Dogwood Health Trust
Immediate Opportunities and Needs Grants Webinar

Tuesday, December 10, 2019

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Immediate Opportunities and Needs Grants Webinar
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Erica: Good afternoon, and welcome to today's webinar.   It's still just a little early and we have a few more people joining us.   So we'll ask that while you wait, you mute your mics if you can.   Any questions or comments you have can be submitted in the chat window at the lower right of your screen.   A recording of this webinar will be made available at the Dogwood website.   We're happy to say that we are able to caption this webinar.   We have a live captioning service we're using today, and if you look in the chat box, there is a link for that service.   If you copy and paste that into your browser, you'll be able to see the captioning.

If you have any questions during the webinar or the application process, please keep our email address handy.   If you have technical support, there's also a phone number for that on the screen.   That is technical support for your application.

We'll give people a few minutes to join and then get started at 1:05.

Thank you everyone for your patience.   We have a large number of folks registered for this webinar, so we wanted to make sure everyone had time to join us.   We're going to go ahead and start.   Please mute your mic, and also we have captioning service available, and the link to access that is in the chat window in the control panel for the webinar.

I am Erica Allison.   I am a communications partner with Dogwood Health Trust.   I'm also joined by several other folks.

Brian: I'm Brian Meyers, chief strategy officer.

Leah: I'm Leah, interim impact associate and main point of contact for the Immediate Opportunities and Needs Grants.

Erica: Thank you.   Leah, tell us a little about Dogwood and what it covers.

Leah: We want to make sure that the applications that come in serve at least some part of our 18-county region.   It's the 18 westernmost counties.   Our goal is funding at least one grant to serve each county area and also the home to the eastern band of Cherokee Indians.

Erica: Thank you.   I think for a lot of us the term "social determinants of health" didn't come onto the radar until they came across Dogwood.   I'd love for you to clarify that.

Leah: Yeah, it actually came from the CDC.   We want to help everyone understand the things we can focus on.   If you look at the examples here on the screen, they're very broad.   I know typically a lot of people thought of us only in healthcare in the past, but it's a much wider spread net we're looking at.

Brian: Another way to look at it is to think about what makes up your personal health. 20% or less of that is actual healthcare and 80% is where you live.

Erica: Thank you.   Very helpful.   We're here to talk about this immediate opportunities and needs grant, and I know lots of people are wondering what it can cover.

Leah: The needs are easier to think about.   It would be like a one-time purchase. That would be the best way to bucket it.   We're not specifying what kind of equipment or vehicle.   It's what you need to do your job efficiently or better, those physical one-time purchases.   We've also opened it up to opportunities, and those pieces could be hiring someone to create a marketing plan for your organization.   We've also had people ask about hiring an auditor to maintain their 501 C3 status.

Erica: Also, finally getting that IT project on the way.   Maybe your computers are about to leave the earth and it's time to get help with that.   What will ION not fund?

Leah: Staff salaries or an ongoing need would not be included.   We also are not funding endowments, political campaigns, etc.   We can't fund individuals or projects that are already finished.

Erica: I had one person pop in and say they don't have sound.   Is that an issue for other folks?   It looks like our audio is working.   Okay.   Perhaps there's a mute on your computer there, Kathleen.

So, we understand what types of grants you're looking for.   Let's talk about timing and the amount of funding people can expect.

Leah: The deadline for application -- the application is open now.   Those applications are due to be submitted by 5:00pm on January 15th.   Then we'll be reviewing applications and getting funded distributed in March 2020.   The size of grants you can apply for is anything between $500 and $25,000.

Erica: What about the organizations that can apply for these?

Leah: Any 501 C3 organizations or tribal organizations.   All entities are identified by their tax ID number to us.   We're asking for only one application from each organization with the exception of governmental and quasi-governmental organizations.

Erica: What would be an example of that?

Leah: Things like a council on government would be the best example.

Erica: Okay.   Because those folks have so many varied departments.   But for everyone else, one tax ID is considered one organization.   What about reporting?

Leah: Yeah, reporting will be easy as well.   You'll be provided a template if you are awarded with what we're asking for.   We want you to share your story with us and what kind of impact this gift would have for your organization.

