



2011 Funding Programs

LEVERAGING MOMENTUM

This brochure outlines the primary funding programs MFH is offering in 2011. Be sure to visit the MFH website, www.mffh.org, to receive updates and consult with staff for details on applying for grants.

Friends:

Missouri Foundation for Health (MFH) is entering its 10th year of support to improve the health and well-being of the citizens of Missouri. Since the first grant to Lutheran Senior Services of St. Louis in September 2002, MFH has provided more than \$400 million in grants and contracts across its service region. These funds have made it possible for community organizations to attack major health problems affecting residents, secure real improvement in their health situations, and leverage MFH dollars to gain additional funding from other sources.

Although grantmaking in high-need areas remains the core of MFH's efforts to improve health, the Foundation has worked effectively at the local, state and national levels to develop innovative approaches resulting in significant impact for Missouri communities and organizations. Early on, our Board of Directors concluded that grants for services were just one method of filling gaps in programs for the uninsured, underinsured and underserved. Thus MFH has developed a strong policy focus, working with elected officials, community advocates and the general public to identify and implement policies that can have long-range impacts on the health of all Missourians.

Another MFH effort rarely seen in the foundation world is the Basic Support grant program, which provides valuable operating funds to assist organizations in maintaining their existing programs in the community. Other innovative efforts by MFH are the result of partnerships and collaborations, including a long-standing relationship with Nonprofit Services Center (NSC). MFH supports NSC's training and consultation programs that help organizations improve their staffs, boards and overall sustainability – a small investment that can pay long-range dividends.

While remaining true to the core of its grantmaking program efforts to address major health problems, MFH also is offering two additional innovative opportunities in 2011. MFH has launched its Strategic Innovation for Missouri (SIM) program, which is co-funded through a federal grant from the Corporation for National and Community Service. SIM links federal, MFH and community funds in grants that will mobilize Missouri communities to deal with two of the state's most pressing problems – obesity and tobacco use. The second new opportunity is called MoCAP, and is designed to help Missouri organizations secure federal funding for prevention and public health programs authorized under the Affordable Care Act. MFH will help organizations in preparing to develop the strongest possible responses to federal requests for proposals.

These new efforts by MFH have the potential to help organizations continue to leverage current funding, and increase the total pool of federal dollars brought into Missouri – and that's good news as we work together to deal with our state's myriad health problems.



James R. Kimmey, MD, MPH
President and Chief Executive Officer
Missouri Foundation for Health

MoCAP

Historically speaking, Missouri organizations have been less than successful in capturing their reasonable share of available federal funding. Through the Affordable Care Act (ACA), the federal government has an unprecedented amount of money targeted toward public health and prevention programs.

To help channel some of this funding into Missouri, MFH approved the new MoCAP program in mid-2010. The program's goal is to work with Missouri organizations that are qualified and ready to seek federal funding, and provide technical assistance to increase their chances of capturing federal dollars to fund health and disease prevention programs. MoCAP assistance to organizations will vary depending on need and available MFH resources.

In 2011, MoCAP will focus on:

- Providing an ever-expanding web-based repository of federal grant application tips and tools.
- Monitoring federal funding opportunities and communicating with eligible organizations as appropriate.
- Providing technical assistance and consulting to organizations and collaborations preparing federal funding proposal submissions.

CAPACITY BUILDING

Capacity building is the development of an organization's core skills and capabilities. These include leadership, management, finance, fund raising, programs and evaluation to build an organization's effectiveness and sustainability.

Through a partnership with Nonprofit Services Center (NSC), Missouri nonprofits can take advantage of a broad range of MFH-supported programs and services to identify and address issues and gain the insights, knowledge, and experience needed to solve problems, implement change and fulfill mission. Capacity building is facilitated through coaching, training, specific technical assistance, and resource networking.

