

Capacity Building Workshops

Grant Applications

Friday, November 4, 2022

12 – 1 p.m. CT

Introduction

Presenter: Chaille "shy-AY" Biddle, Senior Consultant



Guidehouse is an award-winning professional services firm that specializes in helping state and local governments achieve success in navigating challenges and delivering high quality services to residents, businesses, and visitors.

Capacity Building Workshops

CCDPH partner Guidehouse is facilitating optional capacity building workshops to provide general support on grant applications—**register at BHCopencall.com**



Grant Applications

Friday, November 4, 2022
12 - 1 pm CT

- Grant application best practices
- Key Open Call components
- Common grant application elements



Program Design

Friday, November 11, 2022
12 - 1 pm CT

- Program design overview
- SMART goals, objectives, and outcomes
- Budget categories and narrative



Monitoring, Reporting, and Legal Agreements

Friday, November 18, 2022
12 - 1 pm CT

- Tracking metrics and key performance indicators
- Federal compliance (ARPA)
- Legal Agreements

Grant Application Workshop



AGENDA

1. Grant Application Overview
2. Behavioral Health Expansion/Opioid Overdose Open Call Components
3. Q&A
4. Other Common Grant Application Components

Grant Application Overview



1. Organization Eligibility
2. How to Apply for 501(c)(3) Status
3. What to Know Before You Apply



Organization Eligibility

Organizations eligible for this Open Call*:

- ✓ 501(c)(3) organizations
 - **Note:** Opioid Overdose Prevention only accepts 501(c)(3) applicants
- ✓ Local governments
- ✓ Federally-qualified health centers
- ✓ Community health and mental health centers
- ✓ Education agencies

***Note:** Organizations not listed above may be eligible as partners, but not lead applicants—see the FAQ document at BHCopencall.com for more details

501(c)(3) Key Features

- Tax exempt
- Defined as non-profit trust, corporation, or association for charitable, religious, or educational purposes
- Limited ability to lobby towards political parties
- Donations are tax-deductible



How to Apply for 501(c)(3) Status

1 Check your eligibility:

- ☐ Organized as a corporation, trust, or unincorporated association with organizing documents (e.g., articles of incorporation) that limit purposes to 501(c)(3) activities
- ☐ Refrains from participating in political campaigns and restricts lobbying
- ☐ Ensures that any earnings do not benefit private shareholder or individual
- ☐ Avoids illegal activity and does not include a primary purpose of trade or business

2 Complete [Form 1023](#) or [1023 E-Z](#)* at www.Pay.gov

3 Comply with annual filing requirements to maintain 501(c)(3) status

Filing requirements may vary – please reference IRS.gov for full details.

- ☐ Annual Information Returns: Form 990, Form 990-EZ, Form 990-N

***Note:** Form 1023 E-Z is simpler and has a faster processing time, but organizations must meet [specific requirements](#)

SAM.gov Registration Required for Grant Recipients

NEW [Learn More](#)

Register Your Entity or Get a Unique Entity ID

Register your entity or get a Unique Entity ID to get started doing business with the federal government.

Get Started

Renew Entity



Check Registration Status

- 1 Check if your organization is **registered on SAM.gov**:
<https://sam.gov/content/status-tracker>
- 2 **If you are not registered** on SAM.gov, visit this link:
<https://sam.gov/content/entity-registration>
- 3 Click “Get Started” underneath “Register Your Entity or Get a Unique Entity ID.”
- 4 Create an account in their portal and follow the instructions.



