**Voices for Healthy Kids**

**Advocacy Impact Pilot Policy Campaign Application**

**This document is for applicants to use to prepare responses to the questions – ALL applications must be submitted into the** [**online grant management system**](https://voicesforhealthykids.fluxx.io/)**.**

**Please Note:**

* This form is to assist you in preparing your application. **You must enter your responses into the online form.** Each heading has an arrow to collapse the section if you are not working on that section.
* When copying and pasting, there may be formatting issues that you will need to address in the online system. Please plan ahead to ensure you have time to make the necessary edits.
* It is strongly recommended to enter in your responses prior to the day the application is due and ensure you have all required documentation uploaded into the system.

# Organization Eligibility (Lead, Co-Lead, Subgrant)

To be eligible as a Lead, Co-Lead or Subgrant applicant organization, an organization must have tax-exempt status under the Internal Revenue Code section 501(c)(3) as a public charity or under section 501(c)(4); have a fiscal sponsor that is a section 501(c)(3) public charity or a section 501(c)(4) organization; or be a federally recognized Indian tribe or a subdivision of a tribe.

We are unable to fund private foundations, non-functionally integrated Type III supporting organizations, or government agencies (including public schools, state universities, etc.).

Grant requirements include the ability to conduct lobbying activities as defined by the Internal Revenue Code. Section 501(c)(3) public charities are able to lobby; however, if your organization is restricted or prohibited from conducting lobbying activities by your leadership/board of directors, you are not eligible for this grant.

Consult your legal counsel for guidance on lobbying. In general, lobbying includes: communicating directly with legislators on specific legislation concerning your views on such legislation, or, communicating to the public on specific legislation concerning your views on legislation and asking them to take action.

# Lead Organization Information

**Organization** (auto entered to your organization)

**Location** (auto entered to your organization’s location)

**Primary Signatory:** The person at your organization that **has the authority to sign contracts**. If your application is awarded, this contact will be listed on the contract and the contract will be sent to them electronically for signing. Grant award payments are not processed until a contract has been signed.  Please provide the correct information to expedite this process in the event your application is approved. This person only receives the contract and payment emails. They will not receive the system generated emails for report reminders, etc.

**Primary Contact:**The key contact for the administration of the grant and financial and narrative reporting. This person will receive **all** **communications**.

**Campaign Coordinator:** The person that will manage the policy campaign.  This person will receive **all communications**.  This can be updated if awarded/hired.

**You can list the same contact for multiple roles.** These are available for applicants that have more than one staff responsible for supporting a funded grant. Both Primary Contact and Campaign Coordinator receive all system generated emails.

If awarded, you will have the option to add or update contacts.

**Primary Signatory**

**Primary Contact**

**Campaign Coordinator**

Does this application have a Fiscal Sponsor that is different than the applying organization?

Fiscal Sponsors must have tax-exempt status under the Internal Revenue Code section 501(c)(3) as a public charity, or under section 501(c)(4). If a Fiscal Sponsor is included, the following documentation will need to be uploaded:

- IRS Letter Confirming Tax-Exempt Status (i.e., 501(c)(3) or 501(c)(4))

- Most Recent IRS Form 990 including Schedule C (Do not include Schedule B)

- Copy of Fiscal Sponsorship Agreement that the applicant organization signed with the Fiscal Sponsor

## (If Yes – Fiscal Sponsor Information)

Name

Tax ID

Street Address

City

State

Postal Code

Organization Email

Organization Website

Primary Contact Name

Primary Contact Email

Primary Contact Phone

# Lead Organization Board and Staff Diversity

At Voices for Healthy Kids, we believe that collecting and reporting data on racial and ethnic groups is an important initial step to address inequities. We encourage our applicant organizations to collect and report data on racial and ethnic composition of boards and staff. If you do not currently collect information about your own organization, we encourage you to use these survey questions and this [**resource guide**](https://www.schusterman.org/sites/default/files/More%20than%20Numbers-%20A%20Guide%20Toward%20Diversity%2C%20Equity%20and%20Inclusion%20%28DEI%29%20in%20Data%20Collection.pdf). Voices for Healthy Kids is working to increase funding to organizations and campaigns with board and staff that are Black/African American, Hispanic/Latino/a, American Indian, Alaska Native, Asian American and Pacific Islander.

The following questions are voluntary, if you do not respond it will not cause you to be ineligible for receiving grants, service on a committee, or any potential future employment-related decision. We are invested in the recruitment and retention of diverse applicants, grantees and volunteer committees. This information will help AHA to track the effectiveness of our recruitment efforts.

**Lead Organization Board**

How do you collect information about the demographic composition of the board of directors?

