



GRANT FUNDING ANNOUNCEMENT

The Petaluma Health Care District (PHCD) invites you to apply for funding for our 2021 Fiscal Year (beginning July 1, 2020). PHCD will award Health Impact Grants of up to \$10,000 to nonprofit organizations serving residents of the PHCD service area within five priority areas:

- **Mental Health & Substance Abuse**
- **Heart Health & Healthy Eating**
- **Educational Attainment & Early Childhood Education**
- **Housing Affordability & Availability**
- **Access to Health Services**

A map of PHCD's service area is included in the attached Grand Funding Application, along with additional information on PHCD's priority areas and funding principals. Collaborative grants with multiple organizations are welcomed, but not required.

All information related to your Grant Funding Application should reflect activities to occur from July 1, 2020 through June 30, 2021.

Please number each page of the grant funding application. The completed Cover Sheet should serve as Page 1. Please clearly identify all sections by using section headings. Your Narrative Responses should not exceed five pages. Attachments do *not* require page numbers.

The completed Grant Funding Application should be emailed directly to Halley Cloud, Community Health Program Manager, at hcloud@phcd.org by **5pm on Tuesday, April 7, 2020**. Please be sure your application is complete and includes all requested information and attachments. In addition, **please confirm receipt of the completed Grant Funding Application** after you submit it. Applications will be reviewed and selected by the PHCD Grants Committee. Applicants will be contacted with the status of their application in May 2020. Recipients will be acknowledged at the 2020 PHCD Community Partnership Appreciation Breakfast on May 14, 2020.

If you have any questions, please contact Halley Cloud at hcloud@phcd.org.

Information for Applicants: PHCD Priorities, Principles and Parameters

Priorities

The mission of the Petaluma Health Care District (PHCD) is to improve the health and well-being of our community through leadership, advocacy, support, partnerships, and education. The District envisions a healthier community, a thriving hospital, and local access to comprehensive health and wellness services for all.

PHCD recognizes that good health is a state of complete physical, mental, and societal well-being and not merely the absence of disease or infirmity. To this end, we seek to fund efforts that *prevent poor health outcomes* as well as *provide a needed health service*.

We are committed to ensuring funding is directed towards Southern Sonoma County's most significant health priorities. Guided by the findings of our recent [5-year Strategic Planning Process](#) and the [2016 Community Health Needs Assessment](#) as well as input from PHCD staff and partners, we have identified five priorities reflecting the greatest needs in our community:

- **Mental Health & Substance Abuse:** Increase awareness of mental health prevalence and services, lead efforts around community resilience and education on trauma-informed practices, and address and reduce substance abuse and addiction.
- **Heart Health & Healthy Eating:** Promote efforts that address cardiovascular health, obesity, food insecurity and access to healthy food, and increase opportunities for active living in the community.
- **Educational Attainment & Early Childhood Education:** Work to ensure every child enters kindergarten ready to succeed, every child is supported in and out of school, and every young adult is prepared for and completes the highest level of education or training to achieve career readiness.
- **Housing Affordability & Availability:** Participate in community efforts and support programs and services to address housing access equity, affordability and homelessness in the Petaluma area.
- **Access to Health Services:** Support programs, services and workforce development efforts that increase access to acute and emergency services, primary care and mental health services for Petaluma district residents.

All grant funding applications must address at least one of the five priority areas.

Principals

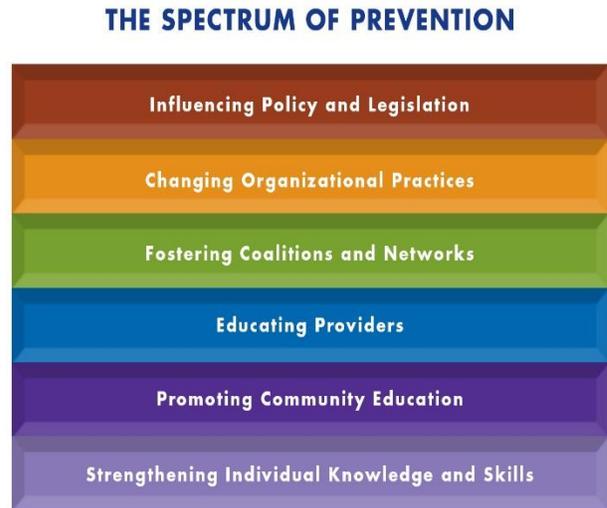
Our funding decisions are guided by the principals of **Upstream Investment**,¹ a policy sponsored by the Sonoma County Board of Supervisors and widely supported throughout the community with the understanding that evidence-informed or evidence-based programs have predictable and measurable outcomes. The three principles of Upstream Investment are:

- *Invest Early:* Whenever possible, dedicate funding and other resources to prevention-focused policies and interventions
- *Invest Wisely:* Ensure programs and services have the highest possible likelihood of success by selecting those that are backed by sound evidence.

