

The background features two stylized human figures in shades of blue. The figures are composed of solid blue shapes: two circles for heads and two large, rounded shapes for bodies. The figures are positioned on the left side of the slide, with their heads near the top and their bodies extending towards the bottom.

Policy & Advocacy

Grantseeker Information Session
June 16, 2020

Welcome



Nora Moreno Cargie

- President, Tufts Health Plan Foundation
- Vice President, Corporate Citizenship, Tufts Health Plan



Phillip González

- Senior Program Officer



Kimberly Blakemore

- Program Officer



Alrie McNiff Daniels

- Senior Communications Officer

Agenda

- Foundation Overview
- Context for Our Work
- Current Funding Opportunity
 - Policy & Advocacy
 - How to apply
- Questions and Answers
- Appendix
 - Elements of the full proposal, including resources
 - How we work with grantees

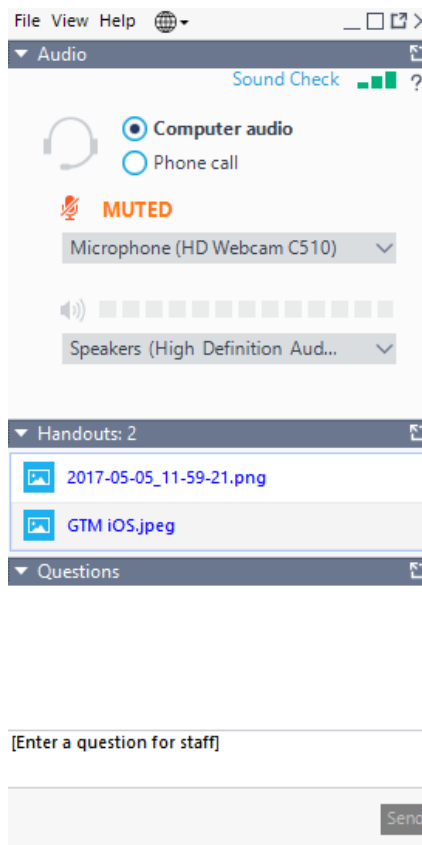
Housekeeping

- Webinar is being recorded
- Handouts section
 - Slide deck
 - Instructions on how to apply
 - Copy of the Letter of Intent (LOI)
- Technical difficulties
 - Toll-free: (877) 582-7011
 - Long-distance: (805) 617-7370
- Feedback
 - Brief survey

We Welcome Your Questions

Questions will be addressed at the end during Q&A

- All lines are muted
- Submit questions any time by typing in the question box in the right-hand panel



The screenshot shows a software interface with three main sections:

- Audio:** Includes a "Sound Check" indicator, radio buttons for "Computer audio" (selected) and "Phone call", a "MUTED" status with a microphone icon, a dropdown menu for "Microphone (HD Webcam C510)", and a volume slider. Below the slider is another dropdown menu for "Speakers (High Definition Aud...)".
- Handouts: 2:** A list of two files: "2017-05-05_11-59-21.png" and "GTM iOS.jpeg".
- Questions:** A text input field with the placeholder "[Enter a question for staff]" and a "Send" button.

Two yellow arrows point from the left towards the interface:

- The top arrow is labeled "Handouts" and points to the "Handouts" section.
- The bottom arrow is labeled "Questions" and points to the "Questions" section.

Tell Us About Yourself

Poll Questions

Has Covid-19 impacted the policy and/or advocacy priorities of your organization?

- A. Yes
- B. No
- C. Not sure

What interests you most about today's session:

- A. Foundation overview
- B. Nuts-and-bolts of how to apply
- C. Examples of recent grantees
- D. Q&A

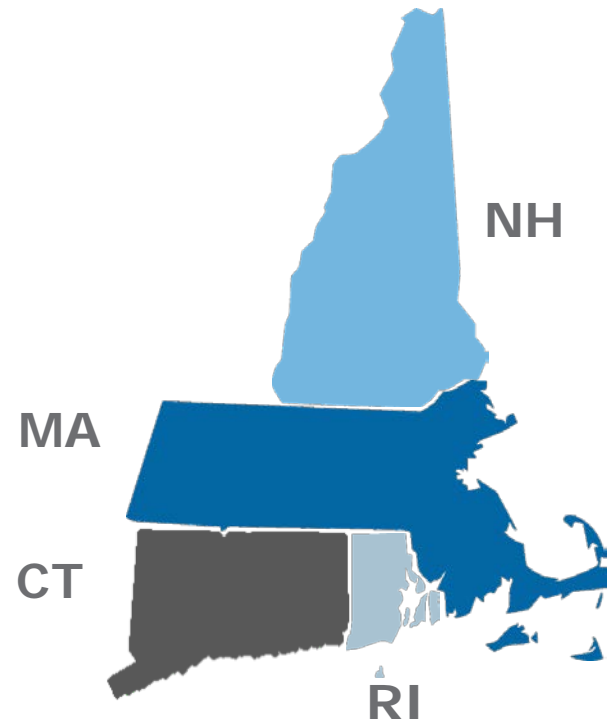
Overview – Why We Do What We Do

Mission:

- Improve the health and wellness of the diverse communities we serve.

