Welcome to Healthcare Foundation of La Porte’s 2021 Grant Cycle 1 Tutorial. I am Maria Fruth, HFL’s President & CEO. It is our hope that this video will inform and facilitate your grant application.

As you know, HFL strives to improve grant processes every year and we thank you for your input. As in prior grant cycles, please feel free to contact us with any of your questions.

**KEY DATES:**

Please note some key dates for the 2021 Cycle 1 grants.

- On January 15, 2021, the grant portal opens.
- On January 29, if you are applying for a grant over 25,000, be aware that a Letter of Inquiry (LOI) must be submitted by that date via our grant portal.
- By February 5, all LOIs will receive communication from HFL informing them if their request qualifies for a grant proposal submission. The LOI helps to avoid an applicant spending time and effort on a proposal that does not fit HFL’s guidelines.
- On March 5, the grant portal will close at 11:59 pm.

To see the entire timeline of communication and funding, please check our website.

I would like to introduce Jessica Mace, our Program Officer. Jessica will walk you through the highlights of changes and improvements to our grant process and application.

**2021 CYCLE 1 GRANT HIGHLIGHTS:**

For 2021 Cycle 1 grants, we have several items we would like to highlight for applicants.

To begin, **HFL is accepting applications for Strategic Grants and Responsive Healthy La Porte Grants.** Strategic grants address our strategic focus areas of Healthy Children, Healthy Living, and Healthy Minds. Responsive Healthy La Porte Grants meet community health and wellness needs that fall outside of HFL’s strategic focus areas and demonstrate a connection to HFL’s mission and vision.

Second, please note that **we have updated the goals and indicators for our strategic focus areas.** Before applying for a grant, please review our 2021 Grants Overview page on our website. Here you can find the updated goals and indicators for Healthy Children, Healthy Living, and Healthy Minds.

Next, **we have streamlined the application forms.** We have two application forms. One is for grant requests up to $25,000. Use this form to apply for strategic grants and responsive Healthy La Porte grants of $25,000 and under. The second application form is for Grants over $25,000. We will look at this in more detail when we go to the Apply page in a moment.

We also would like to highlight the **Collaborate tool.** Collaborate is a new feature that makes it easier for applicants to work with coworkers or organizational partners to create, review, and submit their application forms.

Finally, the 2021 Cycle 1 application forms include some **new questions and instructions** to help you prepare your best grant application.
LET'S GET STARTED:

To apply for a grant, you will need to logon to HFL’s grant portal and go to the Apply Page. To access our Grant Portal, go to our website, and select Enter Grant Portal under Grants. If you are new to the grant portal and are not sure how to create an account or access the Apply page, we have tutorials available. You can see them here.
On the Apply page, you will see HFL’s current grant opportunities. As I mentioned earlier, we have two applications. The first one is for Grants Over $25,000 and the second one is for Grants UP TO $25,000.

Let’s begin with the Grants up to $25,000. You will use this application to apply for strategic and responsive Healthy La Porte grants of $25,000 and under. To begin your application, click on apply.

Collaborator Information. Here are links to tutorials on the collaborate feature. If you are going to use a collaborator, click yes and that will take you to a set of questions where you can enter your collaborator’s email address, name, and organization if different from your own. If you will not be using a collaborator, you click no.
Organizational Information. In this section, there are two questions.

- Note that the first question is asking about your mission. Here, please just enter your mission. As an example, for HFL, our mission is Empowering our residents to live healthy and well in and around La Porte. This is what I would enter in that space.

- The second question is where you can elaborate more and provide a brief organizational summary. For HFL, I might enter: Healthcare Foundation of La Porte (HFL) is a nonprofit, private, independent foundation located in La Porte, Indiana. HFL is dedicated to empowering our residents to live healthy and well in and around La Porte to become one of Indiana’s top 10 healthiest communities by 2030.

Project/Program Information section. Two things to note.

- **Project/Program Name:** Your project/program name is extremely important. It is how we identify your project/program in our system and in the community. If you are applying for one of your organization’s programs, use that name here. If this is a new project, please enter a simple project name. If you have received a grant from HFL before to support your project or program, please use the same name. For example, let us say I am applying for my organization’s Active Parents program. I applied last year and used our program name Active Parents. So, for this year, I am going to enter the same name: Active Parents. There is no need to create a new program name or otherwise try to differentiate the name from previous years.

- **Project Summary:** Your project summary is one of the most important elements of your application. This summary should be brief. With my example of Active Parents, here I could say: The Active Parents program supports parents to be physically active every day. This program increases participating parents’ physical activity through facilitating virtual support groups and providing fitness trackers. Active Parents participants will increase their average daily step count as part of developing an active lifestyle.

