



2019 Shaping Futures Concept Note Guidelines

The Community Foundation invites concept notes for the Shaping Futures grant track. We are pleased to offer this opportunity in partnership with University of Virginia Health Systems, which has made a multi-year commitment to this work. Our goal through this grant track is to support projects that will improve outcomes tied to the priority areas identified in the [MAPP2Health 2016-2019 Community Health Improvement Plan](#). We seek proposals that offer strategies that are scaled to produce population-level change for a specific demographic in the following areas:

- **Promote healthy eating and active living:** e.g., increase access to healthy foods and recreation through education, advocacy, and evidence-based programming.
- **Address mental health and substance use:** e.g., improve capacity to provide culturally and linguistically appropriate mental health and substance abuse prevention and treatment services.
- **Reduce health disparities and improve access to care:** e.g., increase health equity and narrow the gap for health conditions through outreach and education to healthcare providers and community members.
- **Foster a healthy and connected community for all ages:** e.g., increase well-being across the lifespan by supporting education, prevention, advocacy, and evidence-based programming.

Eligibility Requirements

This grant track is open to 501(c)(3) organizations and government agencies except for University of Virginia entities and partisan groups. Previous recipients of the Shaping Futures and Strengthening Systems grants are eligible to apply only if their previous grant has concluded, all the grant funds have been used, and the final report has been submitted and approved. Rare exceptions will be considered for highly promising strategies that are best led by a current Shaping Futures or Strengthening Systems grant recipient.

The Community Foundation will consider opportunities affecting populations living within Planning District Ten including the City of Charlottesville and the Counties of Albemarle, Fluvanna, Greene, Louisa, and Nelson. While funding provided will vary according to program requirements, we anticipate awarding grants of \$100,000 annually for up to 5 years.

We understand that addressing the MAPP priority areas can occur in a number of ways. Awards may be made for both medical and non-medical approaches; however, the approach must have a clear, targeted focus and associated progress monitoring/outcome measurement plan.

Criteria

The Grants Portfolio Committee considers the following criteria when evaluating concept notes:



- **Alignment:** How well the proposed project fits the MAPP priority areas, goals, and strategies.
- **Impact:** The potential for measurable improvement in the proposed MAPP priority area, considering both expected degree of improvement and number of people helped.
- **Engagement:** The degree to which the populations that are the focus of the proposal are collaborators in the project (e.g., co-creators of the concept and its implementation).
- **Feasibility:** Whether the proposed concepts can be successful within a five-year time period and with the resources allocated by the grant.
- **Organizational Capacity:** Whether the applicants/partners have the knowledge, tools, and resources to carry out the strategy proposed in the concept note.
- **Strategy:** Whether the concept takes a clear, targeted and evidence-informed approach, and the degree to which the proposed methodologies are appropriate for the population being served.

How to Apply

Please complete our [Concept Note Application](#) and email to: amarcus@cacfonline.org. The deadline to submit concept papers is **July 1, 2019**. Below is a **toolkit** of resources to help you prepare your Shaping Futures Concept Note:

1. [MAPP2Health Report](#)
2. Article: [Investing in Population-Level Change](#)
3. Article: [How Should we Use Demographic Data from an Equity Perspective](#)
4. Ted Talk: [The Urgency of Intersectionality](#)

Next Steps

The Foundation will review all concept notes and respond to applicants by **August 1, 2019**. We will select one or more finalists to explore their concept more closely, and work with those teams to develop a full proposal for funding consideration (requesting a small number of full proposals is intended to minimize the number of teams that invest a lot of time on proposals that will not be funded). The Foundation intends to make one Shaping Futures award by the end of 2019.

Evaluation Process

1. The Foundation staff screen concept notes for initial eligibility.
2. Eligible concept notes that meet the basic criteria are shared with the Grants Portfolio Committee and evaluated by both Foundation staff and the Committee according to the criteria outlined above.
3. The Grants Portfolio Committee and Foundation staff meet to discuss the concepts notes and the Committee selects the proposal(s) it feels will best meet the goals of the grant track.
4. The finalist(s) participate in due diligence meetings with CACF staff. The due diligence phase involves a set of facilitated meetings to strengthen the initial concept into a final proposal that can be feasibly implemented over the next 5 years to achieve the project's goals.



5. Once the finalist(s) submit their full proposal, CACF staff presents a SWOT analysis to the Grants Portfolio Committee, which then makes the final recommendation on grant awards to the Board of Directors. The Governing Board then votes to approve the Committee's recommendation.

Confidentiality Clause

It is the practice of the Charlottesville Area Community Foundation that all discussion of the applicant's proposal remains confidential from public discourse during the application process. This policy must be agreed and adhered to by the applicant, board members, review committees, and staff of the Charlottesville Area Community Foundation.

Confidentiality does not negate the Foundation's commitment to transparency. This policy is not intended to prevent disclosure where disclosure is required by law; however, all involved parties are cautioned to demonstrate professionalism, good judgment, and care to avoid unauthorized or inadvertent disclosures of confidential information. Unauthorized disclosure of confidential or privileged information is a violation of this clause and can possibly delay or hinder the application process.

Contact

Please contact Aiyana Marcus, Programs Manager, at (434) 296-1024 or amarcus@cacfonline.org with additional questions.



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Evaluation Rubric

Criteria	Strongly Disagree (1)	Disagree (2)	Unsure (3)	Agree (4)	Strongly Agree (5)
Does this proposal clearly align with MAPP priorities?					
Is the strategy authentically influenced by the population most impacted in design and implementation?					
Is the strategy strongly supported by strong data/evidence that is relevant to our region and the context of the population served?					
Is the pathway to success clear and targeted?					
Based on the information provided, is the strategy feasible to produce measurable change within the 5-year timeframe?					
Does the proposal represent an opportunity for meaningful impact within the MAPP priority area for the identified population?					
Does the proposed budget appropriately correspond to the strategies and outcomes outlined in the proposal narrative?					
Is this applicant well positioned to lead this strategy at this time?					
Is this a viable proposal that captures a highly promising strategy that warrants further consideration for this grant?	Yes/No				
Comments:					