**Voices for Healthy Kids Policy Campaign**

**Full Application Form Application Questions**

**This document is for applicants 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.**
* When copying and pasting, there is often 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.
* Character limits include spaces. If you have not checked on the character counts in Word, the online form might not check the character counts until you submit. If you are pasting the responses from Word into your online form and they are over the character limit, then you will not be able to submit until you check each response to make sure it is under the max character limit.

**Full Application Form Application**

The following questions are in addition to the short form questions. If you need to make any edits to the short form demographic questions you have the opportunity

**Pre-Application Support**

Please indicate if you viewed any of the following pre-application videos in preparation to complete your application?

* Application and Submission
* Model Campaign Planning Tool
* Building Health Equity into your Campaign Plan
* Policy Lever Overview
* Securing Funding for Policy Efforts
* Building Budgets that Win

Did you contact Voices for Healthy Kids with any questions during the application process?

Please provide any additional comments about your pre-application support.

Application Narrative

Please review the application in the online system to ensure you prepare all of the required items. In order to assist you in preparing responses to the narrative questions, we have created a word document of the questions.

**List and explain your campaign’s policy goals and approach**

*2000 Character Limit*

* *What is the potential long-term public health impact on the state, locality, or priority population as a result of the policy?*
* *How will policy success create momentum for other policy change efforts in the future?*
* *How is this policy approach aligned with the Voices for Healthy Kids policy approach (Policy Checklist)?*

**Population Impact**

*2500 Character Limit*

* *Which priority population will your campaign focus its engagement on? Why was this population selected?*
* *Provide a data narrative that highlights the health exposure of this population in the given policy lever. What data source was utilized to identify the target population? Please include any links to data sources if applicable.*
* *What experience do the applicant organizations have in engagement with and/or empowerment of the priority populations and organizations led by and/or serving the priority populations?*

**Provide a brief description of each of the applicant organizations or coalitions listed in this proposal.**

*2500-3500 Character Limit*

* *If you are applying with 1-2 applicant organizations, your response can be up to 2500 characters.*
* *If you are applying with 3-4 applicant organizations, your response can be up to 3500 characters.*
* *Provide a summary of each organizations’ policy advocacy experiences and successes including within this policy priority.*
* *Describe how entrenched each of the applicant organizations are in the community intended to benefit most from the policy change.*
* *Highlight any past policy advocacy related work each organization has done with the American Heart Association and/or Voices for Healthy Kids.*

**What is the proposed strategy for collaboration amongst the applicant organizations?**

*3500 Character Limit*

* *What are the strengths, skills, networks, and relationships that each organization will bring to this collaboration?*
* *How does this collaborative strategy advance the campaign and promote equity?*
* *Explain the campaign decision-making process that will be taken amongst the coalition during the campaign planning process and time sensitive in-session decisions.*

**Campaign Strategy**

*2000 Character Limit*

* *What activities, tactics and tools will your campaign employ to pass the proposed policy?*
* *What key relationships and partnerships do you plan to create to advance the success of the campaign?*

**Community Engagement Strategy**

*2200 Character Limit*

* *Describe your strategy to build the necessary relationships, engage, and support priority population(s) in this campaign from campaign planning, policy passage and implementation.*
* *Describe the current efforts in this policy area by other organizations and how do you plan to coordinate?*
* *Explain the plan for continued collaboration with the applicant organizations and the community intended to benefit most from the policy change beyond this campaign.*

***If AHA Applicant:***

Describe the following in relation to collaboration and community engagement strategy.

*1200 Character Limit*

* *What does AHA anticipate they will gain from this long-term collaboration with the applicant organizations and the community.*
* *What would you like to learn from this experience?*

**Please describe applicant organizations experience in direct and grassroots lobbying.**

*1000 Character Limit*

* *Include an explanation of how lobbying and non-lobbying expenses will be tracked.*

**Please explain your long-term plan for this policy campaign.**

*2000 Character Limit*

* *If the policy does not pass in the proposed session of this grant, how will you continue the campaign?*
* *Will this policy campaign lead to the next level of a policy campaign in this issue area? (For example: if you are currently working on a healthy kids’ meals campaign is your next goal a sugary drink excise tax campaign?)*
* *How will you utilize this campaign to launch a policy campaign in another issue area?*

***Grant Budget***

**Budget Notes:**

Voices for Healthy Kids is allocating grants up to $200,000 per award.

Awards will be very competitive, and applicants are encouraged to apply for the funds they need and not always the maximum allowed.

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

**Budget Definitions:**

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

**Funds from Your Organization** - If your organization has funds available that will support this policy campaign. There is not a required level or percentage of funds to be available 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. These fields will total at the bottom of the budget card.

