

FY2024 HEALTHY COMMUNITIES FUND

FUNDED BY: ASIAN AMERICAN HEALTH INITIATIVE

ADMINISTERED BY: THE PRIMARY CARE COALITION



Asian American
Health Initiative



Healthy Communities Fund



primary care coalition



Agenda

- About AAHI & PCC
- Healthy Communities Fund purpose
- Overview of the FY2024 HCF Process
- HCF Eligibility
- Award Categories
- Funding Categories
- Key Outcomes
- Proposal Evaluation Criteria
- How To Apply
- Portal Demonstration
- Expectations
- Q&A

The session will **not** be recorded.
The slides will be available online
and the FAQ will be updated next
week.



About Asian American Health Initiative (AAHI)

- AAHI is part of the Montgomery County Department of Health and Human Services Office of Community Affairs
- AAHI's mission is to improve the health and wellness of Asian Americans in Montgomery County by applying equity, community engagement, and data-driven approaches.
- AAHI aims to achieve this mission by focusing its work in four core priority areas:
 - Community Engagement
 - Community Empowerment
 - Capacity Building
 - Change Catalyst

About Asian American Health Initiative (AAHI)

Community Engagement

- Health fairs,
- Small business outreach,
- Internship program,
- CHWs,
- Health promoter program,
- Health awareness campaigns

Community Empowerment

- Caregiver Stress,
- PREP,
- Friends Corner,
- YMHFA & AMHFA,
- CHAT

Capacity Building

- AACE
 - Microgrants,
 - Data Roundtables,
 - Data Workshops,
 - Strategy Consultations
- Healthy Communities Fund

Change Catalyst

- Workgroups
- Cultural Responsiveness Trainings



About Primary Care Coalition (PCC)

- Primary Care Coalition's (PCC) mission is to improve the health of vulnerable individuals and families by building partnerships and strengthening systems.
- Established in 1993, PCC is a non-profit organization committed to working with its partners to connect community members to needed services.
- PCC is in partnership with AAHI on the current FY24 Healthy Communities Fund program and looks forward to its continued partnership with AAHI in supporting the Asian American and Pacific Islander (AAPI) communities.

Healthy Communities Fund

Demonstrated
Need

Culturally and
linguistically
appropriate

Trusted
Authority



Overview

- \$1.5M available in funding
- Maximum award per grantee - \$150,000
- Grant writing consultations through CDP – membership.cdp.training/bundles/aahi
- Key Deadlines
 - Applications Open – June 23, 2023
 - Submission Deadline – July 31, 2023
 - Award Announcement – September 8, 2023
 - Program Start – September 11, 2023

Eligibility

- Be a **nonprofit** corporation with either 501(c)(3) or 501(c)(4) tax-exempt status.
- Provide services to Asian Americans and Pacific Islanders (AAPI) in Montgomery County, Maryland. Applicants may be located in other jurisdictions, but the proposed program(s) **must serve AAPI residents of Montgomery County only**.
- Be **registered and in good standing** with the State of Maryland or adjacent jurisdiction. Have all appropriate licenses and insurance consistent with the Primary Care Coalition terms and conditions.
- Have been continuously delivering one or more culturally and linguistically competent services to ethnically and economically diverse AAPI communities in Montgomery County, Maryland **since July 1, 2021**.
- Have the ability and capacity to **provide services throughout the term** of the grant period which ends June 30, 2024.
- Have an established or the ability to establish a mechanism to **collect and report on client data** (i.e. age, race, gender, zip code, etc.).

Ineligible

- The programs and services provided under this grant must **not be funded by another agency** (county, state, federal, for-profit, or nonprofit).
- **Social media programs** – programs or services that operate on and/or primarily engage social media platforms such as Facebook, Twitter, WhatsApp, WeChat, IMO, Instagram, YouTube, TikTok, Snapchat, LinkedIn, etc.
- **Online content** production and distribution – Distribution can have an online component but not solely online.
- **Religious events or celebrations** – Religious events can be used to provide services, but funding cannot be used to solely pay for religious events or celebrations.
- **Cultural events or celebrations** – Cultural events can be used to provide services, but funding cannot be solely used to pay for cultural events or celebrations.
- **Political events or celebrations.**
- **Services that do not capture and report the age, race, gender, and zip code of clients served.**



Award Categories

\$50,000 or less

More than \$50,000



Funding Categories

- **Health and Social Support Services**
 - Provide linguistically accessible and culturally appropriate services that improve health and/or enhance access to health or social support services
- **Behavioral or Mental Health**
 - Reduce stigma around seeking mental health services and encourage people to seek treatment
- **Senior Wellness**
 - Provide linguistically accessible information and social support to AAPI seniors

