



2018 Funding Guidelines

Healthy Eating and Active Living

ABOUT THE INITIATIVE

The goal of the Healthy Eating and Active Living (HEAL) strategic initiative is to improve the health of older adult residents experiencing inequities related to good nutrition and physical activity. Diet and physical activity are key factors that influence overall health, and in many cases, the risks associated with poor diet and inactivity are modifiable through changes in policies, practices and environments. In conjunction with educational programs and direct services, implementing changes to policies, practices and/or environments can be an effective approach for improving healthy eating and physical activity behaviors and outcomes.

Diet quality and physical activity are increasingly recognized as crucial factors influencing the overall health status of older adults. Economic insecurity, transportation, impact of the aging process on taste and smell, social isolation, neighborhood safety, ability to obtain and prepare food, and functional status are examples of some of the factors that impact diet quality and physical activity. Food insecure older adults are at increased risk for chronic health conditions, including depression and cardiovascular disease. Food insecurity is most common among lowest-income older adults, those who live in larger households, and elders of color who are almost twice as likely to report food insecurity as non-Latino whites. When controlling for income, elders of color have higher rates of food insecurity, suggesting that there are additional causes of their food insecurity beyond income¹.

The Marin Community Foundation is soliciting proposals from organizations or collaborative partnerships interested in improving nutrition² and physical activity outcomes for older adults living below the Elder Self Sufficiency Standard Index, through the advancement of policy, systems, and environmental (PSE) change strategies. **For more information on PSE change, please see the resource list at the end of this document.**

¹ Wallace, S. Molina, L., and Jhavar, M. (2007) Falls, Disability and Food Insecurity Present Challenges to Healthy Aging. UCLA Center for Health Policy Research.

² U.S. Department of Health and Human Services and U.S. Department of Agriculture. *2015 – 2020 Dietary Guidelines for Americans*. 8th Edition. December 2015. Available at <http://health.gov/dietaryguidelines/2015/guidelines/>.

Policy change efforts under this initiative may include: (1) grantee organizations adopting their own organizational food, beverage and activity policies to benefit their employees and/or clients, and/or (2) more effective implementation of legislative policy—including local ordinances, state or federal laws. Systems change under this initiative includes ongoing, organizational decisions or changes that result in new activities or procedures. Environmental change includes visual and observable changes to the physical, built environment.

The HEAL initiative places emphasis on interventions that positively impact older adult populations disproportionately impacted by poor nutrition and physical activity, are sustainable, can potentially be scaled, and have measurable results.

In addition to an overall priority population focus of older adults living below the Elder Self Sufficiency Standard, the Foundation is interested in high-impact and outcome-oriented projects that specifically target one or more of the following sub-populations:

- Low income elders of color
- MediCal beneficiaries 60+
- In-Home Supportive Services (IHSS) recipients 60+
- Supplemental Security Income/State Supplementary Payment (SSI/SSP) beneficiaries 60+
- Individuals with incomes above the Federal Poverty Level but below the Elder Self Sufficiency Standard Index (“Eligibility Gap”)

GUIDING PRINCIPLES

This initiative is guided by the following principles:

1. Promote **health equity** by prioritizing populations who face the most significant challenges to good nutrition and physical activity
2. Focus on data-driven **policy**³, **systems**⁴ and **environmental**⁵ **change**.
3. Encourage cross sector partnerships⁶ and action.
4. Support **evidence-based** prevention strategies.
5. Invest in **innovation**, accompanied by **evaluation**.

³ **Policy**: written statement of organizational position, decision, or course of action such as ordinances, resolutions, mandates, guidelines or rules (Change Lab Solutions).

⁴ **Systems Change**: changes in organizational procedures such as personnel, resource allocation, or programs (Change Lab Solutions).

⁵ **Environmental**: Physical/observable changes to the built environment (Change Lab Solutions).

⁶ Cross-sector partnerships refer to efforts involving more than one sector such as: local government, business, health care, agriculture, social, etc.

ANTICIPATED OUTCOMES

The Foundation anticipates contributing to the following outcomes through investments in this initiative:

- A. Increase food security.⁷
- B. Increase consumption of fruits and vegetables.
- C. Increase physical activity and decrease sedentary behavior.

KEY COMPONENTS

The HEAL initiative will include three main components as described below.

Grants to support PSE changes will be led by individual organizations or through collaborative approaches. Collaborative grants support thoughtful PSE approaches that are undertaken by a collaborative partnership of multiple organizations, which may include public agencies, as appropriate. Collaborative efforts are not defined by referrals between agencies, networking, information exchanges, and minor altering of activities. Given that diet and physical activity are influenced by a multiplicity of factors that intersect with a range of sectors, the Foundation is particularly interested in collaborative and/or cross-sector approaches to improving nutrition and physical activity for the targeted population(s).

