnership within their grant applications are preferred.

In addition to the funding provided through this grant, the Partnership Program offers a Learning Collaborative that all active teams within all levels 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.

**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 named employee from the Community Lead Organization must serve in a project-specific role and must commit at least 5 percent FTE directly to the project.

The Community Lead Organization must have the fiscal and administrative capacity to oversee and manage the project. For Level Two, the Community Lead Organization must have expenses exceeding $500,000 annually and is required to provide a copy of their audited financial statements issued less than 15 months prior to the Letter of Intent deadline. For Level One, Community Lead Organizations must have expenses less than $500,000 and are required to provide a copy of their audited, reviewed or compiled financial statements, or a Form 990, issued less than 15 months prior to the Letter of Intent deadline. Other forms of documentation, such as Excel spreadsheets, cannot be used to fulfill this requirement.

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 Lead Organizations with WPP grants active beyond June 30, 2024 are not eligible to apply. A Community Lead Organization is ineligible to apply if they have had a grant terminated by WPP in the past 48 months or have received a formal notice of suspension from WPP in the past 48 months.
Community-Academic Partnership

For **Level Two**, 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.

For **Level One**, academic partners are optional, however organizations with established academic partnerships, or who propose the development of an academic partnership within their grant applications are preferred. For this level of grant, there is no requirement regarding the eligibility or FTE contribution of an academic partner.

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

### Submission and Review Dates

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<tr>
<th></th>
<th>Level One</th>
<th>Level Two</th>
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<tr>
<td>Request for Partnerships released</td>
<td>March 27, 2023</td>
<td>March 27, 2023</td>
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<tr>
<td>Fluxx Registration deadline</td>
<td>April 27, 2023</td>
<td>May 24, 2023</td>
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<tr>
<td>Letters of Intent due</td>
<td>May 3, 2023</td>
<td>May 31, 2023</td>
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<tr>
<td>Letters of Intent reviewed</td>
<td>May-June 2023</td>
<td>June-July 2023</td>
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<tr>
<td>Invite full application</td>
<td>July 3, 2023</td>
<td>July 31, 2023</td>
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<td>Full applications due</td>
<td>August 3, 2023</td>
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<td>Full applications reviewed</td>
<td>August-September 2023</td>
<td>September-October 2023</td>
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<tr>
<td>Invite finalist video presentations</td>
<td>October 2, 2023</td>
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<td>Videos due to WPP</td>
<td>October 18, 2023</td>
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<td>Invite finalist presentations</td>
<td>N/A</td>
<td>October 26, 2023</td>
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<td>Presentation to OAC</td>
<td>N/A</td>
<td>November 28, 2023 (1-5 pm)</td>
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<td>OAC Decisions made</td>
<td>October 2023</td>
<td>December 2023</td>
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<tr>
<td>Notify finalists of award decisions</td>
<td>November 1, 2023</td>
<td>December 8, 2023</td>
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<td>Earliest start date</td>
<td>January 1, 2024</td>
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### Letter of Intent Guidelines

**Fluxx Registration Deadline:** April 27, 2023 at 11:59 pm (Level One) and May 24, 2023 at 11:59 pm (Level Two)

A Letter of Intent is required and is **due by 11:59 pm May 3, 2023 (Level One) and by 11:59 pm May 31, 2023 (Level Two).**

The Letter of Intent forms are available in Fluxx: [https://wpp.fluxx.io/](https://wpp.fluxx.io/).

**New Fluxx Users:** New users must register in Fluxx and start a Letter of Intent no later than 11:59 pm on April 27, 2023 (Level One) or May 24, 2023 (Level Two) by completing the “Community Organization
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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. Once logged in, click the green “Start Your Community Impact Grant LOI” button to start your Letter of Intent.

Email wpp@hslc.wisc.edu with questions regarding Fluxx. New Fluxx registrations submitted after this deadline will not be processed and the applicant will not have access to the Letter of Intent form.

Existing Fluxx Users: The Community Lead Organization must initially log-in to Fluxx and start a Letter of Intent no later than 11:59 pm on April 27, 2023 (Level One) or 11:59 pm on May 24, 2023 (Level Two). Once logged in, click the green “Start Your Community Impact Grant LOI” button to start your Letter of Intent.