Vision:

- Honor and support communities working to be great places to grow up and grow old.



Context for Our Work: Today's Environment

COVID-19 and Social Justice

- How we've responded:
 - Flexibility to current grantees, including shifting use of funds to address immediate priorities, accelerating \$1.5M in payments, and suspending grant reporting
 - Allocated an additional \$1M to organizations across the four states we serve dedicated solely to pandemic responses
 - Commitment to keep at the heart of our work equity, inclusion, and what matters to community

Policy & Advocacy

- Essential to creating change in community
- Older adult voice needs to be heard more than ever

Today's Environment: Words Matter

Find an urgency / efficacy balance

- All urgency → fatalism, disengagement
- All efficacy → message rejection, lack of motivation
- *Balance* → *perceived agency, engagement, action*



Think carefully about how to position groups

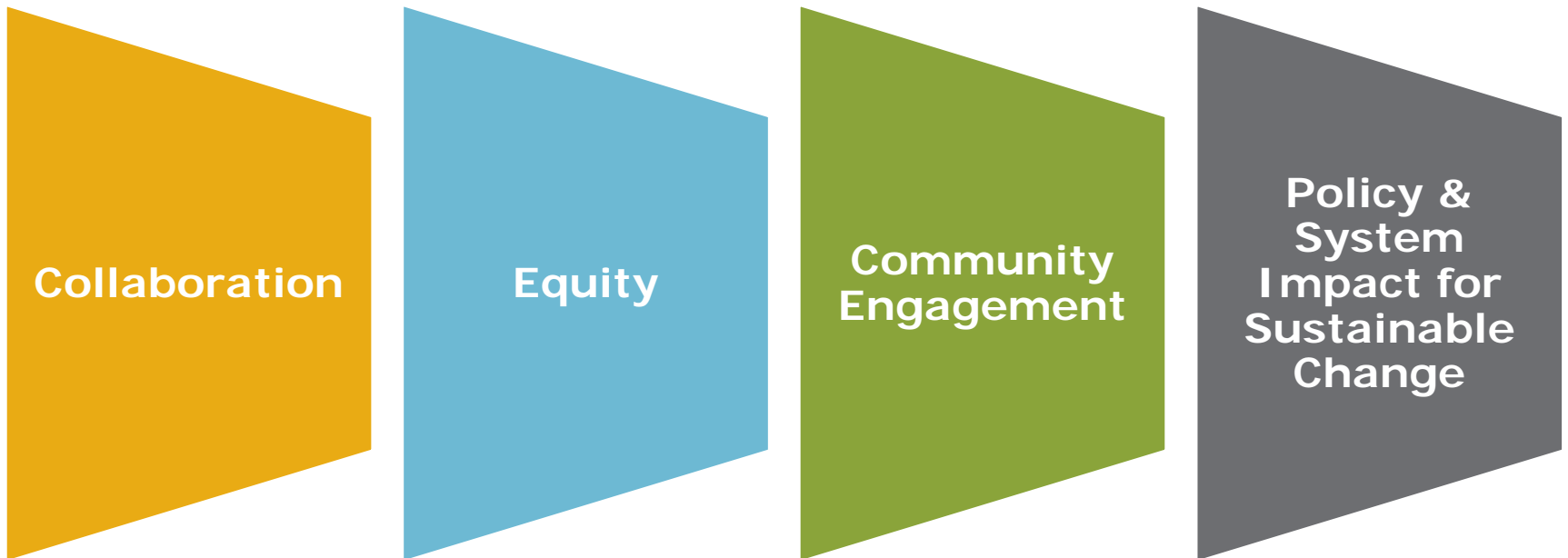
- "Vulnerable" → otherizes, reinforces stereotypes
- *Interconnection as strength*

Disparities in impact of virus

- Talk about why they exist
- Avoid individual stories (people make assumptions)
- *Systemic stories about why*

Our Guiding Principles

As a community investor, we promote core principles that are essential to healthy communities:



These inform our work as an Advocate, Catalyst and Convener.

