



Center for Rural Health  
University of North Dakota  
School of Medicine & Health Sciences

## **Blue Cross Blue Shield of North Dakota Caring Foundation Rural Health Grant Program**

*Funding Period (May 15, 2021 – May 15, 2022)*

### **Introduction**

The Center for Rural Health, University of North Dakota (UND) School of Medicine and Health Sciences is pleased to announce that Blue Cross Blue Shield of North Dakota (BCBSND) Caring Foundation will make funding available for their rural health grant program, with an emphasis on transforming the health and well-being of North Dakotans.

### **Vision**

BCBSND Caring Foundation seeks to support providers – a provider is defined as a health care entity that provides services to patients (ex. hospitals, clinics, nursing facilities, public health units, mental health facilities, dental clinics, tribal health facilities, home health agencies, pharmacies, EMS units and other related health organizations) and their communities by offering grants that stimulate new thinking around healthcare providers championing physical activity and wellness programs. Financial support, based on established criteria, will be awarded to those applicants whose proposals benefit rural North Dakotans, and their communities, by embracing physical activity and overall wellness.

### **Attributes of the BCBSND Caring Foundation Rural Health Grant Program**

The BCBSND Caring Foundation seeks projects that demonstrate *collaborative* efforts involving rural providers and their communities to support physical activity and wellness for all ages. Some examples of possible activities and programs include:

- Sponsoring a community race, walk, or biking event
- Providing athletic equipment for a playground, park, school, or daycare
- Creating a worksite wellness program for its own employees
- Repurposing a rehabilitation center to a community training center or workout facility
- Supporting or sponsoring a workshop that focuses on health promotion and physical activity

Each provider awarded a grant for an activity or program, will receive recognition and publicity as a co-sponsor, with the BCBSND Caring Foundation Rural Health Grant brand. Specific expectations will be distributed to successful grant recipients once the awards are determined.

### **Financial Award**

BCBSND Caring Foundation will make funds available in the total amount of \$40,000 for this grant program. Individual awards will be made on a competitive basis to successful applicant(s). It is anticipated that 8-16 grants will be awarded in the amounts of \$1,000 to \$5,000. Additionally, applicants may request funds as part of one grant request for more than one activity/project, as long as all align with the rural health grant program vision. The committee will consider grants of greater amount if an applicant is applying on behalf of a network of healthcare facilities. Funds will be awarded to grantees on a cost reimbursement basis.

### **Application Process**

BCBSND Caring Foundation Rural Health Grant Program will partner with the Center for Rural Health (CRH) at the UND School of Medicine and Health Sciences to provide administration of the program.

Applicants are required to submit a complete grant proposal **via the online system** to be submitted **no later than 5:00 pm Central, Thursday, April 29, 2021 (no exceptions will be made)**. *You must have submitted the proposal by that time, if you still have the proposal submission form open it will not be accepted after 5:00 pm Central.* When you have successfully submitted the proposal online you will receive a message saying that your proposal has been received. If you do not see this message on your screen it probably did not get submitted; contact Kylie Nissen, Program Director at [kylie.nissen@und.edu](mailto:kylie.nissen@und.edu) or (701) 777-5380.

Click [HERE](#) to complete and submit your grant proposal, or copy and paste the following link into your browser: <https://tinyurl.com/BCBSND16>.

The proposals will be reviewed by a BCBSND Caring Foundation and Center for Rural Health review panel, and successful applicants will be notified by the Center for Rural Health by Wednesday, May 12. Grantees will be selected according to criteria specified by the BCBSND Caring Foundation. Notification to applicants and any correspondence will occur via email through Kylie Nissen ([kylie.nissen@und.edu](mailto:kylie.nissen@und.edu)).

Complete grant guidance, required templates, and examples are included online at <https://ruralhealth.und.edu/projects/bcbs-grant-program>.

### **Conclusion**

These grants are designed to help providers champion physical activity and wellness in their communities and/or facilities. The grants will create an opportunity for providers to remain thought leaders in their communities and address one of the significant issues in our health care system that contribute to increasing health care costs.



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## Program Guidance

### **Blue Cross Blue Shield of North Dakota Caring Foundation Rural Health Grant Program**

*Funding Period (May 15, 2021 – May 15, 2022)*

**(Deadline: Submitted via the online system no later than 5:00 pm Central, Thursday, April 29, 2021)**

#### **Program Purpose**

The purpose of the Blue Cross Blue Shield of North Dakota (BCBSND) Caring Foundation Rural Health Grant Program is to focus on transforming the health and well-being of rural North Dakotans and raise awareness for the need for all ages to engage in more daily, physical activity, and overall wellness.