Convenings will support peer learning and build skills for effective design and implementation of PSE strategies. Over the course of the grant term, 3 to 4 half-day convening sessions may be held. The focus of the convenings will be developed with input from grantees that are selected for funding. Applicants are encouraged to budget staff time and other costs associated with attendance.

Grantees interested in developing an **Organizational Food, Beverage and Activity Policy** (optional) will be able to access free technical assistance.

HEAL TOPICS OF INTEREST TO THE FOUNDATION

In 2016, the Foundation completed an [Older Adult Healthy Eating and Active Living Needs Assessment](#).⁸ Applicants are encouraged to review the needs assessment to access current data about diet and physical activity behaviors and outcomes for older adults. Applicants are also

⁷ Defined as limited or uncertain availability of nutritionally adequate and safe foods or limited or uncertain ability to acquire acceptable foods in socially acceptable ways (USDA definition).

⁸ https://s3-us-west-2.amazonaws.com/mcf-redesign-assets/multimedia/MCF-Report-and-Appendix_3.11.16.pdf?mtime=20170113121410.

encouraged to review the [Area Agency on Aging 2016-2020 Area Plan](https://www.marinhhs.org/sites/default/files/files/servicepages/2016_03/areaplan20162020.pdf)⁹ and the [2017/2018 update to the Area Plan](https://www.marinhhs.org/sites/default/files/files/servicepages/2017_03/psa5_areaplan_1718_update.draft_.distribute.pdf)¹⁰. Based on the key findings from this needs assessment, the Foundation seeks proposals that specifically promote high-impact and outcome oriented HEAL efforts, particularly those efforts that lead to sustainable systemic and environmental change.

The Foundation will consider funding the following types of PSE strategies but **encourages additional ideas that follow the Guiding Principles and address the Anticipated Outcomes identified in the RFP.**

- Expansion of age-friendly community gardens in settings that are accessible to older adults, such as: senior housing communities, faith communities, senior/community centers, and health care facilities.
- Policy adoption and implementation to increase the amount of fruit, vegetables, and other healthy food options available through food assistance programs, such as: meal delivery, brown bag, communal dining, and pantry services. Examples of such policies include procurement policies and donation acceptance policies.
- Strategies that support older adult leadership and engagement in PSE efforts, particularly among low-income older adults and older adults of color.
- Development of joint-use agreements that increase access to healthy food and/or physical activity opportunities. Examples might include joint-use agreements that provide access to school kitchens, or recreational access.
- PSE approaches, such as: age-friendly parks, park design, park use policies, and other strategies that increase access to and utilization of parks and open spaces.
- Adoption of evidence-based nutrition education and/or physical activity programs and practices, such as: EnhanceFitness, Fit and Strong!, Tai Chi: Moving for Better Balance, and Go4Life.
- Adoption and implementation of initiatives/campaigns to promote walking and walkability, such as: training residents to develop and lead walking groups, safety training, and policy advocacy to encourage pedestrian safety.
- Increase the number of healthy food procurement policies in senior serving organizations, such as: senior housing, hospitals, senior centers, home and community-based service agencies and faith-based organizations.
- Increase access to and availability of clean drinking water.

Projects that include multiple reinforcing or multicomponent strategies are considered highly competitive.

⁹ https://www.marinhhs.org/sites/default/files/files/servicepages/2016_03/areaplan20162020.pdf

¹⁰ https://www.marinhhs.org/sites/default/files/files/servicepages/2017_03/psa5_areaplan_1718_update.draft_.distribute.pdf

USE OF FUNDS

Note: No more than 20% of requested funds can be used to support direct services, information dissemination, or educational programs. Direct services, information dissemination, and educational programs that are included in the project budget must reinforce the policy, systems or environmental change strategy proposed.

TOTAL AWARDS

We expect to award approximately 2-4 grants. Grants will range from \$40,000-\$75,000 per award. Collaborative projects may request up to \$100,000. A collaborative project is defined as two or more organizations coming together to impact a set of outcomes. Collaboratives that include organizations representing different sectors (i.e. health, public sector, parks and open space etc.) will be more favorably evaluated.

ORGANIZATION ELIGIBILITY

The Foundation seeks applicants with a demonstrated track record of effectively designing, implementing, and evaluating policy, systems, and/or environmental change approaches to improve nutrition and physical activity. General eligibility guidelines for receiving funding from the Marin Community Foundation include the following:

Organizations with a 501(c)(3) designation, those that have a fiscal sponsor with a 501(c)(3) designation, public agencies, collaborations of nonprofit and public agencies, coalitions, or other entities that have a designated charitable purpose.

