Funding Opportunity: Amplifying Health Advocacy

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Agenda

FUNDING OPPORTUNITY: AMPLIFYING HEALTH ADVOCACY

- Introduction to the Colorado Health Foundation
- Our Approach to Policy Advocacy
- Funding Opportunity Overview
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  - Types of Advocacy We Seek to Support
  - Funding Criteria
- Comparison of Rapid Response Funding and the Amplifying Health Advocacy Funding Opportunity
- Frequently Asked Questions
- How to Apply
- Resources

The Colorado Health Foundation™
Who We Are

WHAT WE AIM TO ACHIEVE AND WHAT WE BELIEVE

Our Vision
That across Colorado each of us can say: “We have all we need to live healthy lives.”

Our Belief
That health is a basic human right.

Our Mission
To improve the health of Coloradans.

Our Rally Cry
Bringing health in reach for all Coloradans.

The Colorado Health Foundation™
How We Are Working to Achieve Health Equity

HAVING HEALTH EQUITY IS ABOUT HAVING ALL WE NEED TO LIVE HEALTHY LIVES.

We believe that health equity exists when there are no necessary, avoidable, unfair, unjust or systemically-caused differences in health status.
Cornerstones of How We Work

The following are cornerstones upon which our work is based, and that we expect in the work of our partners:

- We serve Coloradans who have low income and/or have historically had less power or privilege.
- We do everything with the intent of creating health equity.
- We are informed by the community and those we exist to serve.
Our Focus Areas

We are bringing health in reach for all Coloradans by strengthening bodies, minds and communities in the fight for health equity.
Focus Area: Champion Health Equity

*What are we doing in this area?* We support individuals and organizations as they develop and strengthen the skills necessary to advocate for and promote a more equitable health environment—one where public policies reflect our priorities and health is in reach for all Coloradans.

*What are our priorities?*

- Advocacy
- Capacity Building
Priority: Advocacy

Support a continuum of advocacy that advances policies reflecting Coloradans’ health priorities, so that Coloradans’ interests and priorities are front and center in shaping policy decisions that impact health.
How can advocacy create health equity?

The actions of local, state and federal governments have significant impact on whether or not health is in reach for Coloradans:

• Public sector spending
• Local, state and federal regulatory authority
• Bully pulpit and convening power

Advocacy has the power to shape what the public sector does with its influence and resources.
“Advocacy” has a Broad Definition

- Identify issues limiting health equity
- Determine whether policy change is an appropriate means to improve health equity
- Advocate for passage of policy changes through appropriate body
- Develop policy solutions to improve health equity
- Ensure policy is properly implemented and enforced
- Evaluate the new policy’s impact on health equity
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FUNDING OPPORTUNITY OVERVIEW

The Foundation will create a stronger and more interconnected ecosystem of advocates across the state who are proactively working to advance health equity in Colorado through policy change.

This funding opportunity will provide:

• Flexible general operating support
• Technical assistance
• Convenings and network building
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**Funding Overview**

Typical funding range: $50,000-$200,000 annually

Typical grant term: 2-3 years

**Grant Deadlines**

- Oct. 15, 2018
- June 15, 2019
- Oct. 15, 2019
- June 15, 2020

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The Foundation seeks to support efforts addressing the following priorities:

- Primary Care
- Children Move More
- Early Childhood Social-Emotional Development
- Teen/Young Adult Resiliency
- Adult Recovery
- Food Access and Security
- Affordable Housing
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**Types of Advocacy We Seek to Support**

**Across levels of government:**
- Local
- State
- Federal

**Across branches of government:**
- Legislative
- Executive
- Judicial branches
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Examples of types of advocacy tactics funding will support:

- Coalition building, management, facilitation
- Community organizing, base building and mobilization
- Issue education, framing and communications
- Media advocacy
- Policy and legal analysis
- Policymaker education and accountability
- Public education
- Regulatory advocacy
- Voter engagement
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Funding Criteria:

Organizations applying for funding must seek to align with the Foundation and address the following:

• Promote public policy solutions at the local, state and/or federal level related to one or more of the Foundation priorities listed on the previous slide or;

• Protect an existing local, state and/or federal policy related to one or more of the Foundation priorities listed on the previous slide.