***Note:** As of April 4, 2022, the federal government no longer requires a DUNS number to register on SAM.gov

What to Know Before You Apply



Grants have specific requirements and missions

- Grants provide detailed descriptions of their mission and requirements to both apply and participate
 - *Funders expect you to explain how you meet their requirements (experience, expertise, capacity) and fulfill their mission*



Grant applications take time to complete

- Leave more time than you think—you may need to ask other team members or get advice on your responses
 - *Please ask questions! Submit to Q&A or email:*
BuildingHealthyCommunitiesOpenCall@cookcountyhhs.org



Budgets should be thought-out and justified

- Don't under- or over-estimate what you'll need—connect every dollar to an activity and goal
 - *Funders know exact line items may change, but they are looking for justified, well-informed estimates*

Behavioral Health Expansion/ Overdose Prevention Open Call Components



1. Applicant Criteria
2. Organizational Capacity & Project Overview
3. Work Plan (Template)
4. Budget (Template)

Behavioral Health Initiative Grants

Building Healthy Communities

CCDPH seeks to award **over \$14 million in four-year grants** to organizations working to increase and enhance behavioral health and harm reduction services, support, and treatment in suburban Cook County

Grant projects **must take place in suburban Cook County** (excludes Chicago, Evanston, Oak Park, Skokie, and Stickney Township)

Deadline: Wednesday, December 7th at 5:00 p.m. CT



Open Call Application Sections



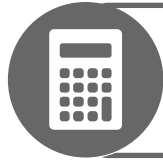
Applicant Criteria



**Organizational Capacity &
Project Overview**

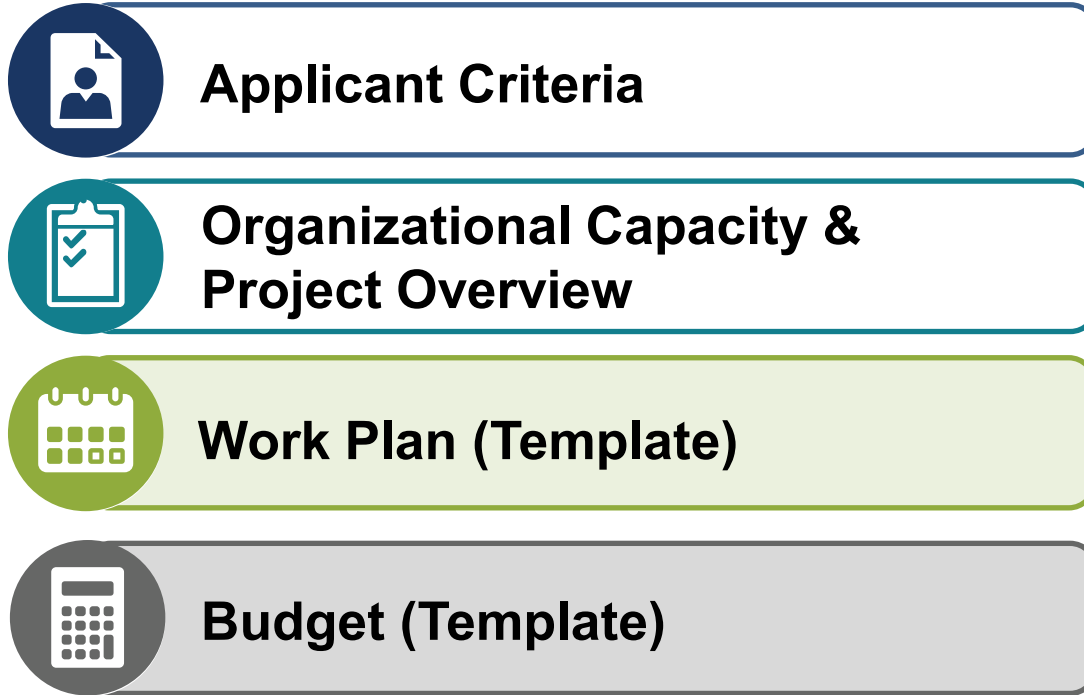


Work Plan (Template)



Budget (Template)





Open Call Application Sections



Download Work Plan and Budget templates from BHCopencall.com

Complete and **attach templates to Application Form**

Open Call Application Sections





-  **Applicant Criteria**
-  **Organizational Capacity & Project Overview**
-  **Work Plan (Template)**
-  **Budget (Template)**