Erica: Okay.   How many applications have you received so far?

Leah: We've received 10 so far, but there are also about 100 started and not submitted.   We've seen a lot of action, but we'd love to continue to grow that reach.

Erica: Cool.   It sounds pretty easy.   The timeline has been established.   Walk us through the application.

Leah: This is the application itself.   This main piece is information about your organization specifically.   We are asking for the whole organization budget, so make sure you provide that.   The rest is general information about your organization.

Erica: So far so good.

Leah: The next slide is primary contact information, who should we contact if we have questions.   You can provide two different contacts or make them the same.   After that, we're asking you to tell us about your need.   So what's the need or opportunity that you're trying to get funding for, how much do you need, and is it a one-time opportunity or need you're trying to fund.

Erica: Okay.   And then, final steps.

Leah: These are the final steps.   This one asks a lot of questions about diversity and equity.   We're trying to make sure we get a good geographical spread across our 18 counties.   We're also asking about diversity and equity so we can allocate at least 30% of the funding towards proposals that address equity.

Erica: Tell us about how we address equity.   Can you give us some examples of that?

Brian: There are definitely the ones that jump to the forefront, which is addressing racial disparities.   Additionally, there are other disparities that exist.   For instance, school aged children with special education classes are being suspended at higher rates than other students.   Additionally, there was a county somewhere in the country with close to 30% of pregnant women smoking.   It wasn't based on racial demographics.   It was actually about education level.   Pregnant women without a high

school degree are more likely to smoke.   So, we'd really like to figure out what we're learning from the community and how we can respond.

Erica: Thank you, that's a great way to frame that.

Leah: There are a couple of technical support questions we get a lot, so we wanted to cover those quickly.   The first is the system time out.   If you're answering one question in a single field, that doesn't count as activity.   So, if it takes you longer than 20 minutes, the system will time out. Make sure you hit that save button often or are writing your answers in a Word document and copying and pasting them into the application later.

The link on the website will always start a new application.   You'll need to look for the link in your email, and that will take you to any saved in progress applications.

The last thing is when you have co-working on an application.   If you and your coworker are working on the same application with the same login, you can't be on two computers at the same time.   You'll just save over yourselves.   We recommend setting up a schedule and working on the application that way.

Erica: Thank you.   I think our final information is about those technical assistance matters.

Leah: Just call us at that number on screen.   We can address questions in Spanish and English at that phone number.   Same with the email address.   You can email us in Spanish and we'll respond.   Spanish or English.

Erica: Okay, thank you Brian and Leah.   We have a lot of questions.   And that's the end of our formal presentation, so I'll dive right into those.

Just to reiterate, yes, a full recording of the webinar will live on the ION grants page of the Dogwood website.   In addition to that, with our captioning service, a full transcript will also be available.

Let's get to the rest of the questions.   Would an ION grant be considered if it covers more than one grant in the area?

Leah: Yes, definitely.

Erica: Will 501 C4 organizations be eligible?

Brain: Despite how much I really appreciate the value of 501 C4s, unfortunately we cannot make a donation to them.

Erica: If it was discovered that an existing wall in a current project needs work, would that qualify?

Leah: We're not looking to be a kickoff for of an end-cap for your campaign, but if something falls under improvement, yes, definitely put in an application to be considered.

Erica: Okay.   If an organization is under a fiduciary lead and applying for that program under a lead, will that be allowed, especially if that physical need is under the umbrella of the organization?

Brian: As long as you describe that very succinctly, and I would suggest following up with us.

Erica: My organization is about to start a strategic planning process, but the process will not be funded by the time the grant is granted.

Brian: I would say that it's hard to say without more detail.   So you can follow up with a call.

Erica: What about community action organizations?

Brian: Love them.   [Laughs.]

Erica: Are you asking if that falls under the group that can apply, or are you asking what Dogwood thinks about them?   Okay, yes, it is a quasi-governmental agency.

Brian: That would fall under the quasi-governmental agency, so yes, apply.

Erica: Is a school considered a governmental agency?