In 2011, NSC offers:

- Capacity Building grant program (two cycles per year; \$20,000 maximum per year).
- Workshops and seminars on key topics (grant writing, fund development, board development, communications, human resources, program evaluation).
- Consultative services directed at planning and management issues.
- Leadership development program (Executive Directors' Roundtables, Academy of Women Executive Directors Serving Underserved Communities, Academy for Women Executive Directors of Color, executive coaching, and board governance).



SOCIAL INNOVATION FOR MISSOURI

Social Innovation for Missouri (SIM) is a new MFH grant program supported by funding from the federal government's Social Innovation Fund (SIF). SIM seeks to integrate community-based efforts to reduce tobacco use and obesity. It incorporates best practices developed under MFH's Healthy & Active Communities and Tobacco Prevention & Cessation initiatives. Funds can be distributed across Missouri, not just in the MFH service region.

Measurable goals of SIM include:

- Increasing healthy policy changes in targeted communities.
- Increasing access to physical activity options and healthier food choices.
- Decreasing smoking rates and exposure to indoor tobacco smoke.

In 2011, SIM funding will support communities' efforts to expand physical activity options, encourage healthier food choices, and reduce overall tobacco use. Special emphasis will be placed on helping low-income communities.

HEALTHY & ACTIVE COMMUNITIES

The Healthy & Active Communities (H&AC) funding initiative is committed to a sustained impact on healthy eating and active living in Missouri communities.

This is accomplished through:

- Grantmaking to support environmental changes such as walking trails and community gardens; advocacy for local policy change in schools, workplaces and the community; and programming that encourages healthier lifestyle choices.
- Capacity-building opportunities that encourage program sustainability.
- Collaborative development through the Missouri Convergence Project and statewide partnerships.
- Technical assistance to identify promising programs that can be replicated and disseminated to target audiences.

In 2011, funding will again focus on the Building Community Interventions on Promising Strategies program. Successful applicants will offer projects that use evidence-based strategies to develop environmental and policy change interventions that prevent and reduce obesity.

In 2011, H&AC also will be working in concert with MFH's Tobacco Prevention & Cessation Initiative to offer additional funding opportunities through MFH's newest funding program, Social Innovation for Missouri (SIM).

TOBACCO PREVENTION AND CESSATION

Tobacco use is a serious health problem in Missouri, and contributes to nearly 10,000 deaths a year. In 2004, through its Tobacco Prevention & Cessation Initiative (TPCI), MFH committed \$40 million over a nine-year period to reduce tobacco use among Missourians.

In 2011, TPCI funding will focus on:

- Community Grants (two cycles). This program provides funding to evidence-based, best-practice projects in communities served by MFH. Community grants can focus on cessation services or engaging youth in advocacy.
- Support for Local Policy Change. This program provides qualified organizations with resources to strengthen and develop local coalitions; implement or defend tobacco control policies in communities; address system change related to tobacco policy; and support activities to advance tobacco policy change. This program has an open deadline, which enables organizations to apply as they are ready to address policies in their communities.

Cycle 1 of the Community Grants program opens in October 2010.

In 2011, TPCI also will be working in concert with MFH's Healthy & Active Communities initiative to offer additional funding opportunities through MFH's newest funding program, Social Innovation for Missouri (SIM).

BASIC SUPPORT

Many organizations need support for existing costs to continue providing health services central to their missions.

The Basic Support program is designed to support organizations whose primary purpose is providing established health programs to the uninsured, underinsured and underserved in the MFH service region. Basic Support funds existing expenses for salaries, benefits, equipment and supplies.

Special Eligibility Criteria:

- Applicant must have 501(c)(3) tax status. (Government agencies cannot apply for Basic Support, but are eligible to apply for other MFH funding.)
- At least two thirds of an applicant's annual expenses must be spent on health programs.
- Applicant's annual expenses must be \$10 million or less.
- Funding is open to applicants that do not have an existing Basic Support or General Support for Advocacy grant at the time of the application deadline.