Policy and Advocacy

Efforts should:

- Impact healthy aging
- Be inclusive (i.e., engage older people)
- Increase equity, especially for communities of color
- Be collaborative

Advocacy

- Focused on generating policy or system-level change
- Purposeful and intentional activities that educate and inform decision-makers

Organizing activities

- Older people are important assets to community – how is their voice being elevated and heard?
- Promoting policies that lead to age-friendly communities

Recent Grantees

MLRI

Massachusetts Law Reform Institute (Boston, Mass.)

- Older Adult Nutrition Access Project
- 1-year grant for \$60,000



Massachusetts Senior Action Council (Quincy, Mass.)

- Senior Power Up for Health and Economic Security
- 3-year grant for \$240,000



New Hampshire Legal Assistance (Concord, N.H.)

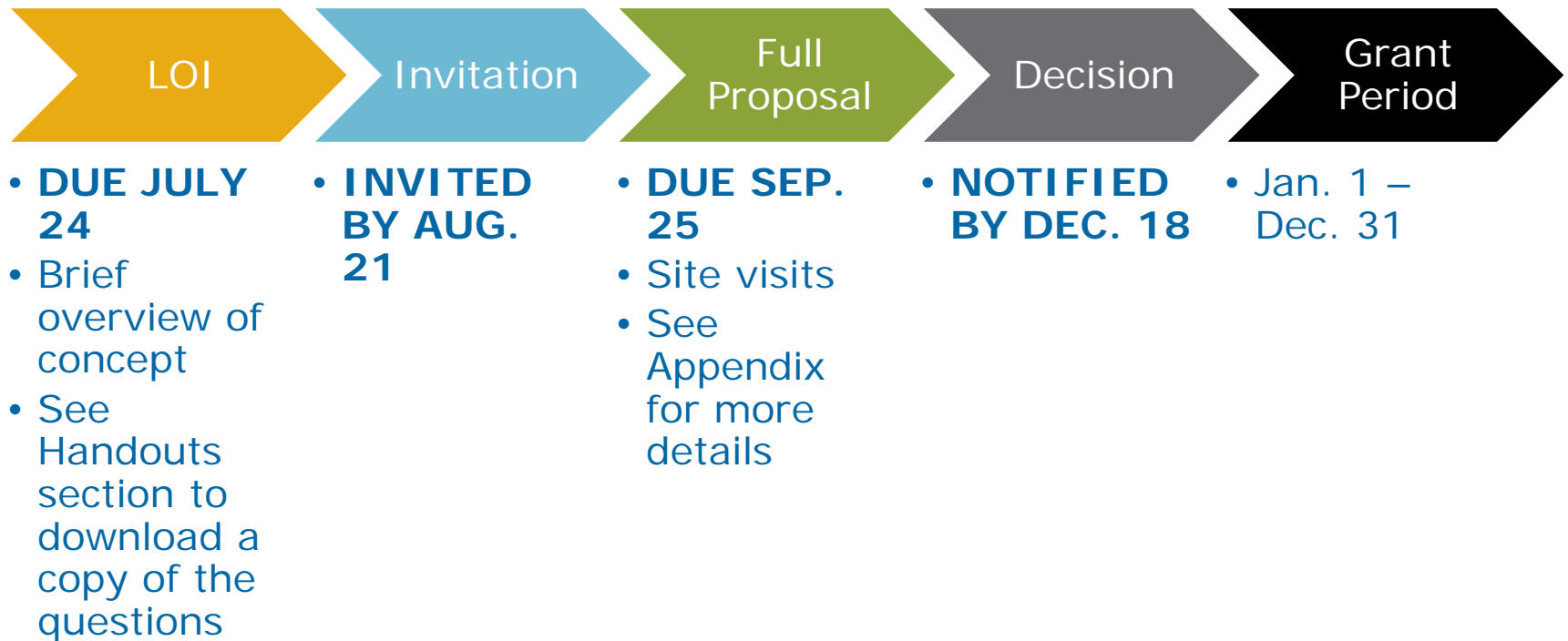
- New Hampshire Alliance for Healthy Aging Advocacy Initiative
- 3-year grant for \$180,000

Call Us!

- Schedule time with us to discuss your project idea ahead of the submission deadline



Process and Timing



How to Apply

Link to CyberGrants on our Website under the Grant Applications section



Can also click 'Apply Here' at the top of every page

How to Apply

The Tufts Health Plan Foundation invests in communities through grants to nonprofit organizations whose work considers healthy living with a focus on healthy aging. Ideas must demonstrate evidence-based or evidence-informed practice or have potential and measurable impact that benefits older adults through Systems and Best Practices, and Policy and Advocacy.