We maintain self-reported data for each board member.

Information is not formally collected but we can ascribe demographic characteristics (not recommended).

We don’t regularly collect demographic information or can’t report this information at this time.

We don’t wish to report this information.

Other (pops up a text box)

Explain how you collect information:

Indicate the number of board members that are representative of the following racial or ethnic groups (For members that are representative of more than one group, select Multiracial/Multiethnic):

African American or Black

Asian or Asian American

Hispanic, Latino/a or Spanish Origin

Middle Eastern or North African

Native American or Alaska Native

Native Hawaiian or Pacific Islander

White (non-Hispanic)

Multiracial/ Multiethnic

Race or ethnicity not described by categories above

Does your board have lived experience that you would want Voices for Healthy Kids to know about?

We define lived experience as first-hand involvement and knowledge of the social issues that impact communities that are discriminated against or faces other barriers (including poverty or lack of access) to living a healthy life.

**Lead Organization Staff**

How do you collect information about the demographic composition of the full-time staff?

We maintain self-reported data for each staff member.

Information is not formally collected but we can ascribe demographic characteristics (not recommended).

We don’t collect demographic information or can’t report this information at this time.

We don’t wish to report this information.

Other (pops up a text box)

Explain how you collect information:

Indicate the number of staff that are representative of the following racial or ethnic groups (For members that are representative of more than one group, select Multiracial/Multiethnic):

African American or Black

Asian or Asian American

Hispanic, Latino/a or Spanish Origin

Middle Eastern or North African

Native American or Alaska Native

Native Hawaiian or Pacific Islander

White (non-Hispanic)

Multiracial/Multiethnic

Race or ethnicity not described by categories above

Indicate the racial or ethnic group for the Leadership of your organization (CEO, Executive Director or other identified top leadership position of the organization)

African American or Black

Asian or Asian American

Hispanic, Latino/a or Spanish Origin

Middle Eastern or North African

Native American or Alaska Native

Native Hawaiian or Pacific Islander

White (non-Hispanic)

Multiracial/ Multiethnic

Race or ethnicity not described by categories above

Do not wish to report

Does your staff have lived experience that you would want Voices for Healthy Kids to know about?

We define lived experience as first-hand involvement and knowledge of the social issues that impact communities that are discriminated against or faces other barriers (including poverty or lack of access) to living a healthy life.

**Campaign Manager**

Indicate the racial or ethnic group for the campaign manager:

African American or Black

Asian or Asian American

Hispanic, Latino/a or Spanish Origin

Middle Eastern or North African

Native American or Alaska Native

Native Hawaiian or Pacific Islander

White (non-Hispanic)

Multiracial/ Multiethnic

Race or ethnicity not described by categories above

Do not wish to report

To be hired

**Coalition**

Indicate the racial or ethnic group for the leadership of your coalition:

African American or Black

Asian or Asian American

Hispanic, Latino/a or Spanish Origin

Middle Eastern or North African

Native American or Alaska Native

Native Hawaiian or Pacific Islander

White (non-Hispanic)

Multiracial/Multiethnic

Race or ethnicity not described by categories above

Do not wish to report

No coalition currently

# **Co-Lead or Subgrant Organization**

Voices for Healthy Kids believes campaigns are most successful through collaboration between community organizations, advocacy groups, coalitions and others.  We encourage applicants to consider applying with a co-lead and/or subgrant.   
  
**Because of the cohort model of the Advocacy Impact Pilot, organizations are not required to apply with a co-lead or subgrant.**

Will you be including a Co-Lead or Subgrant on this application?

## If response to above is Yes

**Organization**

**Address**

**City**

**State**

**Zip Website**

**Contact Name**

**Title**

**Email Address**

**Phone**

Does this Co-Lead/Subgrant have a Fiscal Sponsor that is different than the applying organization?

Fiscal Sponsors must have tax-exempt status under the Internal Revenue Code section 501(c)(3) as a public charity, or under section 501(c)(4). If a Fiscal Sponsor is included, the following documentation will need to be uploaded:

- IRS Letter Confirming Tax-Exempt Status (i.e., 501(c)(3) or 501(c)(4))

- Most Recent IRS Form 990 including Schedule C (Do not include Schedule B)

- Copy of Fiscal Sponsorship Agreement that the applicant organization signed with the Fiscal Sponsor

## (If Yes – Fiscal Sponsor Information)

Organization

Tax ID

Street Address

City, State Postal Code

Organization Website

Primary Contact Name

Primary Contact Email

Primary Contact Phone

## Co-Lead or Subgrantee Board and Staff Diversity

Voices for Healthy Kids is also working to increase funding to organizations and campaigns that have leadership that is Black/African American, Hispanic/Latino/a, American Indian, Alaska Native, Asian American and Pacific Islander. We encourage our applicant organizations to collect and report data on racial and ethnic groups. Please see the description listed under the Lead Organization Board and Staff Diversity for more information.