GENERAL SUPPORT FOR ADVOCACY

MFH's Health Policy area works to improve the health of MFH's target population by supporting positive health system change. General Support for Advocacy (GSA) grants are for tax-exempt nonprofits involved in health-related public policy advocacy work on behalf of Missouri's uninsured, underinsured, and underserved. These unrestricted funds provide financial flexibility to address newly emerging health policy issues in a timely way, and are not earmarked for a specific project or activity.

Special Eligibility Criteria:

- Applicant must have 501(c)(3) tax status.
- Applicant cannot have an open Basic Support grant at the time of GSA application.
- Funds cannot be used for lobbying activities except those permitted by IRS regulations governing tax-exempt organizations.

ADVOCACY CAPACITY BUILDING

MFH builds the capacity of Missouri nonprofits to provide a voice for vulnerable populations in the policymaking process through workshops, experiential learning opportunities, and individualized technical assistance. Training opportunities include workshops detailing regulation covering lobbying activities, engagement in health advocacy from a faith perspective, effective communication of health advocacy messages, and the development of a simulated public health advocacy campaign.

For information about these training opportunities, call MFH's Health Policy staff at 314.345.5573.



HEALTH CARE WORKFORCE DEVELOPMENT

MFH established the Health Care Workforce Development program in 2008 to find solutions that will lead to improved access to primary care services and reduce health disparities. This program supports a strong, accessible and sustainable health care workforce in Missouri.

In 2011, grantmaking focuses on nurses, mid-level primary care providers, and youth. Successful applicants will demonstrate the ability to diversify the workforce and focus on underserved rural and urban populations through projects in these areas:

- Advancing Nurse & Mid-Level Practice in Missouri (ANML):
 - Attract practicing nurses to faculty roles.
 - Use expert clinicians to increase the pool of on-site faculty.
 - Use clinical simulation technology.
 - Provide student retention programs to increase graduation rates.
- Encouraging Pursuit of Careers in Health Care (EPOCH):
 - Create health career awareness in middle and high school settings.
 - Improve math and science courses to provide strong foundations.
 - Offer health career-track programs in high schools.

HEALTH LITERACY

More than half of U.S. residents struggle to understand health-related information. MFH's Health Literacy funding program supports efforts to improve Missourians' health literacy; provide health literacy education for health professionals; and enhance communication between consumers and care providers.

Out of the MFH funding efforts, Health Literacy Missouri (HLM) was established in 2010 as a separate nonprofit. HLM advocates for health literacy issues at the state and national level, and connects health literacy organizations and coalitions nationwide, providing resources and information to raise the awareness of health literacy at all levels. More information can be found at www.healthliteracymissouri.org.

In 2011, MFH anticipates funding one cycle of health literacy grants. Funding will be available to existing demonstration project grantees for expansion and project replication.

MENTAL HEALTH AND SUBSTANCE ABUSE

MFH's Mental Health and Substance Abuse (MHSA) funding program supports prevention and treatment programs for people with mental health needs, including substance abuse disorders. MFH places high priority on funding organizations that work together to address these issues. Past MHSA grant funding addressed youth suicide and substance abuse prevention; integrated treatment services for children and adults with co-occurring disorders; community assessments; and increased access to behavioral health services for older adults using senior centers.

For 2011, grant funding will focus on:

- Increasing access to behavioral health treatment services for older adults.
- Supporting the quality improvement activities of organizations previously funded through MFH's Co-Occurring Disorders grant program.

WOMEN'S HEALTH

This program targets many unmet needs for health prevention and treatment among Missouri women. In the first three years of Women's Health funding, grants have focused on decreasing the incidence and impact of violence against women. Overall goals of funded projects have included increasing the knowledge and awareness of violence against women in our communities; preventing sexual and domestic violence; and increasing access to services for victims of sexual and domestic violence. MFH has partnered with more than 50 organizations to narrow the gap in access to needed services for women.

Funding in 2011 will enhance and expand intervention services for victims of sexual violence.