Applicant Criteria



Requested Information	Details to Include
Organization Contact Information	Primary and secondary contact people names, emails, and phone numbers
Organization Type	501(c)(3) / Local government / Community health center / Federally-qualified health center / Education agency
Organization Description	250-word description of your organization and mission
Organization Diversity, Equity, and Inclusion Efforts	Description of how your organization incorporates diversity, equity, and inclusion in operations
Organization Employee Count	Total number of employees (choose from ranges provided)
Organization Operating Years	Total years of operation (choose from ranges provided)
Previous Funding from CCDPH/Other Governments	Grant titles, award amounts and timelines (if any)

Open Call Application Sections

-  **Applicant Criteria**
-  **Organizational Capacity & Project Overview**
-  **Work Plan (Template)**
-  **Budget (Template)**

Organization Experience



1

Organization Experience

- ☐ Description of organizational experience in your chosen strategy area
- ☐ Description of general strengths and partnerships

2

Similar Projects

- ☐ Description of similar projects previously completed (goals, objectives, and outcomes)
- ☐ If none, description of how you will successfully administer the project

Show funders you have **valuable and relevant experience** that sets you apart

Organization Partnerships

3

Partnerships

**Optional – partnerships are not required*

- ☐ List of partners/ collaborators for this project
- ☐ Description roles and responsibilities

If relevant, shows how you will use a strong network to **achieve more** towards your goals

Your organization can partner with **co-leads** or **subcontractors** to complete your project—make a clear distinction in roles/responsibilities

- **Co-leads** share overall responsibility for planning and execution and co-create the work plan and budget
- **Subcontractors** complete specific parts of the project at the direction of the lead applicant

Project Overview



4

Open Call Strategy

Behavioral Health Expansion

- ☐ Mental Health
- ☐ Positive Youth Development

Opioid-involved Overdose Prevention

- ☐ Opioid Overdose Prevention

5

Funding Track

Mental Health & Positive Youth Development

- ☐ Up to \$250,000
- ☐ Up to \$1,000,000

Opioid Overdose Prevention

- ☐ Up to \$1,345,715

6

Priority Populations and Communities

CCDPH identified priority populations and communities for these grants—**select all** that you would reach with your proposed project

Project Description

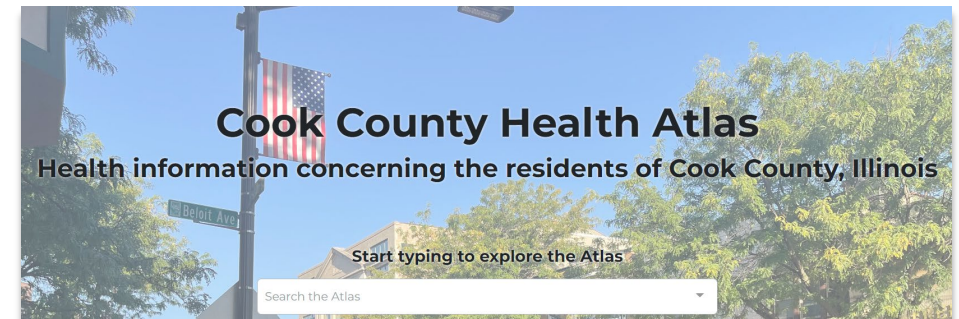
7

Proposal Description





- ☐ Mission statement: community need(s) and your solution
- ☐ Brief program description (goals and timeline)
- ☐ Connection to data* and/or published literature

Show funders you **understand the need** and **have evidence** to justify your solution

*You can use the **Cook County Health Atlas** to find health information from over 120 suburbs—go to: cookcountyhealthatlas.org



Open Call Application Sections

-  **Applicant Criteria**
-  **Organizational Capacity & Project Overview**
-  **Work Plan (Template)**
-  **Budget (Template)**

Work Plan Overview



Work Plans are detailed plans for your proposal



- Often include goals, objectives, timeline, outcomes, and leader(s) responsible



***Note:** Attend the Monitoring, Reporting, and Legal Agreement workshop on November 18 for more details

Why do I need so much detail now?