The program targets the following primary focus area(s):

- Activities that endorse and support physical activity and wellness
- Supplies that endorse and support physical activity and wellness
- Programs that endorse and support physical activity and wellness
- Events that endorse and support physical activity and wellness

Applicants must identify **at least one** or more of the above mentioned focus areas in their proposal; and may include more than one activity or program, as long as it meets the overall criteria.

#### **Proposal Requirements**

##### **Eligibility**

- A. For purposes of implementing the activities described in the proposal, single healthcare entities or a network (informal/formal) can involve a variety of organizations, but not necessarily limited to, the following: hospitals, clinics, nursing facilities, public health units, mental health facilities, dental clinics, tribal health facilities, home health agencies, pharmacies, EMS units, and other appropriate health organizations.
- B. The lead applicant on the proposal **MUST** be a healthcare provider (a provider is defined as a healthcare facility – hospital, clinic, public health unit, etc.). An individual person may not be the lead applicant, it must be a business.
- C. Both established and/or new partnerships/networks are strongly encouraged. If the applicant has had prior working relationships with the identified partner(s) this needs to be described in the grant application.
- D. The applicant may form a network with organizations that are public or private, for-profit, or non-profit.

- E. The applicant may be located in an urban or rural area in North Dakota; however, the true benefit of the proposed project and its outcomes must accrue to rural North Dakota residents and communities. For purposes of this program, rural is defined as any geographic area outside of the cities of Minot, Bismarck/Mandan, Grand Forks, and Fargo/West Fargo. The majority of the grant funds must be expended either in a rural area or in a manner that has direct impact on the rural service area.
- F. Grant awards will be made to one organization (the applicant). The applicant represents either itself in a solo proposal or an entire partnership under a network proposal. That organization must be capable of receiving and administering grant funds. If the proposal involves a network, the applicant is responsible for distributing any funds to the partners listed for their areas of responsibility.

### **Program Funds**

- A. The BCBSND Caring Foundation will make funds available in the amount of \$40,000 for this grant program. The individual awards will be made on a competitive basis to successful applicants. Grants will be available for requests in the amounts of \$1,000 to \$5,000 awards. The committee will consider grants of greater amount if an applicant is applying on behalf of a network of healthcare facilities. Funds will be awarded to grantees on a cost reimbursement basis.
- B. The time frame for implementing the individual grants will be 12 months, with a funding period of *(May 15, 2021 – May 15, 2022)*.
- C. Equipment acquisitions are permitted. If funds for equipment purchases are requested, the applicant must demonstrate how such equipment will be used in conjunction with the goals and objectives of the program. Preference is given to equipment that may be used for the majority of the year.
- D. A direct financial match on the part of the applicant is not required. However, cost participation (e.g. in-kind, physical space, etc.) is strongly encouraged. Please provide details.
- E. Grant funds are intended to support achievement of program goals and objectives. Therefore, funds cannot be used for independent projects sponsored by individual members. The proposal must demonstrate how all activities interrelate for the general and specific benefit of the identified service area and target population.

### **Scope of Activity**

- A. The proposal must identify at least one of the focus areas to be addressed (i.e. activities, supplies, programs, or events that support and endorse physical activity and wellness) and indicate the award level being requested; any amount from \$1,000 to \$5,000). More than one focus area may be targeted.
- B. Proposal Sections

**(1) Need Statement (5 points)**

- a. Describe why this type of project is needed. Be sure to include sources backing up your statements.

**(2) Project Description (45 points)**

- a. Describe, in appropriate detail, the project, initiative, event, or program in detail.
- b. Using the provided Work Plan Template, fill out the document to include the goals, key objectives, activities, anticipated outcome, measures, timeline, and person(s) responsible. A sample work plan has been provided on the website.
- c. Describe the target population and target service area of the proposal.
- d. Describe the measures of success, i.e., what factors/measurements are the triggers of a successful event, initiative, or program.
- e. Explain the role and responsibility of the network members (if applicable) in accomplishing the goals and objectives. Describe how members will collaborate to implement the project.
- f. Describe the role of the community members and/or the community organizations in the project. How will the community be kept informed?

**(3) Project Management and Partner Responsibility (10 points)**

- a. Explain the applicant's experience and ability to manage the grant funds (e.g. previous grant project management).
- b. Describe the current resources, skills, and staffing expertise that will be utilized for the project.

**(4) Project Sustainability (5 points)**

- a. Describe specifically how the proposed program, event, initiative or project will continue once the grant funding period ends.

**(5) Evaluation (10 points)**

- a. Describe the method and process measures for assuring that the proposed goals and objectives are achieved by the proposed timeline.
- b. Describe how you will measure the impact of the proposed project, and what measures of success will be used to evaluate effectiveness.