PATIENT-CENTERED MEDICAL HOME

In 2011, MFH launches its Patient-Centered Medical Home (PCMH) initiative to promote partnerships among patients and their personal physicians. "Medical home" describes a system of care where a primary care physician works with patients, families, and other health care professionals to identify and access needed medical and nonmedical services. This approach focuses on preventive care, management of chronic illnesses, and reduction of the need for costlier care, such as emergency room visits and hospitalizations.

In 2011, MFH will convene interested stakeholders, including physicians and patients, to explore the essential facets of developing a comprehensive PCMH model in Missouri. MFH also will train medical providers throughout the state to transform their practices into patient-centered medical homes.

CHRONIC CARE

MFH's Chronic Care funding program addresses social determinants of health as critical elements of chronic disease management. Social determinants include physical and social environments, and individual behaviors. The Chronic Care Model shows that community resources and policies are as important as health care systems in implementing patient care.

In 2011, MFH's Advancing Chronic Care through Excellence in Systems and Support (ACCESS) program will facilitate organizational change and support sustainability, dissemination and promising practices. Key goals include:

- Improving sustainable systems of chronic illness care.
- Improving patient support for chronic disease self-management.
- Demonstrating positive clinical, behavioral and organizational outcomes.

Key strategies to fulfill ACCESS goals are:

- Creating or expanding multidisciplinary teams to address all key functions of chronic care management.
- Facilitating integration of chronic care management into the organization's usual system of care.
- Using promising or best practices in chronic care management for patients with multiple chronic conditions.
- Employing a quality improvement process that ensures changes are based on data.
- Engaging patients, families, providers and other stakeholders in the coordination and delivery of quality health care.
- Implementing strategies to ensure that patient care teams have the skills and resources to provide care and education appropriate to patients' culture, language and literacy levels.

In 2011, ACCESS grants are available only to organizations that previously received funding through MFH's Better Self-Management of Diabetes program and have not received an ACCESS grant in 2010.

APPLICATION PROCESS AND FUNDING DECISIONS

Each funding program has unique application deadlines and forms. Visit the MFH website, www.mffh.org, for a complete description of all funding programs and more information on the application process.

Interested parties can attend a pre-application conference at MFH to become familiar with the application process and program-specific requirements. Pre-application conferences are held several times throughout the year, and correspond with open grant cycles.

Each program team is led by an MFH staff member who can provide specific information on grant programs and deadlines. Contact MFH at 314.345.5500, toll-free at 800.655.5560 or info@mffh.org to be connected to the specific staff person.

Once received at MFH, applications go through this formal review and decision-making process:

- Review by MFH staff and/or external experts.
- Review by full program team.
- Presentation to MFH's Programs & Grants Committee or Health Policy Committee.
- Committee recommendation to Board of Directors.
- Funding decision by board.
- Applicant notification of funding decision.