¹ For more information on Upstream Investment, visit the [Sonoma County Upstream Investment website and portfolio](#).

- *Invest Together*: Focus programs and services on shared priorities with measurable outcomes, and ensure collaborative efforts utilize multiple and sustainable funding sources.

In addition, PHCD seeks to support programs or services that utilize multiple strategies along the **Spectrum of Prevention**. The Spectrum of Prevention is a public health tool composed of multiple levels of intervention and designed to encourage practitioners to move beyond the perception that prevention is limited to education.² PHCD will consider funding evidence-based programs or promising practices with a sole focus of providing or increasing access to a needed service. However, the District seeks to support programs or services that use *multiple* prevention strategies with a clearly articulated goal of engaging in policy or legislative systems change to improve local health outcomes.



In the Narrative Response, please be sure to articulate how your program or service reflects the principals of Upstream Investment and where your program or service falls along the Spectrum of Prevention.

Parameters

As in past years, the PHCD grant funding application process is open and competitive. Previous receipt of PHCD grant funding does not guarantee funding in this application process. PHCD grant funding is year-to-year; multi-year funding is not available.

Grant funding recipients will be asked to submit a Grant Impact Report at the end of the grant term, as well as a mid-year progress update.

² For more information, visit the [Prevention Institute website](#).



Grant Funding Application

Cover Sheet

Legal Name of Organization: _____

Organization Director: _____

Address: _____

Phone/ Fax: _____

E-Mail/ Website: _____

Contact Person and Phone: _____

Name of Program/ Service (if different from organization name): _____

FY 2021 Funds Requested: _____

I (we) certify that all the information included in or attached to this proposal is complete and accurate.

Authorized signature of agency representative Printed name and title Date

Authorized signature of agency representative Printed name and title Date

Note: If you are using a fiscal agent, please complete a second sheet with the fiscal agent information.

Narrative Responses

A. Priority, Need and Target Population

- Identify which of PHCD's five community health priorities is addressed by your program.
- Describe the specific health need your program is addressing well as the target population.
- Include the most recent quantitative and qualitative data documenting the unmet health needs of the target population.

B. Program Description, Goals, Impact and Evaluation

- Provide a description and history of your program. Please identify if your program is evidence-based and if it has been recognized or certified by an outside agency or body.
- Identify your program goals or objectives for the FY2021 funding period. These goals or objectives should be specific and measurable and will be the basis for your end-of-year Grant Impact Report.
- Describe or list the impact you expect to observe as a result of the program. Please identify the tools or processes you will use to measure and analyze the program's impact. For the purposes of this funding request, impact is specific verifiable changes in individual client behavior, organizational culture or local policy made possible by your program.
- If this program has been implemented before, please describe the evidence that indicates the effectiveness of the program. Please identify whether your program has been evaluated by an outside agency or through a formal internal evaluation process.