- Detailed workplans make for **stronger applications**
- Work plans help funders understand your program and where they need to **provide support**
- For this Open Call, work plans will be adapted for legal agreements*, **meaning less work for you later**

Work Plan Steps

1

Indicate your Strategy:

Behavioral Health Expansion

- ☐ Mental Health
- ☐ Positive Youth Development

Opioid-involved Overdose Prevention

- ☐ Opioid Overdose Prevention

2

Work Plan

Goals (3+)

- Objectives (2+/goal)
- Timelines
- Outcomes (1/objective)
- Leaders



Work Plan Template



Goal 1:				
Objectives	Timeline	Outcome	Person Responsible	Comments

Goal 2:				
Objectives	Timeline	Outcome	Person Responsible	Comments

Different grants use different words—we'll walk through what **Goals**, **Objectives**, and **Outcomes** mean for this Open Call

Work Plan Spotlight: Goals



Goal 1:

Objectives	Timeline	Outcome	Person Responsible	Comments

Goals are high-level statements describing what the proposal will accomplish*

- Combined, your goals fully address the problem in your mission statement
- Focus on identified populations and communities

***Note:** Goals should utilize the SMART framework—attend the Program Design workshop next Friday for more details

Work Plan Spotlight: Objectives



Goal 1:				
Objectives	Timeline	Outcome	Person Responsible	Comments

Objectives are the specific actions taken to achieve a goal

- Include timeline, measurable outcomes, and person/leader responsible for each objective

Work Plan Spotlight: Outcomes







Goal 1:				
Objectives	Timeline	Outcome	Person Responsible	Comments

Outcomes are measurable results of objectives that show progress towards goals

- Include data, not just descriptions
- Capture results for both program progress and beneficiaries

Behavioral Health Open Call Requirements

-  **Applicant Criteria**
-  **Organizational Capacity & Project Overview**
-  **Work Plan (Template)**
-  **Budget (Template)**

Budget Overview

1

Indicate your Strategy/ Track:

Behavioral Health Expansion (Track One or Two)

- ☐ Mental Health
- ☐ Positive Youth Development

Opioid-involved Overdose Prevention

- ☐ Opioid Overdose Prevention

2

Budget

1. **Spend** allocated into categories
2. **Narrative** explaining spend allocations

Think of the budget as a **well-informed estimate**—funders know exact requests may shift, but changes should be justified

- **Incentives** are eligible expenses for this Open Call and can be valuable parts of a project, just explain how they help achieve specific objectives and goals



Budget Spotlight: Multiple Funding Sources

Organizations receiving multiple grants must coordinate across funding sources



Every dollar spent should be tied to its funding source in tracking and invoices



Recipients cannot count the same expenses twice across different funding sources



Failure to properly track or disclose multiple funding sources may result in termination of the grant or an obligation to return any misspent funds

Final Review: Grant Dos and Don'ts

DO

- ✓ Do start the application process as soon as you know your project is eligible
- ✓ Do register for workshops—and ask questions!
- ✓ Do submit goals you can measure and deliver on within the proposed timeframe
- ✓ Do double-check that your Work Plan and Budget are attached to the form (and remember to proofread)

DON'T

- ⊗ Don't wait until the last minute to submit
- ⊗ Don't overstate or understate your budget
- ⊗ Don't submit the same application to multiple opportunities; tailor to your audience

How to Apply to the BHC Grants

1 Go to **BHCopencall.com**

The screenshot shows the homepage of the Building Healthy Communities: Behavioral Health Initiative website. The header features the title "Building Healthy Communities: Behavioral Health Initiative" in a large, dark font. To the right of the title is a navigation menu with a blue header "Building Healthy Communities" and three items: "Required Application Materials", "Relevant Downloads", and "Information & Workshop Sessions", each with a downward arrow. Below the title, a light blue box contains the text: "Applications are now being accepted thru Dec. 7, 2022, and awards will be announced in January, 2023." Below this box, the section "Open Call Grant Opportunity" is highlighted in red. The main content area contains three paragraphs of text. The first paragraph describes the announcement by Cook County Board President Toni Preckwinkle, Cook County Health Chief Executive Officer Israel Rocha, and Cook County Department of Public Health (CCDPH) Chief Operating Officer Dr. LaMar Hasbrouck, stating that CCDPH will be awarding over \$14 million in grant funding across four years to expand mental health and substance use prevention, treatment and support in suburban Cook County. The second paragraph is a quote from President Preckwinkle about the commitment to the well-being of all Cook County residents and the holistic approach to healthcare. The third paragraph states that grants will range from \$250,000 to over \$1 million each and are part of the Building Healthy Communities Behavioral Health Initiative, funded under the American Rescue Plan Act (ARPA). The final paragraph is a quote from Israel Rocha, CEO of Cook County Health, about the vision of achieving health equity for all residents of Cook County.