Brian: Yes, but not in the way we're actually describing them.   I'll give the best example, which is county government or a council in government, and the agencies providing direct services within those, such as transportation, housing, health and human services.   These are all entities, whereas a school is one entity.

Erica: What about an entire school system?

Brian: It depends on tax IDs.   It's similar to churches.   If a church was under its own tax ID, it would be eligible.   There will probably have to be more direct communication about specific categories.

Erica: Right, and that email helps.

Is a community college considered a governmental agency, and can a college with different ID numbers apply?

Leah: Yes, they can each apply.   If they have separate EIN numbers, they can each apply.

Erica: It boils down to that separate EIN number.

The next questions all sound specific to an individual agency's needs.   Would an application requesting funding to meet the needs of a local or regional coalition be considered?

Brian: As long as they are eligible under that 501 C3 category.

Erica: I understand one request for an organization.   I wonder if the application can include multiple needs, such as a vehicle and fundraising.

Brian: We definitely don't support fundraising, like charity balls.   But you could apply for separate service lines.   Just keep in mind that these grants are not huge, so it might not make much sense.

Erica: Maybe we can talk about how this grant application fits into the larger portfolio.

Brian: Absolutely.

Erica: The next question is, we are wondering about submitting a proposal for IT help.   The social enterprise piece supports income for programs that are related to social health.

Brian: That's a tough one to answer directly.   I'll give an example from my time in Washington.   There was a free clinic that subsidized its work with a social enterprise to provide training for women coming out of homelessness to make lunches and boxed meals.   Both of those would be eligible things to support with their own compelling reasons as to why they should be supported.

Erica: Okay, so that falls back to the conversation and clarifying.

Okay, is there a Word document with the questions from the application?

Leah: There is not a Word doc version, but on the website, there is a printable version.   That would be easier to copy and paste into the Word doc.

Erica: The next question relates to that.   What is the URL to start an application?   That is found on the ION grants page.   Dht.org/ion-grants.   There is a call to action button that says "apply now."

Leah: That application is also available in English and Spanish.   There's a separate button for opening each.

Erica: Is there an application for multiple counties?

Brian: There's no separate application for that.   We appreciate cross-county collaboration and recognize that dollars only go so far.

Erica: Suzie, you asked that we speak to how equity informs the work of our organization?

Brian: Sure, so we want to know how employers define equity and inclusion and what that means to your organization.   There's no right answer there.   It means what is going on in the region addressing social determinants of health or what's making a community healthier.   That often has some version of equity snuck in there.

Erica: Is there a deadline for spending the grant?

Brian: I believe it needs to be spent by the end of the calendar year, but I would have to check with legal.

Erica: Okay, and once we find that answer, we'll update our FAQs.   These are always helpful for the FAQ.

Could you support office expenses?

Brian: That's probably more of a send us an email question.

Erica: Organizations may submit one grant application for each round of funding. Organizations may then not apply again for the next cycle.

Leah: That's just for immediate opportunities and needs grants.   We'll talk about the portfolio of needs in a minute.   But none of those are really an application you need to fill out.   This program is the only one with an application.

Brian: And we have no plans for other rounds currently.   This is earlier than we were expecting to launch funds.   More of that will be defined to be determined.

Erica: We provide first responder training.   One of the courses is a health and wellness class, and we need equipment.

Brian: Go ahead and apply.

Erica: About the counties of impact, is it just for the immediate need or the organization as a whole?

Brian: Just for immediate need.

Erica: Will ION fund a recruitment and training project?

Brian: That sounds pretty eligible to me.   It's hard to tell with two sentences.   Feel free to follow up with an email or phone call.

Erica: Since we attended this webinar, should we attend a community meeting?

Leah: It will be the same info.   The only difference will be the questions asked.

Erica: When will feedback from this webinar be available?

Our goal is to get all updates made by Friday of this week.

Can we partner an ION grant with a separate foundation grant, or would that be frowned upon?

Leah: That's your choice as an organization.   That would be totally fine with Dogwood.

Erica: I think that's called being creative.   Does addressing food disparity qualify as an equity issue?

Brian: It is an equity and disparity issue.