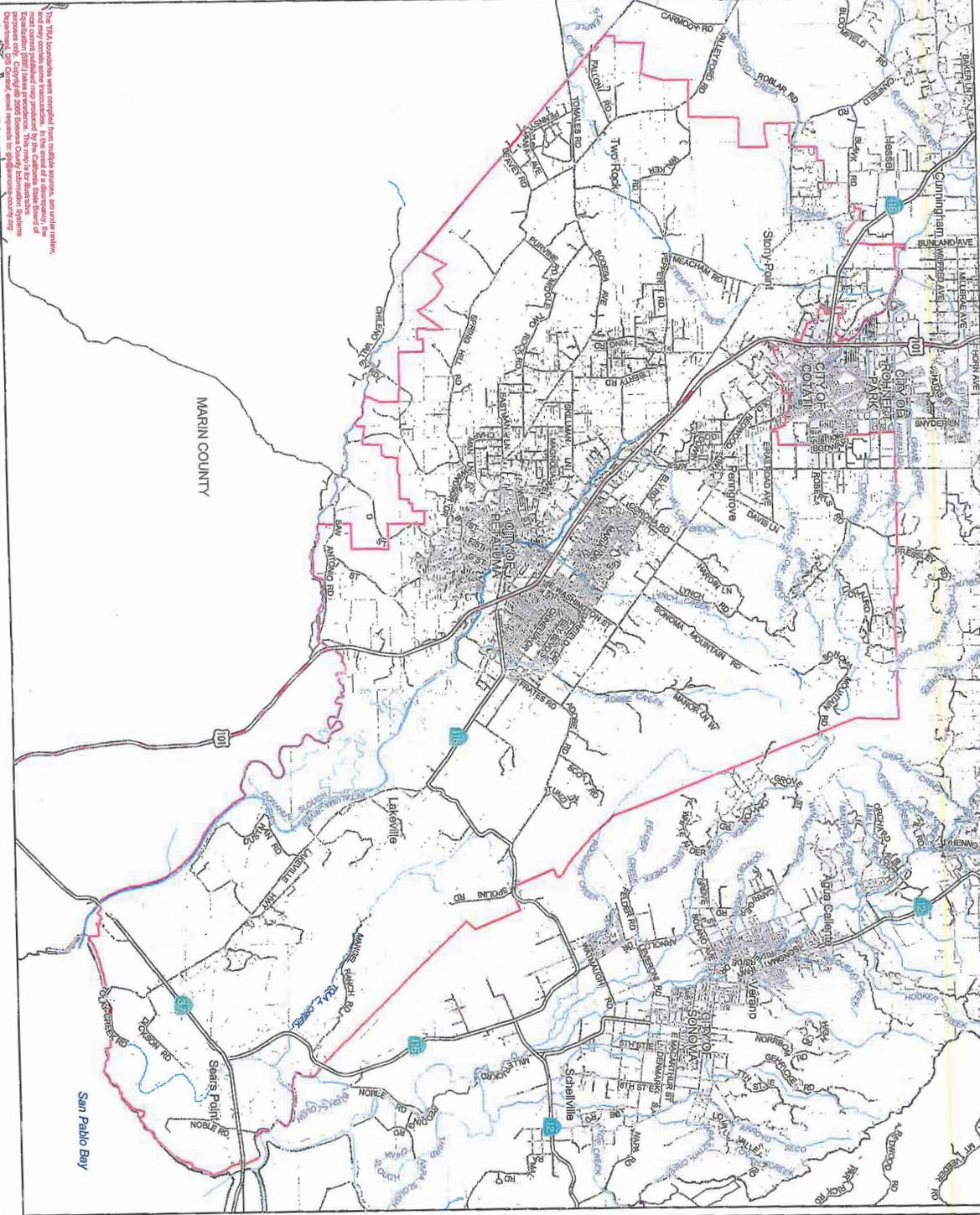
C. Program Budget, Narrative and Revenue Disclosure

- Include a detailed project budget for the Fiscal Year 2021 funding period showing all sources of funding and clearly indicating how funds from PHCD would be used.
- Provide a narrative of the budget content to support the total requested as well as each line item. Please identify the number of employees and hours budgeted for the program.
- Provide list all additional funding sources, including pending grant or contract requests, which will support this effort. Please describe how this program will sustain itself beyond the District's grant period and how your program will be modified if the full funding request is not received.

Additional Attachments

Please also include the following documents with the completed application:

1. Articles of Incorporation
2. Bylaws
3. Your organization's annual operating budget for the current year
4. Most recent financial statement
5. IRS tax exemption letter
6. List of Board of Directors
7. Organizational chart



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PETALUMA HEALTH CARE DISTRICT

PETALUMA HEALTH CARE DISTRICT (TMA FY 05-08)

COUNTY OF SONOMA GIS PARCELS

- COUNTY OF SONOMA GIS PARCELS
- SPHERE OF INFLUENCE
- FREEWAY
- HIGHWAY
- STREET
- RIVER
- CREEK

DATE: 01/12/2006

0 1.5 3 Miles

LOCATION REFERENCE

• Author: County of Sonoma Information Systems Department, GIS Central

• Data Source: California State Plane Coordinate System, Zone 10, NAD 83, US survey

• Date: 01/12/2006

• Other: Some data have been reprojected from other coordinate systems and may not reflect actual dimensions and shape.

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