Building Healthy Communities: Behavioral Health Initiative

Required Application Materials ▾

Relevant Downloads ▾

Information & Workshop Sessions ▾

Applications are now being accepted thru Dec. 7, 2022, and awards will be announced in January, 2023.

Open Call Grant Opportunity

On Oct. 26, 2022, Cook County Board President Toni Preckwinkle, Cook County Health Chief Executive Officer Israel Rocha, and Cook County Department of Public Health (CCDPH) Chief Operating Officer Dr. LaMar Hasbrouck, announced at a press conference that CCDPH will be awarding over \$14 million in grant funding across four years to expand mental health and substance use prevention, treatment and support in suburban Cook County.

"Today's announcement demonstrates our commitment to the well-being of all Cook County residents," said President Preckwinkle. "This investment in behavioral health as part of our Building Health Communities Initiative ensures that we're taking a holistic approach to healthcare that prioritizes mental health, as well as physical health."

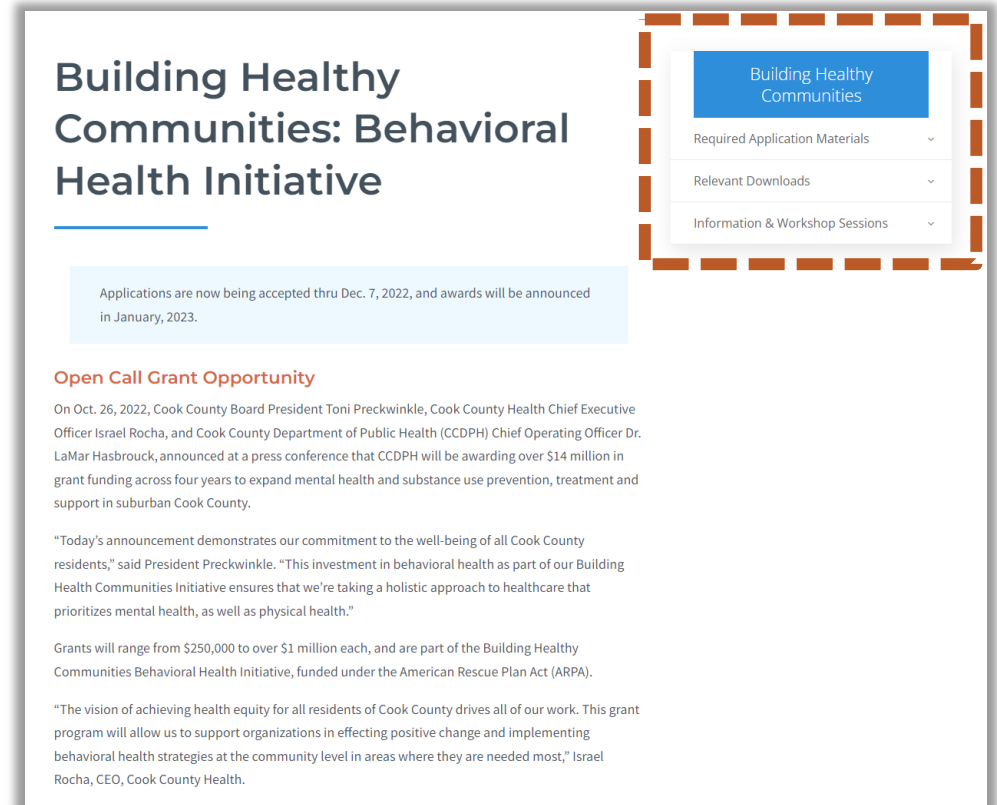
Grants will range from \$250,000 to over \$1 million each, and are part of the Building Healthy Communities Behavioral Health Initiative, funded under the American Rescue Plan Act (ARPA).