Erica: What is the grant cycle?

Brian: That is yet to be determined.   We're launching this program really quick.   We thought we'd take this as a learning opportunity for the foundation while getting some resources out.   So, to be determined.

Erica: That was also asked by Steve.   How many grant cycles are there?

Are vehicles part of equipment purchase?

Leah: Yeah.

Erica: Can you tell us more about projects Dogwood may be funding?

Brian: It's a really important question, what is Dogwood going to do?   We have the leverage fund.   We are rapidly working towards the healthy opportunities pilot for the region as well as our first larger program focused on addiction.   For now, that's all we have defined and designed from the community board and staff.   More is coming in the future, so thanks for your patience.

Erica: Yes, and this is very much early round for funding.   There's more to come in the future.

Someone answered that their organization is quasi government, so how many organizations can apply?

Leah: One per agency.   If it was the council on aging and the council on transportation, those are each one.

Brian: If you're a county government, you'll know your organization.   If you have a whole department doing transportation or food or care coordination services, those essentially would all be separate entities if they didn't need to be housed in the government or quasi government framework.   That's the rationale behind what we're trying to support.

Erica: So multiple would be the answer.

Can an organization apply through the fiscal agent if the fiscal agent is not applying? Will we need to double answer questions?

Leah: No, just answer for the person who will eventually get the funds.   You don't want to answer for the fiscal agent.   We would prefer to get the information on the nonprofit that hasn't gained its status yet.

Erica: If an immediate need costs more than the $25,000 limit, can we apply for a portion of the immediate need?

Brian: Sure.

Erica: Also, if we apply and aren't approved, does that disqualify us from applying again?

Brian: No.   Anytime you receive a no, that's the beginning of our relationship until you figure out what the organization is looking for that aligns or doesn't align with our goals.

Erica: Would the grant be considered for religious organizations?

Brian: As long as it's eligible under the tax code and is not for things like lobbying, then yes, we understand the importance of faith-based organizations.

Erica: Can you apply for multiple areas of need?

Leah: Yes.

Erica: Our organization needs software and also additional staff.   Would a one-time administrative fee be covered in this instance?

Leah: Not for staff salary.

Brian: Perhaps what could happen -- I'll give a random example.   Don't change your whole organizational structure.   Say the IT itself costs a certain amount, and it costs an additional amount for someone to come and install it.   But if we need to hire an IT person for your organization, that is not an allowable line item.

Erica: My apologies if you've already answered this.   Would a federally qualified health center qualify as a quasi-governmental organization?

Brian: Tim, in your case, you're in multiple counties.   So make sure you flag that with us offline.   Generally, I would lean towards a yes.

Erica: Would funding for a planning and feasibility study to address an issue be a good fit?

Brian: Perhaps.   It's hard to say what a good fit really is.   It's apples and oranges based on needs.   So without knowing what all the asks are as far as issue areas, it's hard to say if feasibility studies would come to the top or not.

Erica: Would you consider a grant to provide furnishings for preschool open to children in poverty?

Leah: Yes.

Erica: How many cycles will there be?

Brian: More than zero.   [laughs]

Erica: A local church is renovating, and we will have to move temporarily.   Will that be eligible, and how can we submit without knowing when and the cost?

Brian: That makes it really tough on reviewers.   I would say reach out to the website or call Leah and walk through your scenario, and maybe we can write some ad hoc ideas.

Erica: The next question is, will the grant fund an opportunity to apply for a consultation for a feasibility study?   So, hiring someone to do a feasibility study.

Brian: That's similar to the question above.   Yes, it's an eligible expense, but it's hard to tell where it would sit as far as other services.

Erica: What about a generator for affordable senior housing?

Leah: Yes.

Erica: How often will immediate needs grants be offered?   To be determined.   I'm going to skip these as they've already been asked.   How many grants do you anticipate funding?

Brian: That is to be determined.

Erica: Can we get the word limits for the boxes for the application?

Leah: They're posted on the application itself.

Brian: We'll double check to make sure it's also on the PDF.

Erica: Would a geographic area in which the numbers of racial disparity are low be considered?

