



## Collective Impact Grant Program Request for Proposals

### Summary

- **Purpose** – Collective Impact grants are made to community coalitions working together to address major public health concerns
- **Amount** – Grants range from \$250,000 to \$1 million over three years (full awards will be made in one-third increments per each year of the project upon meeting annual performance benchmarks)
- **Matching** – Collective Impact grants require a minimum one-to-one match (may come from multiple sources; up to one-half may be in-kind)
- **Results** – Our grant process requires all applicants to outline measurable results as deliverables and commitment to achieving those results as part of the grant contract.
- **Applying** – Requests are made through a Letter of Intent form, submitted online at [SmartSimple | BCBSLA](#); if you need additional guidance on how to use Smart Simple, download the [quick tips guide](#).
- **Deadlines** – March 1, June 1, September 1, and December 1. If the 1<sup>st</sup> falls on a weekend or holiday, we will accept Letters of Intent through the deadline, but we will not be in the office to answer questions. In this case, we recommend submitting your Letter of Intent no later than 4:00pm CST on the last work day preceding the deadline.

### Purpose

The Blue Cross and Blue Shield of Louisiana Foundation is committed to improving the health and wellbeing of Louisianans. Serious health issues in Louisiana disproportionately impact the economic vitality, educational attainment and quality of life in the state and in communities.

Following the success of our first collective impact grant program – *Challenge for a Healthier Louisiana* – we know that grassroots coalitions are the key to making long-term changes in the trends of Louisiana’s overall health. That’s why we’re challenging communities across Louisiana to build effective teams to tackle their most pressing health problems.

Each community’s top health challenges are different, and Collective Impact grant proposals may cover a wide range of issues in healthcare. In some places, addressing obesity, heart disease or diabetes may be the most pressing need in community health.

In others, greater challenges may lie in mental health or disparities in access, quality or cost.

Collective Impact grants will help Louisiana communities reshape their environments to support healthy living and improve wellbeing for all.

## **Project Design**

The ideal Collective Impact grant project will identify a pressing issue in community health and tackle the root causes of that issue through changes in policies, norms, practices, social supports and the physical environment. Projects should have and incorporate:

- A comprehensive plan outlining the health need in the community, and a demonstrated link between that need and the proposed project
- Multiple collaborators who make up a coalition capable of achieving the project’s aims and sustaining the effort/ programs after the grant period
- A proposal based in research and best-practice models
- A research component looking at the short-, medium- and long-term effectiveness of the project
- An initial matching contribution as well as plans for sustaining the project after the grant period ends

We give preference to projects pursuing innovative ideas, as well as projects that reach new and diverse communities. The ideal project will naturally reflect and communicate the values and impact of our Foundation.

## **Application Components**

- **Letter of Intent** - We accept Letters of Intent forms on a quarterly basis. Letters of Intent should outline the project, its partners, a brief statement of need, indicators and outcomes for success, evaluation methods and how funds will be used.
- **Full Application** – Based on Letters of Intent, we will invite the most compelling applicants to complete a formal application. This formal application will provide a narrative outline of the project, target audience/geography, need, deliverables, evaluation method and use of funds and partners (if applicable).

## **Selection and Awards**

Submitting a Letter of Intent is only the first step. If a project is selected for consideration, we will ask applicants to submit a formal application online.

Submitting a full application is not a guarantee of funding. We cannot guarantee that we will invite every interested organization to submit a full organization. Funding is limited; we cannot fund every project even if it meets our criteria for success.

The maximum amount awarded per grant will be \$1 million over three years.

Blue Cross Foundation staff will evaluate full applications based on a number of criteria with assistance from a panel of experts. This information will be presented to the Foundation's Board of Directors. Funding for Collective Impact grants is at the sole discretion of the Blue Cross and Blue Shield of Louisiana Foundation's Board of Directors.

The ideal Collective Impact project is:

- Based on a clear challenge to a community's health
- Backed by theory or research
- Comprehensive and systemic, addressing root challenges of public health issues
- Properly staffed by an organization with capacity to complete the project, and backed by a community coalition substantial enough to achieve desired outcomes
- Scalable and, if successful, able to replicated in other places

If your organization receives a Collective Impact grant award, your grant contract will stipulate an annual report on progress/program with data.