**Co-Lead or Subgrantee Board**

How does the co-lead/subgrant collect information about the demographic composition of the board of directors?

We maintain self-reported data for each board member.

Information is not formally collected but we can ascribe demographic characteristics (not recommended).

We don’t regularly collect demographic information or can’t report this information at this time.

We don’t wish to report this information.

Other (pops up a text box)

Explain how you collect information:

Please indicate the number of board members that are representative of the following racial or ethnic groups (For members that are representative of more than one group, please select Multiracial/Multiethnic):

African American or Black

Asian or Asian American

Hispanic, Latino/a or Spanish Origin

Middle Eastern or North African

Native American or Alaska Native

Native Hawaiian or Pacific Islander

White (non-Hispanic)

Multiracial/ Multiethnic

Race or ethnicity not described by categories above

Does the co-lead/subgrant board have lived experience that you would want Voices for Healthy Kids to know about?

We define lived experience as first-hand involvement and knowledge of the social issues that impact communities that are discriminated against or faces other barriers (including poverty or lack of access) to living a healthy life.

**Co-Lead or Subgrantee Staff**

How does the co-lead/subgrant collect information about the demographic composition of the full-time staff?

We maintain self-reported data for each board member.

Information is not formally collected but we can ascribe demographic characteristics (not recommended).

We don’t regularly collect demographic information or can’t report this information at this time.

We don’t wish to report this information.

Other (pops up a text box)

Explain how you collect information:

Indicate the number of staff that are representative of the following racial or ethnic groups (For members that are representative of more than one group, please select Multiracial/Multiethnic):

African American or Black

Asian or Asian American

Hispanic, Latino/a or Spanish Origin

Middle Eastern or North African

Native American or Alaska Native

Native Hawaiian or Pacific Islander

White (non-Hispanic)

Multiracial/Multiethnic

Race or ethnicity not described by categories above

Indicate the racial or ethnic group for the Leadership of co-lead/subgrant organization (CEO, Executive Director or other identified top leadership position of the organization)

African American or Black

Asian or Asian American

Hispanic, Latino/a or Spanish Origin

Middle Eastern or North African

Native American or Alaska Native

Native Hawaiian or Pacific Islander

White (non-Hispanic)

Multiracial/ Multiethnic

Race or ethnicity not described by categories above

Do not wish to report

# Campaign Information

Funding Summary

1-2 sentence summary of your campaign

Amount Requested

Amount requested must match the total amount requested calculated field in the budget section.

Grant Start Date

Grant start dates must be the 1st of the month.

Grant End Date

Grant end dates must be the last day of the month.

Geographic Focus

This feature works best in Chrome.

Use the '+' to the right of Geographic Focus to open the geographic location selector. Use the search bar or drill down via the expandable + to your specific geographic focus.

Once you have located your geographic focus, highlight the name in the left window and click the '>' to move it to the right. Once you have selected your region(s), click 'Save.'    
  
Please be sure the Geographic Focus and the Jurisdiction match, please see the following examples.   
State = World / North America / United States / South / South Atlantic / Florida  
County = World / North America / United States / South / South Atlantic / South Carolina / Columbia  
City = World / North America / United States / West / Mountain / Colorado / Denver County / Denver  
  
If this is for a tribal region and the geographic focus does not align, please select the state your tribe receives mail.

Policy Issue Area

Specific to Geographic Area (see email or instructions)

Clearly State your Policy Goal:

What policy making body has the authority to pass the policy? (example: school board, city council, mayor, etc.)

When would the policy be introduced (month/year)?

# Application Narrative

Provide brief responses (up to 3 paragraphs) to address the prompts for each section. If applying with more than one co-lead/subgrant, longer responses are welcomed.

**Organization and Background**

* Provide an overview of your organization and mission.
* How does the policy goal tie to your organization’ mission?
* Does your organization have experience in advocating for policy (federal, tribal, state or local)?
  + If yes, share some of your successes or lessons learned.
* If applying with a co-lead/subgrant, please provide a brief overview of each organization.

**Policy Goal and Approach**

* Describe your policy goal and your overall approach to the work.
* Is this the first time you have pursued this specific policy change?
  + If not, how will your lessons learned from prior advocacy for this issue shape your strategy?
* How do you think this policy will address the issue area identified by the community?

**Collaboration**

* Does your organization have experience collaborating with partners to advocate for policy change? If yes, describe.
* What key relationships and partnerships do you plan to create or leverage to advance the success of the campaign?