• Improve or support implementation of an existing local, state or federal policy related to one or more of the priorities listed on the previous slide.

• Build political will to support policies around one or more of the priorities listed on the previous slide.
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**FUNDING CRITERIA:**

- **Foundation Alignment:** Aligns with and advances the Foundation’s cornerstones in service to our mission.

- **Advocacy Focus:** Focuses on advocacy related to public policies at the local, state and/or federal level. Activities that address individual behaviors or provide direct services will not receive consideration.

- **Community Support:** Reflects the interests of community members most impacted by health inequities; this should go beyond demonstrating support of the sponsoring organization or group and instead show authentic engagement of and/or with community members.

- **Impact:** Describes how the work will lead to the intended impact on public policy at the local, state and/or federal level related to the above priorities, as well as how activities undertaken will contribute to bringing health in reach for communities experiencing health inequities.

- **Right Group:** Reflect why your organization is the appropriate group to conduct the work, including expertise in the proposed approach, understanding of the issue, responsiveness to and connection with the community you are seeking to serve and trust from the community, other advocates and policymakers.

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Rapid Response Advocacy Funding

Comparison with Amplifying Health Advocacy Funding Opportunity

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<thead>
<tr>
<th></th>
<th>Rapid Response</th>
<th>Amplifying Health Advocacy Funding Opportunity</th>
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<tbody>
<tr>
<td>Applications accepted</td>
<td>At any time</td>
<td>On specific grant deadlines</td>
</tr>
<tr>
<td>Response to applications</td>
<td>Typically within 30 days</td>
<td>Typically within 4 months</td>
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<tr>
<td>Type of grant</td>
<td>Project grants for time-sensitive advocacy opportunities</td>
<td>General operating grants for longer-term advocacy efforts</td>
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<tr>
<td>Eligible activities</td>
<td>Activities permissible for 501(c)(3) organizations</td>
<td>Activities permissible for 501(c)(3) organizations</td>
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<tr>
<td>Length of grant</td>
<td>Up to 9 months</td>
<td>Up to 3 years</td>
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Frequently Asked Questions: Definitions

• How do you define “health equity”?

• How are we applying the Foundation’s cornerstones in this funding opportunity?

• What does “informed by the community” mean?
Frequently Asked Questions: Application and Review Process

• Does my organization have to advocate for all of the Foundation’s priority areas to be eligible to apply?

• How should I write a grant application for a general operating grant? What is a general operating grant?

• What are your review criteria? What are we looking for?

• Who will my application be assigned to?

• If I receive a grant, what activities will be required of me?

• If I apply for a grant through this funding opportunity, can I also apply for a rapid response grant?
Frequently Asked Questions: Legal Considerations

- What types of advocacy activities are 501(c)(3) organizations legally permitted to do?
- Can funds be used for lobbying? Will you fund organizations that lobby?
- Can funds be used for partisan political activities?
Resources

• Visit the Foundation website for a variety of resources from our Advocating for Impact Workshop Series, including our Ballot Measure Report:

  www.coloradohealth.org/advocating-impact

• Bolder Advocacy: https://www.bolderadvocacy.org
How to Apply: Online Application Form

WWW.COLORADOHEALTH.ORG

Benefits include:

• Minimizes use of paper
• Consistency of applications
How to Apply for Funding

Getting your program funded is a straightforward process. Review the step-by-step guide below:

- **Step 0: Get to Know the Colorado Health Foundation**
  There are a number of resources we recommend you review before starting an application, including a webinar, glossary and FAQ. Review these important resources now.

- **Step 1: Review Our Open Funding**
  Visit the Open Funding page to see which programs are currently open for funding consideration.

- **Step 2: Determine Eligibility**
  While each grant has a distinct set of eligibility requirements, it’s important to know that we have a set of general criteria for grantees, as well. Check your eligibility now.

- **Step 3: Submit Online Application**
  When you find a grant you want to apply for, the next step is to complete an online application. Access the online application from the open funding opportunity page.

- **Step 4: Receive a Decision**
  When we receive your application, it will be reviewed for completeness and eligibility. A program officer will be in touch to discuss your proposal or to ask questions. Learn more about the grant review process.

Questions about the grantmaking process? Contact us.
CONTACT US FOR MORE INFORMATION

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