**(6) Memorandum of Agreement (MOA) (required for network-based proposals) (5 points)**

- a. Provide a MOA stating the role and responsibility of each partner. If resources (in-kind or financial) are provided, describe that contribution. You may have each partner organization sign one group MOA or the lead organization may have an individual MOA with each of the partners. This is intended to help both the grant reviewers and the applicant understand that all partners are committed to the project and are aware of their role and responsibility on the proposed project. There is no required template that must be used for the MOAs.

If you have multiple MOAs, please scan and combine into one document to upload and submit. If you are unable to combine them email them, contact Kylie Nissen at

[kylie.nissen@und.edu](mailto:kylie.nissen@und.edu) or (701) 777-5380.

### **(7) Line Item Budget Worksheet and Budget Narrative (20 points)**

- a. The budget is divided into two parts:
- 1) line-item budget worksheet, and
  - 2) budget narrative.

The line item budget worksheet lists costs associated with the proposed budget. The required Budget Template is provided on the website. The worksheet lists costs, from the grant and in-kind) associated with the budget. A sample Budget Worksheet is available on the website.

The budget narrative describes in detail how the funds requested for each line item will be spent and how the amount was determined. The budget narrative describes, in detail, how the funds requested for each line item will be spent and how the amount was determined. A sample Budget Narrative is available on the website. Use your best judgement when projecting expenses.

### **Key Components of Proposal to Prepare to Submit Through the Online System**

You will not be able to reenter and edit the information you enter via the online portal once you exit, so have all of your information prepared in advance.

### **Checklist of items needed for grant submission:**

- Project name, project focus, and contact information (applicant organization, lead contact person/title, address, city, county, state, zip, phone, e-mail).
- Project abstract information
  - Provide a brief description of the program, project, event, or initiative.
  - Provide a brief description of the plan to implement the program, project, event, or initiative.
  - Provide a brief description of what you plan to measure, how you plan to measure it, and the proposed outcome or impact.
  - State the **total dollar amount** being requested.
- Proposal
  - Need Statement
  - Project Description
  - Project Management and Partner Relationship
  - Project Sustainability
  - Evaluation
- Work plan – must use the Work Plan Template available on <https://ruralhealth.und.edu/projects/bcbs-grant-program> – this will need to be uploaded with the proposal submission online.

Budget

- Line-item Budget Worksheet – must use the Budget Template available on <https://ruralhealth.und.edu/projects/bcbs-grant-program> – this will need to be uploaded with the proposal submission online.
- Budget narrative

Signed Memorandum of Agreement between all partners indicated in proposal - these will need to be uploaded with the proposal submission online. If there are multiple documents, please upload them as one document.

Letters of Support (maximum of two; not required)

Appendices – if there is any additional information that you would like to provide as an appendix, you will need to submit them as an attached PDF.

*If you have ANY questions on these items or have trouble uploading them, please contact Kylie Nissen at [kylie.nissen@und.edu](mailto:kylie.nissen@und.edu) or (701) 777-5380.*

**Submission of Grant**

All proposals must be submitted through the online system **no later than 5:00 pm Central, Thursday, April 29, 2021 (no exceptions will be made).**

Click [HERE](#) to complete and submit your grant proposal, or copy and paste the following link into your browser: <https://tinyurl.com/BCBSND16>. This link is also available on the from the grant website <https://ruralhealth.und.edu/projects/bcbs-grant-program>.

If you have any question, contact Kylie Nissen at [kylie.nissen@und.edu](mailto:kylie.nissen@und.edu) or (701) 777-5380.

Faxed, emailed, and/or mail submitted applications will not be accepted.

UND accepts no responsibility for non-receipt and delays in receipt caused by technological error/malfunction.

Acceptance or non-acceptance of an application: The review panel reserves the right to accept or not accept any or all applications or parts of the application, and to waive formalities.

**Reporting Requirements:** An interim and a final online program report will be required from all grantees. Follow-up beyond the actual event or program is expected.

**IMPORTANT DATES**

**Tuesday, November 10, 2020  
10:00-10:30am Central**

**Technical assistance conference call for interested applicants  
Zoom: <https://und.zoom.us/j/93491738761>**

**Thursday, April 29, 2021**

**Proposals must be submitted via the online submission by 5:00 pm Central  
Click [HERE](#) to complete and submit your grant proposal, or copy and paste the following link into your browser:  
<https://tinyurl.com/BCBSND16>.**

**Wednesday, May 12, 2021**

**Notification of awards**

**Saturday, May 15, 2021**

**Funding period begins**

**Monday, November 15, 2021**

**Interim report due**

**Sunday, May 15, 2022**

**Project must be completed and funds expended**

**Thursday, May 19, 2022**

**Final report and invoice must be submitted**

For information on the grant or its application please contact:

Kylie Nissen, Program Director

Center for Rural Health, UND School of Medicine and Health Sciences

(701) 777-5380

[kylie.nissen@und.edu](mailto:kylie.nissen@und.edu)