MONITORING, EVALUATION AND LEARNING

Grantees will be required to submit a mid-term and final report. Reports must be submitted through the Foundation's online Grant Center and will require responses to reporting questions, financial reporting, and the submission of supplemental documents.

APPLICATION SUBMISSION PROCESS AND TIMELINE

This will be a competitive process. Please review the guidelines carefully to determine if your organization fits the parameters. Applicants who have not been awarded a grant previously under this initiative are encouraged to schedule a phone call with Shirin Vakharia prior to submitting an application (contact information at the end of this document).

Applications will be submitted through the Grant Center, which enables completion and submission of all application materials online. The Grant Center can be accessed on MCF's website: <http://grantcenter.marincf.org/sign-in>. Please note that first-time applicants must register with the Grant Center before the application can be accessed.

Applicants will be asked to respond to application questions, as well as upload required documents as indicated below:

- Project Budget: upload a project budget in the “Project Budget Upload” section of the grant application. To use MCF’s template, click on the link “MCF Project Budget Download”. Upload the completed budget template (still in the “Project Budget Upload” section), by clicking the “Browse” button, selecting the project budget you’ve saved to your computer, and clicking “Upload”. Then, click “Save and Proceed.” If you have an existing project budget, you are welcome to upload that in lieu of completing the project budget template, provided that all categories represented on MCF’s Project Budget template are represented.

Note for collaborative applications: please ensure that the lead agency submits a complete project budget that includes the revenue and expenditures associated with the work of the collaborative partners of the proposed project.

- Scope of Work: upload a completed scope of work with objectives, key activities, outcomes, responsible parties, and timelines in the “Supplemental Documents” section of the grant application. A Scope of Work template is available for download in the Supplemental Documents section of the application. You are welcome to use your own template, provided all categories represented on MCF’s Scope of Work template are represented. The Scope of Work template is available to preview at the end of this document.
- Required Organization Financial Documents
 - ✓ Financial statements (audited or unaudited)
 - ✓ IRS Form 990
 - ✓ Most recent, board-approved organizational budget

If your organization is new to the Foundation, or if the organization financial documents the Foundation has on file for your organization have expired, you will be asked to submit current organization financial documents in the proposal process. It can take up to three days for the documents to be approved by the Grants Manager. You will be able to work on proposals if your documents are not approved, but your proposal cannot be submitted until the documents are approved. An Authorized Executive (Executive Director, CEO, or President) from your organization must create a unique identity and login in Grant Center in order for any grant payments to be made.

In addition, requests to support a **collaborative project** should submit the following required and optional documents in the Supplemental Documents section of the grant application:

- Member Roster (required): upload a roster of the members of the collaborative, the role of each member of the collaborative, the sector they represent (social, public, private, etc.) and the contribution (financial or non-financial) of each member to the collaborative’s efforts.

- MOU (optional): upload signed MOUs from organizations participating in the collaborative project. MOUs should include the roles and responsibilities of the participating member organization and the human and financial resources that the organization is contributing to the collaborative. MOUs should be signed by the Executive Director/CEO of the participating organization.

TIMELINE

Action	Date
Application Opens and Release of RFP	October 1, 2018
Proposals Due	November 16, 2018 2 pm
Site Visits	November-December 2018
Expected Decisions	February 2019
Expected Start Date	March 2019

APPLICATION REVIEW PROCESS AND GENERAL SELECTION CRITERIA

Grant proposals will be evaluated, on a competitive basis, using the following criteria:

1. Extent to which the proposed approach includes multiple reinforcing or multi-component strategies that lead to sustainable systemic or environmental change.
2. Impact of proposed approach on nutrition and/or physical activity outcomes for the targeted population(s).
3. Clarity of project description and project activities to achieve desired outcomes.
4. Use of evidence-based or evidence-informed interventions.
5. Meaningful indicators of success and a track record of data-driven strategy development and evaluation.
6. Organizational capacity to implement project – including staffing, leadership, operational and fiscal management.
7. Established track record in specific content area or potential to achieve needed content expertise.
8. Ability to leverage financial, human, and technical resources leading to greater impact.
9. Cultural competency and linguistic capacity.
10. Extent to which the proposed project involves the target population(s) in identifying the focus and/or designing the PSE intervention.

Requests to support collaborative projects will be evaluated using the criteria described above, in addition to the following criteria:

- Projects in which an active, authentic working partnership has been established.
- Capacity of the lead entity to manage the project, including the administrative requirements associated with the grant.