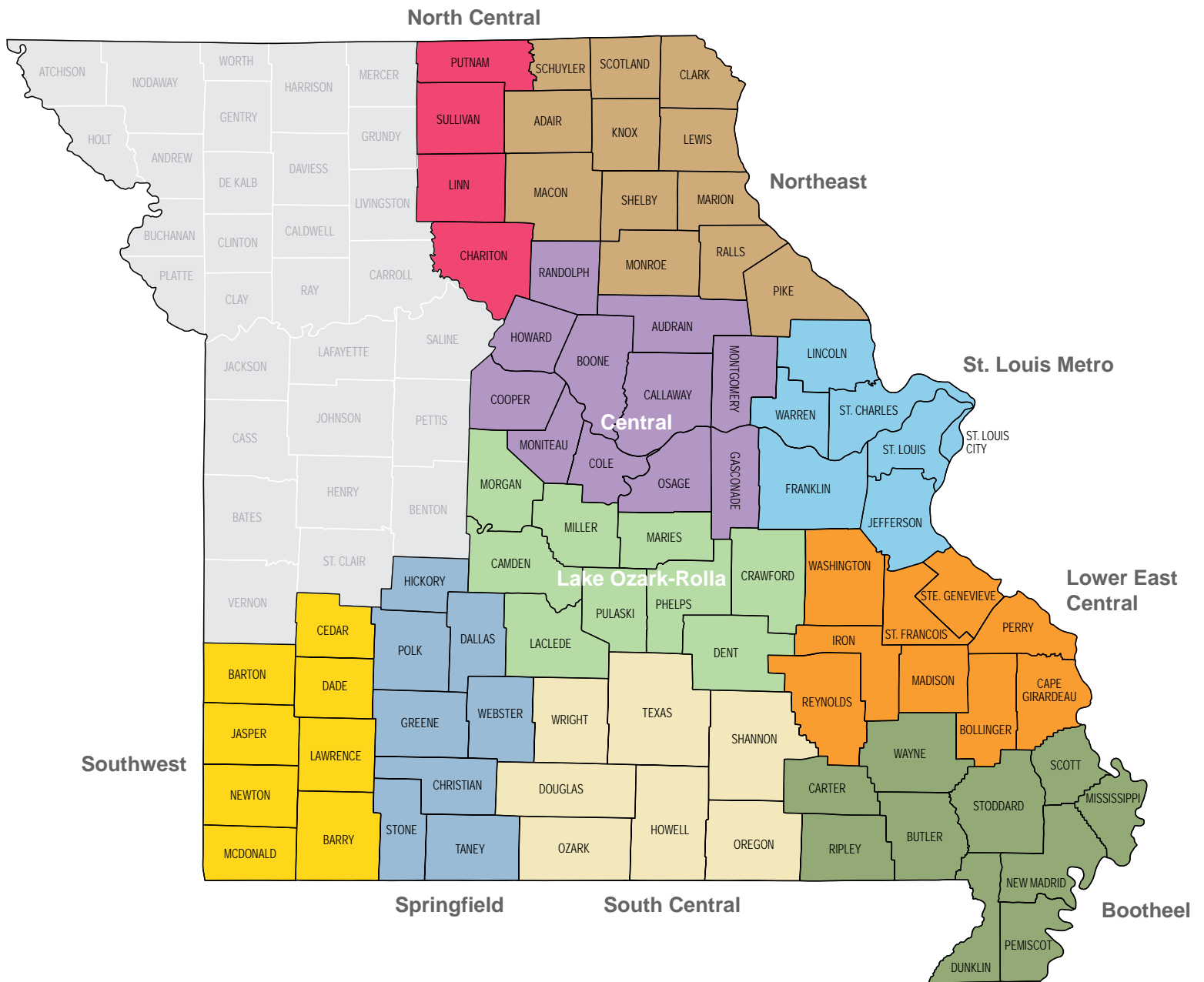
New grantees participate in a Grantee Orientation to connect with fellow grantees and learn about MFH's grant management process and available support throughout the grant period.

Special Note for 2011: Most applicants will be able to complete the application process electronically. Instructions for this new process will be posted on the MFH website as specific funding cycles open.

Here are some links you may find useful.

MFH website (www.mffh.org)	
Funding Programs – overview of all active programs and application dates; updated throughout year.	http://www.mffh.org/content/12/funding-programs-overview.aspx
Social Innovation for Missouri – open to entire state of Missouri, not just MFH service region	http://www.mffh.org/content/485/social-innovation-for-missouri-sim.aspx
MoCAP – federal grant writing assistance	http://www.mffh.org/content/478/mocap.aspx
Other sites	
Nonprofit Services Center – workshops, training	http://www.nonprofitservices.org/
Grants.gov – federal grant opportunities, registration	http://www07.grants.gov/applicants/find_grant_opportunities.jsp
Health Literacy Missouri – links to improve public and health care health literacy	http://www.healthliteracymissouri.org/
Cover Missouri – information on health reform impact for Missourians	http://www.covermissouri.org/

MFH SERVICE REGIONS



OUR MISSION

MFH is an independent philanthropic foundation created to improve the health of the underserved Missourians in its service region.



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