"The vision of achieving health equity for all residents of Cook County drives all of our work. This grant program will allow us to support organizations in effecting positive change and implementing behavioral health strategies at the community level in areas where they are needed most," Israel Rocha, CEO, Cook County Health.

How to Apply to the BHC Grants

1 Go to **BHCopencall.com**

2 Download and complete the **Work Plan** and **Budget**

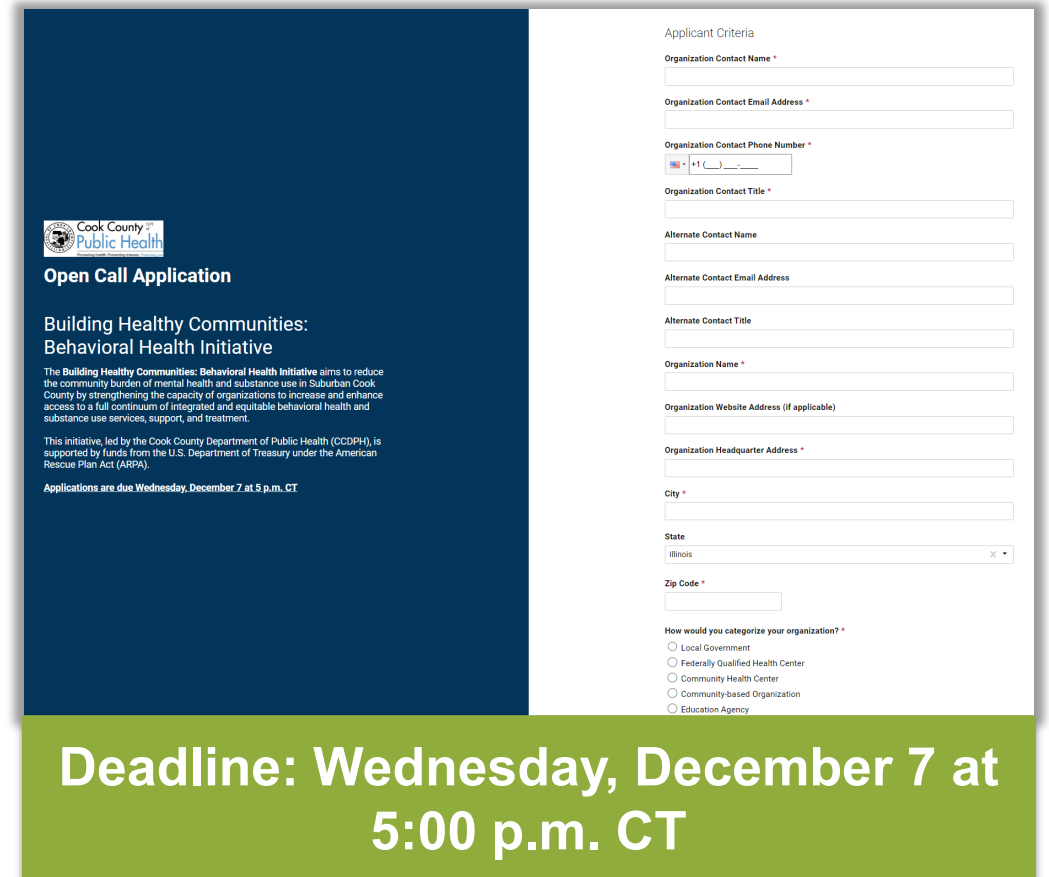


How to Apply to the BHC Grants

1 Go to **BHCopencall.com**

2 Download and complete the **Work Plan and Budget**

3 Submit the **Work Plan, Budget**, and questions on the **Application Form**



The screenshot displays the application form for the Building Healthy Communities: Behavioral Health Initiative. The form is divided into two main sections: a dark blue header area and a white content area. The header area contains the Cook County Public Health logo, the title "Open Call Application", and a brief description of the initiative. The white content area is titled "Applicant Criteria" and contains various input fields for contact information, including Organization Contact Name, Email Address, Phone Number, and Title. It also includes fields for an alternate contact and organization details like Name, Website Address, Headquarter Address, City, State, and Zip Code. At the bottom, there are radio buttons for categorizing the organization as Local Government, Federally Qualified Health Center, Community Health Center, Community-based Organization, or Education Agency. A green banner at the bottom of the form states the deadline: "Deadline: Wednesday, December 7 at 5:00 p.m. CT".