- Grant Applications
 - How to Apply
 - Where and How We Fund
 - Due Dates
 - Grant History



First time user? [Create your password](#)

Please Log In

* indicates required field

* E-mail Address:

* Password:

Click here to register if you're new to CyberGrants

[Forgot your password?](#)

Please note that you must have cookies and JavaScript enabled on your browser in order to successfully log in.

[Need Support?](#)



Grant Programs

Systems & Best Practices

Collaboration &
Community Engagement

Policy & Advocacy

Momentum Fund

The background features two stylized human figures in a light blue color. Each figure consists of a circular head and a thick, rounded, curved body. The figures are positioned on the left side of the slide, with the right figure partially overlapping the left one.

Questions & Answers

Submit Your Questions

Please type your questions into the chat box on the side bar.



The screenshot displays a software interface with three main sections:

- Audio:** Includes a 'Sound Check' indicator with three green bars and a question mark. Below it are radio buttons for 'Computer audio' (selected) and 'Phone call'. A microphone icon is followed by the text 'MUTED'. A dropdown menu shows 'Microphone (HD Webcam C510)'. A speaker icon is followed by a volume level indicator (a row of 10 squares) and a dropdown menu showing 'Speakers (High Definition Aud...)'.
- Handouts: 2:** A list of two items: '2017-05-05_11-59-21.png' and 'GTM iOS.jpeg', each with a small image icon.
- Questions:** A text input field containing the placeholder text '[Enter a question for staff]'. Below the input field is a 'Send' button.

FAQs

- Do we fund multi-year grants?
- What is the funding level range?
- Can an organization apply in more than one focus area / funding cycle?
- If an organization is currently receiving a grant, can it apply in this cycle?
- Can an organization apply for continued funding of a current project?

Contact Information

Tufts Health Plan Foundation

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www.tuftshealthplanfoundation.org

The background features two stylized human figures in a medium blue color. Each figure consists of a circular head and a rounded, open-bottom torso. The figures are positioned on the left side of the frame, with the right figure being slightly larger and more prominent.

THANK YOU!

The background features two stylized human figures in a light blue color. Each figure consists of a circular head and a thick, curved, rounded body. The figures are positioned on the left side of the page, with the right figure being slightly taller and more prominent.

Appendix

Elements of a Full Proposal

Full Proposal

- Program/project summary AND details
- Action steps and timeline
- Objectives
- Program/project budget – detailed breakdown using the Foundation’s template (see next slide)
- Org. operating budget, audited financials, 990
- Logic model
- Site visit
- Letter(s) of support – not required

Budget Template

Budget Template				
Organization:				
Project/Program Title:				
<i>Budget</i>		<i>Resources</i>		
<u>Item</u>	<u>Program/Project Budget</u>	<u>Portion of Budget Allocated to THPF</u>	<u>Source</u>	
Salaries and Wages			THP Foundation Request	50
Employee 1				
Employee 2				
TBD students				
Other Personnel Costs				
Travel				
Equipment				
Supplies				
Professional Development & Training				
Stipends				
Printing & Copying				
Other (specify): Events				
Subtotal				
<i>Indirect costs - ENTER %</i>				
Total Costs	50		Total Resources	50
Total THPF Request		50		
Notes & Comments:				