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 two 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.
- **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.
- **Sustainability**: Describe your initiative’s goals for sharing information and building sustainability within your impacted population and/or community, as well as throughout the state of Wisconsin (if applicable).
- **Grant Activities and Timeline with Milestones**: Describe the major activities you propose under this grant along with the time frame for each activity and the anticipated outcomes.
- **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 (optional section for Level One grants)**: 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, 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 partner organizations engaged in this work (examples include health systems, government, private sector, local philanthropy, nonprofits, faith-based organizations) and how they will contribute to this initiative, if applicable.

**IRS Determination Letter**

Upload the IRS determination letter of tax-exempt status or other relevant documentation for the Community Lead Organization.
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Financial Statements
Level One - upload the Community Lead Organization’s audited, reviewed or compiled financial statements, or a Form 990, issued less than 15 months prior to the Letter of Intent deadline. A Form 990-N will not fulfill this requirement.

Level Two – upload the Community Lead Organization’s audited financial statements issued less than 15 months prior to the Letter of Intent deadline.

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.
- Illustrates an alignment with the goals of this funding program and addresses one or more social determinants of health.
- Provides specific grant activities and realistic project milestones to accomplish goals.
- Provides strong evidence that the proposal is driven by the perspectives and experiences of those most impacted by the health inequities in the community.
- Shows evidence of a strong community-academic partnership (Level Two only).
- Provides specific goals to demonstrate effective information sharing and pursuit of sustainability.

Full Application Guidelines
Only applicants invited by the OAC may submit a full application. The Community Lead Organization and Academic Partner(s) if applicable will receive a link to the full application in the invitation. Full applications are due by 11:59 pm August 3, 2023 (Level One) and by 11:59 pm August 31, 2023 (Level Two). 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) of health being addressed; the involvement of the impacted communities; the sustainability efforts to be undertaken; and the community-academic partnership to advance the proposed work, if applicable.

Narrative
The narrative, which is limited to five single-spaced pages as a PDF with one-inch margins and a minimum 11-point font, must include the following sections. Please list the five section headers in bold so that each section is easily identified in the narrative.
- Goals: Describe your initiative’s goals. Clearly identify the significance of the health equity issue(s) and any existing evidence or experience you are using to support your proposed approach. Identify how your approach has the potential to impact social determinants of health and
potentially transform approaches to address these issues in your community and beyond. Describe how you will disseminate information and work to ensure sustainable health impacts.

- **Community Voice**: 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.

- **Primary Activities and Timeline with Milestones**: List the goals of the initiative. For each goal, describe the activities and specific measurable milestones for each project year and the anticipated outcomes by the end of the project. The annual milestones will be used to assess progress toward the specific goals if selected for funding.

- **Reach, Evaluation and Learning**: 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 and when will you collect data (i.e. surveys, interviews, etc.)
    - What types of questions do you hope to answer through evaluation?
    - What kinds of data will you collect to answer these questions?
  - How will you show a quantifiable impact on human health?
  - How will you incorporate your participants’ feedback or voice for project improvement?

- **Organizational Capacity & Partnerships**:
  - **Community Lead Organization**: There are administrative and fiscal demands that oversight of a WPP grant imposes on an organization, such as compliance with non-supplanting, submission of financial and progress reports, collaboration with the WPP evaluator, submission of audited statements, etc. (for more information, please see WPP Terms and Conditions section on the last page). Describe the Community Lead Organization’s organizational capacity to manage administrative and fiscal responsibilities associated with this proposed initiative.
  - **Academic Partner (required for Level Two applications, optional for Level One)**: 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, describe why this work is important to both parties to move forward and what level of commitment the academic partner(s) will provide. If you are applying for a Level One grant and do not have an existing academic partner, please describe any efforts that will be taken during this grant period to develop an academic partnership.
  - **Partners**: Provide a bulleted list of the partner organizations engaged in this work and how they will contribute to the initiative.

**Letters of Commitment**

Letters of commitment are required from the Academic Partner(s) if applicable and from each of the Partners listed under “Organizational Capacity & Partnerships” in the full application narrative. These letters should show evidence of the collaboration and describe how they or their organizations will be involved in the initiative. The letters must be combined and 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 must 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 combined and uploaded as a single PDF. Do not submit more than 10 letters of support, however there is no page limit for letters of support. If letters of support are provided in a language other than English, please include the original letter of support as well as a translated version. Template-based letters are discouraged.