Cook County Public Health

Open Call Application

Building Healthy Communities: Behavioral Health Initiative

The **Building Healthy Communities: Behavioral Health Initiative** aims to reduce the community burden of mental health and substance use in Suburban Cook County by strengthening the capacity of organizations to increase and enhance access to a full continuum of integrated and equitable behavioral health and substance use services, support, and treatment.

This initiative, led by the Cook County Department of Public Health (CCDPH), is supported by funds from the U.S. Department of Treasury under the American Rescue Plan Act (ARPA).

Applications are due **Wednesday, December 7 at 5 p.m. CT**

Applicant Criteria

Organization Contact Name *

Organization Contact Email Address *

Organization Contact Phone Number *

Organization Contact Title *

Alternate Contact Name

Alternate Contact Email Address

Alternate Contact Title

Organization Name *

Organization Website Address (if applicable)

Organization Headquarter Address *

City *

State

Zip Code *

How would you categorize your organization? *

- ☐ Local Government
- ☐ Federally Qualified Health Center
- ☐ Community Health Center
- ☐ Community-based Organization
- ☐ Education Agency

Deadline: Wednesday, December 7 at 5:00 p.m. CT

Questions?

Please submit questions using the chat feature
or by raising your hand and unmuting

- Visit **BHCopencall.com** for more information
- Email questions to: BuildingHealthyCommunitiesOpenCall@cookcountyhhs.org
- Register for additional **Capacity Building Workshops**
 - Program Design: Friday, November 11, 2022
 - Monitoring, Reporting, and Legal Agreements: Friday, November 18, 2022

Other Common Application Elements



1. Cover Letter/Executive Summary
2. Organizational Chart
3. References/Letters of Recommendation

Cover Letter: How to Write to Your Audience

A **Cover Letter** is a one-page summary of your proposal

- More common for long grant applications
- Some grants ask for an **Executive Summary**, which is a more detailed description of your proposal

Contents:

1. Open with the **amount** you are requesting and **project name**
2. Identify the **team applying**, including any partner organizations
3. Summarize your **project** (e.g., brief program description, goals, timeline)
4. Explain why your project is important and **aligns with the funder's mission**
5. Close with what this grant partnership can mean for the **future of your organization**

Cover Letter: Example

[Date]

[Name]

[Title]

[Organization]

[Address, City, State]

[Phone #]

Dear [Grant Funder Name],

The [organization] kindly requests [\$ amount] for the [project name] in [neighborhood/target population]. We look forward to partnering with you in what we believe will be an impactful project for our entire community and an important step in your mission for [funder grant name].

The main objective of our proposed project is to [objective] over the course of [time period]. We plan to achieve this by [methods]. We would like to see measurable progress in [time period] and we will specifically capture [goals] as our key success indicators.

With your funding, we will be able to do the following:
[outline the specific ways the grant will help execute the program].

We appreciate the [grant funder name/organization] taking an interest in helping our community and for your considering investing in our project. Please give me a call at [number] if you have any questions or require additional information.