GRANT CENTER

Tips for Using the Grant Center

1. You may cut and paste text from MS Word into the application. If you encounter any issues with pasting text into the application, then paste text into MS Notepad. From MS Notepad copy text and paste text back into the application. Make sure your cursor is in the uppermost left corner of the dialogue box, and there are no blank spaces in the dialogue box. If Control+V doesn't work when pasting, try right clicking your mouse and selecting "Paste".
2. Click "SAVE" after completing each section and whenever you add/change data or upload documents. Navigating away from a page without saving may result in lost data.
3. To return to your application after you have exited the system, log in, go to "Applications in Process" and click "Edit" to continue the process. **Do not start** a new application.
4. After completing the application, hit the "Submit" button; the application will then be submitted to MCF and can no longer be edited.

GRANT CENTER NOTIFICATIONS

Throughout the grantmaking processes, the Grant Center will generate notifications to applicants and grantees. As a cautionary recommendation, please check your spam/junk mail folder periodically to ensure a notification was not diverted. Future communication about your application will come from grantcenter@marincf.org and svakharia@marincf.org.

If you have any questions about the content of your application, please contact: Shirin Vakharia, Director for Health & Aging, at 415.464.2541 or svakharia@marincf.org.

For technical or process questions, contact Anne Atkinson, Assistant for Health & Aging at 415.464.2558 or aatkinson@marincf.org.

USEFUL RESOURCES

AARP Foundation Combating Food Insecurity: Tools for Helping Older Adults Access SNAP (2014) http://frac.org/wp-content/uploads/senior_snap_toolkit_aarp_frac-1.pdf

AARP Foundation Findings on Nutrition Knowledge and Food Insecurity Among Older Adults (2015) http://www.aarp.org/content/dam/aarp/aarp_foundation/2015-PDFs/AF-Food-Insecurity-2015Update-Final-Report.pdf

National Council on Aging: Seniors & SNAP Best Practices Handbook (2015) https://www.ncoa.org/wp-content/uploads/NCOA-SNAP-hdbk_o815.pdf

What Works for Health County Health Rankings provides communities with information to help select and implement evidence-informed policies, programs, and system changes that will improve the variety of factors we know affect health.

<http://www.countyhealthrankings.org/roadmaps/what-works-for-health>

USDA 2015-2020 Dietary Guidelines for Americans 8th Edition

<http://www.cnpp.usda.gov/dietary-guidelines>

The Guide to Community Preventive Services is a free resource to help you choose programs and policies to improve health and prevent disease in your community.

<http://www.thecommunityguide.org/index.html>

The Food Trust: What is Policy, Systems, and Environmental Change (2012)?

[http://healthtrust.org/wp-content/uploads/2013/11/2012-12-28-](http://healthtrust.org/wp-content/uploads/2013/11/2012-12-28-Policy_Systems_and_Environmental_Change.pdf)

[Policy Systems and Environmental Change.pdf](http://healthtrust.org/wp-content/uploads/2013/11/2012-12-28-Policy_Systems_and_Environmental_Change.pdf)

Elder Self Sufficiency Standard Index (2011). [https://insightced.org/past-archives/insight-](https://insightced.org/past-archives/insight-networks/building-economic-security-for-all-besa/measuring-and-addressing-older-californians-needs/what-seniors-need-to-make-ends-meet-elder-index-in-marin-county/)

[networks/building-economic-security-for-all-besa/measuring-and-addressing-older-californians-needs/what-seniors-need-to-make-ends-meet-elder-index-in-marin-county/](https://insightced.org/past-archives/insight-networks/building-economic-security-for-all-besa/measuring-and-addressing-older-californians-needs/what-seniors-need-to-make-ends-meet-elder-index-in-marin-county/)

CONTACT INFORMATION

Content Questions:

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Program Director

415.464.2541

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Technical Questions:

Anne Atkinson

Program Assistant

415.464.2558

aatkinson@marincf.org

[Project Name]

Scope of Work

1. **Problem Statement:** Provide a clear, concise description of the issue(s) that need(s) to be addressed in the space below.

2. **HEAL Outcome** (check all the apply):

Increase food security

Increase consumption of fruits and vegetable

Increase physical **activity and/or decrease sedentary behavior**

3. **Goal:** Provide a broad statement describing what you want to achieve in the space below.

4. **Objectives:** List the measurable actions by which the goal can be accomplished in the space below.

5. **PSE Approach:** Please indicate the primary approach through which your project will achieve the desired change (check all that apply):

Policy

Systems

Environmental

6. **Program Details:** Provide the indicated information for each objective identified in question 4 (add rows and expand boxes as needed).

Objective ¹¹	Activities ¹²	Responsible Party	Outputs ¹³	Outcomes ¹⁴	Timeframe

¹¹ Objective should be selected from the list of objectives identified in question number 4, above.

¹² Specific activities that the organization or collaborative will undertake to achieve the stated objective.

¹³ Tangible things the project will produce. Examples might include issue briefs, fact sheets, presentation logs, educational materials etc.

¹⁴ List the short term outcomes (1-2 years) that you expect to achieve.