**Funds from Other Sources** - If your organization has funds available from other sources that will support this policy campaign. Funds from other organizations could be additional grant commitments dedicated to this campaign, coalition partners supporting the campaign with a monetary match, etc.  that would help carry out the work. These fields will total at the bottom of the budget card.

**Travel**

Include travel to one Voices for Healthy Kids Meeting – 3-4 day meeting (3-4 hotel nights).

Estimated travel budget:

Air fare- $500 round trip

Lodging- $225 per night x 3 nights = $675

Meals- $100 per day x 2 days = $200

\*meals during meetings are covered by Voices for Healthy Kids

Transportation- $150 round trip

Total Voices for Healthy Kids Meeting Travel: $1525

**Co-Leads or Subgrantees** should be equitably compensated for their time and expertise. If you have more than one subgrantee or co-lead, please list the totals in the budget form and break out the amounts in the budget narrative.

**Purchased Services**

Voices for Healthy Kids expects grantees to make a good faith effort to invest grant dollars for contracted services with businesses (i.e. media firm, lobbyist, etc.) to be representative of or serve the interests of the listed priority populations.

**Budget Narrative:**

In the budget narrative below, please describe the specific activities for which you will use the requested funding. Budget narrative should describe the amounts for each budget line in the detailed budget submitted on the budget card following the narrative. Amounts listed in the budget narrative must match the budget card. Please also describe the match line items in the narrative.

**Budget Narrative must match the financial budget and include:**

Include explanations for the personnel cost, direct cost, and purchased services cost for each of the applicant organizations

Explanations of budgets for each applicant organization, contractors, subcontracts, consultants and staff time should include a justification and deliverables

Voices for Healthy Kids expects grantees to make a good faith effort to invest grant dollars for contracted services with businesses (i.e. media firm, lobbyist, etc.) to be representative of or serve the interests of the listed priority populations

Details about staff that work on this campaign

Details about consultants that will work on this campaign

Inclusion of travel budget for a Voices for Healthy Kids annual summit for all applicant organizations

**Personnel Costs**

For each of the below personnel costs, please list:

* *Brief bio if position is occupied*
* *% of time dedicated to the grant*
* *Primary objectives for the position*
* *Anticipated hire date if position is vacant*
* *Projected Annual Salary*

Campaign Coordinator

Other Project and Administrative Staff

Fringe Benefits

**Other Direct Costs**

Office Operations

* *Provide rationale and dollar amount of each Office Operations line item to support the amount listed on the budget template. (Telephone & Cell Phone; Postage, Printing & Supplies)*

Advertising, Communications & Marketing

* *Provide rationale, vendor(s), and activities to support the amount listed on the budget template.*

Polls & Surveys

* *Provide rationale, vendor(s) and activities included on the budget template – Please note all polls and surveys need to be reviewed and approved by Voices for Healthy Kids prior to polling or surveying*

Equipment

* *Provide rationale and activities to support the amount listed on the budget template. All equipment must be purchased in the first half of the grant term.*

Travel

* *Provide rationale and calculations broken down by trip/cost category to support the amount listed on the budget template. (Air Travel, Lodging, Meals & Transportation and Mileage) Reminder to allocate funds to cover travel to the Voices for Healthy Kids annual summit for all applicant organizations. Co-Lead and Subgrantee travel should be listed in that budget line item.*

Meeting Expenses

* *Provide rationale and breakdown by meeting/cost category to support the amount listed on the budget template. (Facilities & AV, Meals, Materials)*

**Purchased Services**

Purchased Services:

* *(i.e. contractors, consultants, etc.) Provide rationale, name of consultant, cost, period of services, and expected outcome for each line item to support the amount listed on the budget template.*

Lobbyist

* *If you have the lobbyist identified, include the firm name and address.*

Co-Lead(s) and/or Subgrantee(s)

* *Please list the amount of funding to be distributed to each co-lead and applicant organization. It is recommended that the funds are equitably distributed across applicant organizations.*

**Documents Needed to Submit your Application:**

**Application Documents:**

* Campaign Plan (required)
* Letter of Reference
* Cover Letter

**Co-Lead/Subgrantee Documents:**

The following documents are *required* for **each** Co-Lead and/or Subgrantee:

* Non-Profit status letter
* A letter of support from the organization

**Lead Organization Documents:**

* Non-Profit Tax Exempt Form (i.e. 501(c)(3))
* Most Current IRS 990 Form including Schedule C (Do not include Schedule B)
* Fiscal Sponsor Documentation (if applicable)