Sincerely,

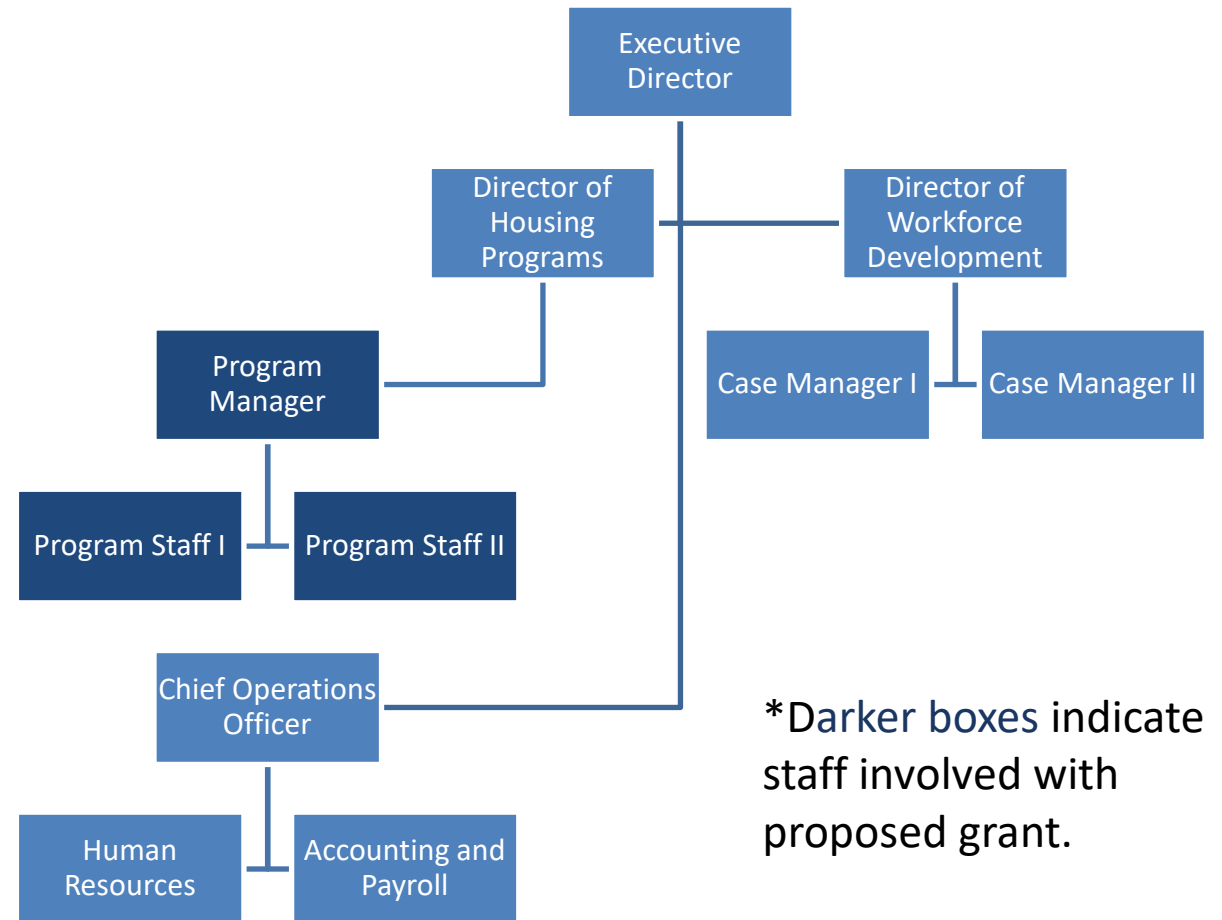
[Name, Title]

[Formal signed signature]

Organizational Chart

An **Organizational Chart** shows the relative roles and responsibilities of your team for a particular project

- More common for larger grants or organizations
- Shows which departments or sub-teams have room to grow
- Clarifies communication and approval channels



Letters of Recommendation

A **Letter of Recommendation** is a brief testament to your organization's ability to succeed with the given grant

- Helps funders evaluate an organization's ability to implement and perform their proposed program
- **Tell your Recommender what they should write about!**
 - Ask them to mention specific programs, outcomes, or strengths

Contents:

1. Explain the **relationship** between the applicant and the recommender
2. Testify to the **applicant's suitability** for the proposed grant program
3. Cite the **recommender's experience with the applicant** (past successes, ability to track metrics and meet goals)
4. Speak to the **capabilities of specific applicant staff** who will be involved in the proposed project