Community Impact. For Community Impact, you will need to select your strategic focus. Please review the goals and indicators for each of HFL’s strategic focus areas and select the area that aligns with your project/program. You can review them by clicking here, which takes you to HFL’s website. Select Healthy La Porte if your project/program falls outside of HFL’s strategic focus areas and contributes to achieving Healthy La Porte goals.

Going with the example of Active Parents, I previously reviewed HFL’s website and saw that my program contributes to impact in Healthy Living.
This brings me to the Healthy Living indicators. Two things to point out:

1) The importance of reviewing the indicators and understanding their definitions before selecting. You can go to our website or ten2030 to understand the definitions.
2) The importance of selecting no more than three indicators. Please select one to three indicators.

For my project, I am going to select Adults who are sedentary.

**Project/Program Description.** The next area I would like to point out is in the Project/Program Description section. These questions will all look familiar to those of you who have submitted applications in previous years. One change is with the Partnership and Collaboration question. Please note that you will detail any partners in your response to the Project/Program Activities and Timeline question. For each partner or collaborating organization, you will need to upload documentation of the partnership. This can be in the form of a Memorandum of Understanding or an email from the partner organization agreeing to the collaboration. Please combine all documentation in one file and upload.

**Project/Performance Measurement.** Please note that in this section, the instructions are here to help you. First note the two definitions:

- A Performance Measure is a measure of how well your project/program is working.
- A Target is the desired level of achievement for a Performance measure.

Also note that you can visit HFL’s website to access more information on Results-Based Accountability, which will help you complete this section of the application.
For number of people served:

- First you will enter the total number of people you plan to serve through your project or program. This number should be reported in the unit of measure that your organization uses to track results. So, if your organization tracks number of families, enter the number of families here. You will specify your unit of measure below.

- Next, we ask you to specify the number of people who are residents of the City of La Porte. Keep in mind that this number is included in the total you just entered. It is not in addition to the total. Again, if your organization uses a different unit of measure, that is OK. So if your organization uses number of families served, enter the number of families that reside in the City of La Porte that you plan to serve through your project/program.

For all other performance measures, you will be asked to enter your performance measures AND targets, separately. Let us take a look at what this looks like.

For Any Additional “How Much Did You Do?” performance measures, I am going to include:

- Number of virtual support group facilitators trained
- Number of fitness trackers distributed
Note that I am only including the performance measures, and I am placing each measure on its own line.

For the TARGET section, I will enter the number of facilitators I plan to train and the number of fitness trackers I plan to distribute. These are my targets. Here is what that looks like:

- 6 virtual support group facilitators trained
- 60 fitness trackers distributed

**"How Well Did You Do It?" Performance Measures**

List at least one performance measure you will use to track the quality of your efforts on this project.

- If you list more than one performance measure, list each one on a separate line and/or use dashes.
- Examples: measures of efficiency (cost per client), quality of delivery (percentage of staff with additional credentialing), or measures of satisfaction (percentage of clients who report they are satisfied with the program).

| quality of delivery (% of staff with additional training) |
| measures of steps from fitness trackers |

403 characters left of 500

**Target - "How Well Did You Do It?"**

For each "How Well Did You Do It?" performance measure you listed, specify a target.

- List each target on a separate line and/or use dashes.
- Examples: $20 program cost per client, 70% of program staff certified in trauma-informed care, 85% of clients report being satisfied with the program.

| 20% of facilitators trained |
| 5,000 steps per day per client |

442 characters left of 500

The process is similar for the other two categories of performance measures: “How Well Did You Do It?” and “Is Anyone Better Off?”
That summarizes the key highlights of the application for Grants Up To $25,000.

**APPLICATION FOR GRANTS OVER $25,000:**

Let us go back to the Apply page and look at the application for Grants Over $25,000.

The Apply page includes a summary of the grant opportunity. In this summary, you will see that the application process for grants over $25,000 requires a Letter of Inquiry (LOI) as a first step. The LOI is completed via our grant portal. Only LOI’s submitted through our grant portal will be considered. To prepare and submit a LOI, you will click on Apply. That brings you to the LOI form, which has two sections: Project/Program Information and Project/Program Abstract and Estimated Funding Request.
Once you submit your LOI, HFL will review and will respond within 3-5 days to notify you if you will be invited to submit a full application.
Thank you for watching this video tutorial on Key Information and Highlights for HFL’s 2021 Cycle 1 Grant Applications. Remember that we are here to help you. If you have questions or need assistance, please contact us. You can email us with your questions or to set up a time to talk. You can also call us.

We look forward to receiving your 2021 grant application.