

American Heart Association, Midwest Affiliate **Community Innovation Grant 2015**



The purpose of the Community Innovation Grant initiative is to improve the **cardiovascular health** of the communities we serve and help us achieve the American Heart Association's mission to ***build healthier lives, free of cardiovascular diseases and stroke.***

Applications should demonstrate how projects will use innovative approaches to help the American Heart Association achieve its 2020 Impact Goal to ***improve the cardiovascular health of all Americans by 20% while reducing deaths from cardiovascular diseases and stroke by 20%.*** We are particularly interested in:

- novel, "high-risk, high-return" projects that engage those most at risk for cardiovascular diseases and stroke as well as hard-to-reach audiences
- scalable projects that have the potential to be replicated in other markets
- plans for sustainability of the project beyond the funding period

Projects must align with the AHA's strategic priorities (our "Life's Simple 7" health factors and behaviors as outlined on mylifecheck.heart.org) and impact one or more of the following markets: Women, Children, Multicultural and Patients. Projects must also address one or more of our core issue areas: Healthy Living, Hypertension and Stroke.

The grants are intended for non-profit organizations, particularly:

- those with limited resources; and
- for projects that will have **community-wide impact** and are not limited to the members of a specific organization.

We encourage collaboration between non-profits, or between non-profit and for-profit entities; however, the grant will only be awarded to a non-profit organization.

Inclusion of social media strategies to reach the intended audience is required, as is the use of American Heart Association tools and resources as part of the project. If social media/digital strategies cannot be integrated into your project, you must provide justification (age group of target audience, access issues, etc.) for your application to be considered for funding.

Geographic Location

Projects must be implemented in one of the 11 states served by the Midwest Affiliate: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, South Dakota or Wisconsin.

Submission Process

Applications must be submitted electronically. Applications will undergo a first-round review by volunteers and staff based in your metro market or region. Top-ranking applications from each market/region will be forwarded to the Midwest Affiliate Health Strategies Committee for final review.

Application Due Date

All applications are due by 5:00 pm CST on Thursday, February 12, 2015. Submit to communitygrants@heart.org.

Review process

The Midwest Affiliate Health Strategies Committee will review and score the project applications on **June 12, 2015**. Based on the scores and rankings, the Committee will determine which projects to fund. Committee members may not review or vote on applications they submit or that are from their institution(s).

Notification

All applicants will be notified on June 22, 2015. Funding will begin July 1, 2015. **The American Heart Association must be notified if there are any changes to your project proposal/application as submitted prior to June 1, 2015.**

Budget

Funding is limited to a maximum of \$5,000 per project and is granted for a period of one year. Funding requested from the American Heart Association must represent at least 25% of total project costs. The committee reserves the right to approve a lower funding amount.

Areas not allowable for funding include:

- Bricks and mortar – building materials
- Furnishings that remain with the organization, such as desks, TV sets, computers, DVD players
- Medical devices, such as AEDs
- Refreshments (except for nutrition-focused projects; see below)
- Administrative expenses

Areas allowable for funding include:

- Educational materials (AHA materials required – visit our sites at www.kramesstore.com/aha & www.shopheart.org)
- Equipment or supplies that are consumable or go home with the participants
- Equipment that is included in order to sustain the project beyond the funding period (CPR manikins, BP cuffs, etc.); **the application must outline the sustainability plan**
- Food and snacks **only** for nutrition-focused projects and must be heart-healthy
- Professional fees, such as outside speakers, instructors
- Office expenses – cannot exceed a maximum of 15% of total requested amount
- Staff salaries (matching staff funding must be provided by institution)

Re-Application

Projects are funded for a maximum length of one year. If continued support is desired, the individual or institution must submit a new application. Applicants will receive funding for a maximum of two consecutive years for the same project.

Survey Requirement

We are looking to gather information on your participants' awareness of the American Heart Association as a result of our funding. Some projects, as part of the evaluation process, already include a survey; please add the following questions to your existing tool and report on the responses. If your project does not include a survey component, please pose these questions to your participants at the conclusion of the project and provide a summary of the responses as part of your year-end report.

- Were you aware that the American Heart Association provided funding for this project? (yes/no)
- Through this project, did you learn more about the resources the American Heart Association offers than you knew before? (4/strongly agree; 3/agree; 2/disagree; 1/strongly disagree)
- Will you continue using the AHA materials provided through this project in the future? (4/very likely; 3/likely; 2/not very likely; 1/will not use again)
- How likely are you to access the AHA's website for more tools to help you prevent heart disease & stroke? (4/very likely; 3/likely; 2/not very likely; 1/will not use again)

Reporting – At the end of the funding period (**June 30, 2016**), a report template will be emailed to each grantee to report back the following information:

1. A financial statement listing expenses for the project will be required. In the event that the money received was not expended due to lower expenses than expected, the remaining funds must be returned to the American Heart Association.
2. If after receiving the grant, the project cannot be fulfilled due to unforeseen circumstances, the entire amount received must be returned.

3. A financial summary report with outcomes must be submitted. This progress report should include activities, objectives met or not met, future plans, and a copy of any materials developed, photos (if possible), number of people reached and any other measurable outcomes.
4. Survey Results

The American Heart Association, its affiliates, officers, directors, volunteers, and employees shall be exempt from any and all liability, claims, demands, and causes of action in the sponsorship and participation of this program.

Grantees must acknowledge the American Heart Association funding in promotional and other materials associated with the project. All print and collateral materials referencing the AHA as a grantor of funds must be approved by appropriate AHA staff and comply with existing Communications guidelines. Use of American Heart Association service marks (logo, usage rights), however, is prohibited.

Community Innovation Grant Application

Name of Project:

Institution:

Address:

City:

State:

Zip Code:

County:

Program Director Name:

Title:

E-mail address:

Phone number with area code:

What are the Program Director's qualifications to administer this project?

Secondary Program Contact:

Name:

Title:

Email:

Phone:

Project Committee Members: Please list up to five members of your committee

Name:

Organization:

Name:

Organization:

Name:

Organization:

Name:

Organization:

Name:

Organization:

Project beginning date & completion date:*(Completion date not greater than one year from beginning date)***Target Audience:****In 750 words or less, please outline the following: please do not include any additional pictures or attachments**

Your project's objectives

Strategies and measurable outcomes

A realistic estimate of the number of individuals reached and percentage of target population that will be impacted by the proposed program.

How will you incorporate American Heart Association resources into your project?**How will you be applying social media/networking strategies to your project?****If this is a renewal of a previously awarded grant; please specify date when funds were received:***(Please provide a brief summary of your measurable outcomes from that project)***What modifications (if any) will be made to your project, if funding awarded from the American Heart Association is less than requested?****Budget Worksheet:**

Project Income:	Description and Itemized cost	Total
1. Requested amount from the AHA (maximum \$5,000)		
2. Other financial support from foundation or institution, or other pending or confirmed support		
3. Registration fees (if applicable) # of people x fee		
Total Project Income (add lines 1-3)		
Project Expenses:		
4. General office printing, postage & copying (maximum 15% of total request amount allowed)		
5. AHA educational materials & resources		
6. Other program materials		
7. Food expenses – nutrition focused projects and must be heart healthy		
8. Professional fees – outside speakers and instructors		
9. Staff salaries – amount requested from AHA		
10. Staff salaries – organizational match (must equal or exceed line 9)		
Total Project Expenses (add lines 4-10)		

Submit to communitygrants@heart.orgPlease contact your local AHA staff partner or Tina Steinway at 312-476-6685, tina.steinway@heart.org with any questions.