**Campaign Strategy**

* Describe your overall campaign plan and strategy.
* What key activities, tactics and tools will your campaign employ to pass the proposed policy?
* What is your relationship with key decision makers and how have they responded in the past?

**Community Engagement Strategy**

* How will members of the community be engaged as leaders and participants throughout the planning and engagement of the campaign? (including paid opportunities)

# Grant Budget

**Budget Notes:**

Voices for Healthy Kids is awarding grants up to $100,000 per policy campaign.

This is a competitive process. Applicants are encouraged to apply for the funds they need, not the maximum allowed.

Applicants are able to allocate up to 20% of their request for lobbying tactics.

Required line items:

Indirect - 12% of Direct Costs and 4% of Purchased Services and is auto calculated and included in the total non-lobbying request amount.  
Legal - Voices for Healthy Kids will cover legal costs with our legal counsel for the Advocacy Impact campaigns.

**Budget Definitions:**

Non-Lobbying/Lobbying - These fields are where you will list the amount of funding you are REQUESTING from Voices for Healthy Kids to support the respective Non-Lobbying and Lobbying tactics. These fields will total at the bottom of the budget card.

**Narrative:**

Budget narrative should describe details and specific activities, staff, contractors, etc. for which you will use the requested funding.

**Please Note: An** [**excel template**](https://voicesforhealthykids.org/assets/main/grantadmin/aipbudgetplanningtool.xlsx) **has been created to assist you in preparing your application. You must enter your responses into the online form.**

**Additional Funds to Support This Campaign**

**Funds from Your Organization** - Funds from your organization would come from your organizational budget as a match to support this campaign. There is not a required level or percentage of funds to be available (matched) from your organization, however, it is important to note the match and in-kind contribution of the applicant as it reflects the capacity of the applicant and ability to carry out the work.

**Funds from Other Sources** - Funds from other organizations could be additional grant funds dedicated to this campaign, coalition partners supporting the campaign with a monetary match, etc. that would help carry out the work.

**Funds from Your Organization**

**Non-Lobbying Match**

**Lobbying Match**

**Narrative**

Describe how the funds from your organization will support this campaign.

**Funds from Other Sources**

**Non-Lobbying**

**Lobbying**

**Narrative:**

List all additional funders currently secured to support this campaign.

If a coalition partner is supporting specific campaign tactics they should be included. For example, ABC Organization will host all coalition meetings (X meetings @$$)

# Lead Organization Documents:

*Required*

* IRS Letter Confirming Tax-Exempt Status (i.e., 501(c)(3) or 501(c)(4))
* Most Recent IRS Form 990 including Schedule C (Do not include Schedule B)

If applying with a fiscal sponsor the following is required:

* Copy of Fiscal Sponsorship Agreement that the applicant organization signed with the Fiscal Sponsor
* Fiscal Sponsors IRS Letter Confirming Tax-Exempt Status (i.e., 501(c)(3) or 501(c)(4))
* Fiscal Sponsors Most Recent IRS Form 990 including Schedule C (Do not include Schedule B)

# Application Documents:

* Upload any supplemental materials that support this application: (infographic, one page overview, video, campaign plan, website and/or social media links, media coverage link, letter of reference, cover letter etc.)

# Co-Lead/Subgrantee Documents:

*Required for each co-lead/subgrant*

* A letter of support from the organization indicating the commitment and collaboration as a co-lead and/or subgrantee on this campaign
* IRS Letter Confirming Tax-Exempt Status (i.e., 501(c)(3) or 501(c)(4))
* Most Recent IRS Form 990 including Schedule C (Do not include Schedule B)

If applying with a fiscal sponsor the following is required (unless fiscal sponsor is lead applicant):

* Copy of Fiscal Sponsorship Agreement that the applicant organization signed with the Fiscal Sponsor
* Fiscal Sponsors IRS Letter Confirming Tax-Exempt Status (i.e., 501(c)(3) or 501(c)(4))
* Fiscal Sponsors Most Recent IRS Form 990 including Schedule C (Do not include Schedule B)

# Grant Announcement/News Release

Voices for Healthy Kids announces the list of awarded grantees. You may decline for any reason, particularly if you are concerned the announcement will negatively impact your campaign.  
  
A template news release, sample email newsletter blurb, talking points and social media graphics will be made available should you want to post about the announcement to your networks if funded.

* Would you like your organization listed on the announcements as a funded grantee?

Please indicate if your Co-Lead Organization (if applicable) would like to be listed on the announcement.

* Would this Co-Lead like to be listed on announcements as a funded grantee?