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

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.
- Grantmaking
- 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

Nonsupplanting Questionnaire
Complete the nonsupplanting questionnaire (form provided) by responding to the questions and providing explanations as necessary. See page 11 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 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.
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Full Application Review Criteria

Full applications will be reviewed based on the following criteria.

• **Goals and Potential Impact (60 points)**
  - The proposal provides a clear and convincing summary of the work and gives reviewers confidence that the organization and proposed approach can have a positive impact on health and health equity in Wisconsin. (20 points)
  - The proposal provides a specific list of goals, activities and measurable annual milestones that are well defined and appear achievable. (20 points)
  - The proposal considers sustainability of the work and future opportunities for scalability and reach. (20 points)

• **Community-Academic Partnership & Community Voice (30 points)**
  - The proposal provides evidence of a strong existing, emerging or potential community-academic partnership (Level Two only).
  - 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) if applicable. 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 6. De-identified reviewer comments will be shared with all Community Lead Organizations who have Letters of Intent reviewed during this process. Content reviewers will only review Letters of Intent within one grant level – there will be two subsets of reviewers to review all submissions.

**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 per the timeline on page 4 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 10. Each full application will be reviewed by three reviewers. Content reviewers will only review full applications within one grant level – there will be two subsets of reviewers to review all submissions. The review panel for each grant level will share their scores, comments and feedback amongst each other, allowing for diverse opinions to be heard. Each reviewer on the review panel will then provide a score to each application along with an overall assessment regarding feasibility of funding. This information will be shared with the OAC, along with the de-identified reviewer comments.

OAC review (Level One): OAC will receive the reviewer comments, ranking, and recommendation, and then vote on those to invite to the finalist stage.

Level One applicants will be informed October 2, 2023 if they have advanced to the finalist stage. Applicants will receive the de-identified reviewer comments. If they move to the finalist stage, they will be asked to prepare a pre-recorded 4 minute video presentation, with a high-level summary of their proposal and a response to the reviewer comments. Finalists may use PowerPoint slides or other visual images in this presentation. If preferred, a Zoom meeting may be scheduled with a WPP Program Officer prior to the application deadline to give this 4 minute presentation and recorded to share with the OAC. The presentation should be in English or have English transcription available.

Typically, two OAC members will be assigned to review each finalist application, along with the content reviewer scores and comments. There will be a discussion in which these two OAC members will share their thoughts with the full OAC. OAC members will independently rank the proposals based on the video presentation, the full application, the reviewer comments, and committee discussion. 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. Decisions made by the OAC are final and not subject to appeal.

OAC review (Level Two): OAC will receive the reviewer comments, ranking, and recommendation, and then vote on those to invite to the finalist stage.

Level Two applicants will be informed by October 26, 2023 on whether they are invited to make a live Zoom presentation to the OAC. Applicants will receive the de-identified reviewer comments. The finalist Level Two applicants selected by OAC will make presentations to the committee per the timeline on page 4. The presentations will take place on November 28, 2023 between 1 to 5 pm via Zoom. No exceptions to this date will be made.

Typically, two OAC members will be assigned to review each finalist application, along with the content reviewer scores and comments. There will be a discussion in which these two OAC members will share their thoughts with the full OAC. OAC members will independently rank the proposals based on the presentation, the full application, the reviewer comments, and committee discussion. 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. 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 Administrative Leadership Team. If a determination is made that supplanting has occurred or likely will occur, the SMPH Chief Financial Officer will be consulted and the Administrative Leadership
Team will take action in compliance with WPP’s nonsupplanting policy. The Administrative Leadership Team’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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<tr>
<th>General Inquiries:</th>
<th>Evaluation Inquiries:</th>
<th>Budget/Supplanting Inquiries:</th>
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<tbody>
<tr>
<td>Kattia Jimenez</td>
<td>Lindsay Barone</td>
<td>Jon Thomas</td>
</tr>
<tr>
<td>Program Officer</td>
<td>Evaluator</td>
<td>Finance Associate Director</td>
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<tr>
<td><a href="mailto:kjimenez@wisc.edu">kjimenez@wisc.edu</a></td>
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<td><a href="mailto:thomas38@wisc.edu">thomas38@wisc.edu</a></td>
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AND

Aimee Haese
Program Officer
alhaese@wisc.edu