Logic Models

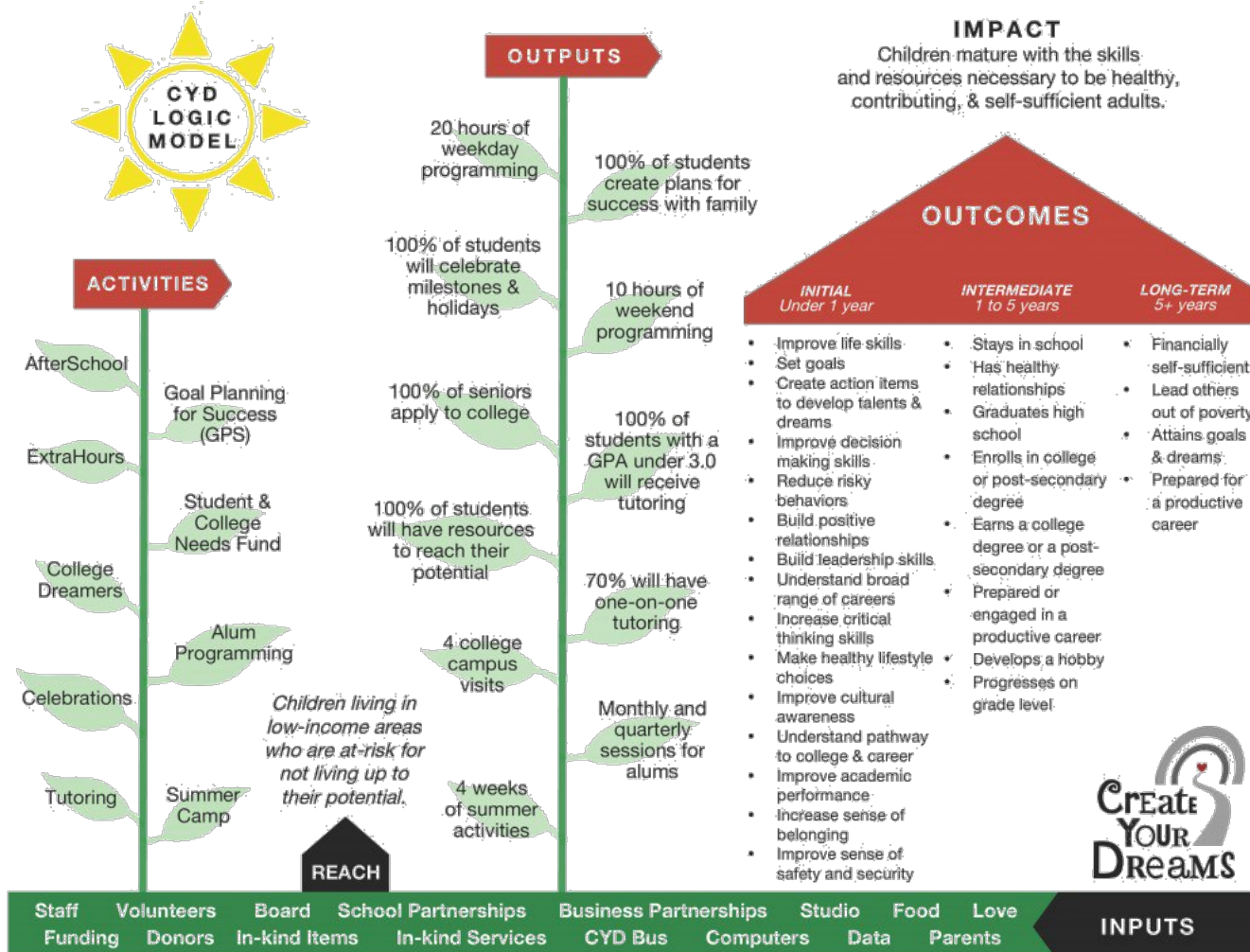
- A detailed visual representation of a project/program
- Communicates how a project/program works by showing the relationships between:
 - Inputs (resources)
 - Activities
 - Outputs
 - Outcomes
- Can take various forms, depending on what makes sense for the project/program

Logic Model Example 1

INPUTS	ACTIVITIES	OUTPUTS	Outcomes		
			Short-Term	Medium-Term	Long-Term
What we invest	What we do	Direct products from program activities	Changes in knowledge, skills, attitudes, opinions	Changes in behavior or action that result from participants' new knowledge	Meaningful changes, often in their condition or status in life
Funding Staff 200 AmeriCorps members 200 non-AmeriCorps volunteers Member Training Research	Make trails accessible for people with physical disabilities Conduct habitat development projects Conduct invasive species removal	Installed ramps and hand rails on X miles of trail. Planted native trees and other native species on X sites. Removed invasive plant species on X sites	Increase in trail access by individuals with physical disabilities Increase in food and clean water supply for native wildlife Increase in available shelter for native wildlife	Increase in trail use and enjoyment of public lands by people with physical disabilities Increase in native wildlife population sizes Increase in biodiversity	Enhancement and conservation of healthy, productive, sustainable ecosystems for the benefit of wildlife

Source: Corporation for National & Community Service

Logic Model Example 2



Logic Model Resources

How to Develop a Program Logic Model – Corporation for National Community Service

- <https://www.nationalservice.gov/sites/default/files/upload/OpAC%20Logic%20Model%20draft%20in%20progress.pdf>

Logic Model Workbook – Innovation Network

- <http://datainnovationproject.org/wp-content/uploads/2017/10/DIP-Logic-Model-Theory-of-Change-Worksheet.pdf>

Partnering with Grantees

Regular exchange of information

- Grantee reporting at regular intervals
- Direct interaction through site visits
- Let us know about successes, challenges or changes to the work/budget

More than just grant funding

- Network with other organizations
- Learn about related national, state and local efforts

Promote your work

- Share your work with multiple audiences
- Visibility for your organization, expertise and insights