Brian: Yes.

Erica: We will have to pay for shelving to be installed in a new room, but the building is not finished yet.   Do we have to have all the details before we apply for the grant, or is an estimate sufficient?

Brian: Use your best judgment and describe the scenario to us.

Erica: Does Dogwood provide feedback for grants that may not be funded?

Leah: Yes.

Erica: Will funding be provided at lower levels than requested?

Brian: Good question.   They will be funded at lower levels.

Erica: It's a "yes and" answer.

Does Dogwood have any idea how many awards will be granted with this cycle?

Brian: No.   We will learn about that.

Erica: Hiring consultants confused me.   You said you wouldn't support fundraising, but would you support hiring a consultant for a fundraising plan?

Brian: I'm likely to say that won't rise to the top.   Immediate opportunities and needs. It's always a need to have funding, but it's hard to fund funders.

Erica: Does Dogwood have an idea of the number of awards or total money?   We've already answered that.   Not yet.   Would hiring a consultant for a limited time qualify?

Brian: Put in an application and have a conversation.

Erica: Would we have to use the organization's fiscal budget when we have our own for the project?

Leah: Use your own budget.

Erica: Would hiring a facilitator, travel expenses, etc., for a two-day summit qualify?

Brian: Yes and yes.

Erica: In other words, will the amount of peer applications impact our ability to be awarded funding?

Brian: Yes, if only seven people apply, we've done something wrong.   If 50,000 people apply, there's no way we could give that many awards.   The number of people applying will affect the total outcome of this, but we're not sure exactly how yet.

Erica: Will you focus mostly on direct services and health?

Brian: Both.

Erica: Who will review the applications?   Will there be followup calls, emails, etc. or site visits?

Brian: It will be a subset of board and staff.   There will probably not be followup calls. There will likely not be site visits.

Erica: Can a private school apply for funding?

Brian: If they're eligible under nonprofit determinations.

Erica: Clarification from Tim re: word count and how it appears on the application..

Brian: We'll put word limits on there.

Erica: They're only on boxes that require description.   But we'll make sure it's clear.

Leah: If there isn't a word count showing under a question, there isn't a word count max or minimum.

Erica: Can we work on having a Word version?

Leah: Yes

Erica: Good suggestion.   We'll work on a Word version.

We don't have a definitive number on how many grants will be awarded, and do our projects have to address a social determinant of health?

Brian: I would challenge you not to address a social determinant of health.   If you're not sure if it does, you can reach out to Leah.

Erica: Laura brings up a bit of a disconnect with our communication re: what is covered.   We need to clarify that a little more.

Brian: Yes, sorry if there's confusion there.

Erica: If needs change between applying and award, can there be adjustments made later?   I'm thinking they're saying if they get funding from other sources in addition?

Brian: Yeah, we don't expect Dogwood to be the only funder on anything over $25,000.   You're welcome to have other sources.   Needs do change.

Erica: We have one more.   Is a person's lived experience such as poverty, divorce, and single parenthood included in your definition of diversity?

Brian: Yes.   That is included in diversity and equity in general.   I don't know if it's on our online definition of it.

Erica: Okay, thank you.   We need a computer now, but someone else may fund it for us first.

Brian: Okay.   Great.   Good luck with that.

Erica: Any other questions?

You all have been great and have given us some great questions to add to our FAQs. And thank you, Terry.   Great job today.

We'll update the FAQs.   A recording and a transcript will be available on Friday.   If you have questions, email Leah at iongrants@dht.org.   I will pull up the point of contact page again.

[Page pulled up]   Technical assistance numbers there, and the email for any questions about the grant.   I think that is it.   I'll check one more time.

And the funding page examples.   Thank you, Joseph Moore for that reminder.   There you go.   Again, this will be on the website in a few days.   And I will make sure someone on staff knows about your request for a training opportunity.   It may be best to clarify what type of training you're looking for.

Leah: Yeah, if you could send us an email or give us a call at the numbers here, we could give you some more details about what you need.

Erica: Okay, thank you, everyone.   I hope you have a great afternoon.   Stay dry.   Goodbye.

[End of webinar]