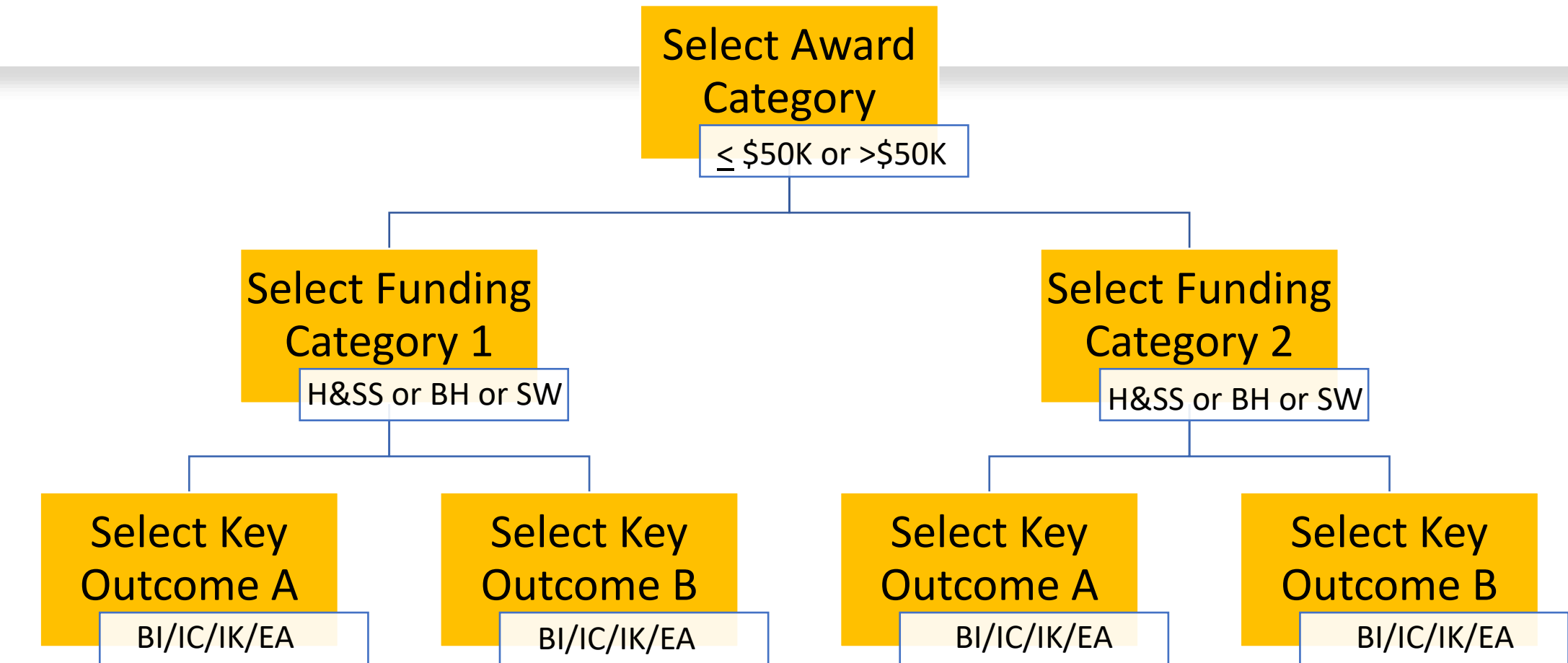
MUST SELECT NO MORE THAN 2 FUNDING CATEGORY PER APPLICATION

Key Outcomes

- **Behavioral Intent or Change**
 - After being served by the program, clients indicate a positive behavioral change
- **Increased Confidence**
 - After being served by the program, clients indicate higher levels of confidence related to managing their health or wellbeing
- **Increased Knowledge**
 - After being served by the program, clients indicate higher levels of knowledge related to the subject matter
- **Enhanced Access**
 - After being served by the program, clients indicate more familiarity and/or confidence with accessing local services

MUST SELECT NO MORE THAN 2 KEY OUTCOMES PER FUNDING CATEGORY PER APPLICATION

Funding Categories & Key Outcomes



Proposal Evaluation Criteria

Criteria	DESCRIPTION	POINTS
A	Background	20
B	Approach	20
C	Data Collection	20
D	Organizational Capacity	20
E	Budget	20

How to Apply – First Time Applicants

- Visit <https://www.grantinterface.com/Home/Logon?urlkey=pcc>

Select Language ▼



Logon

Email Address*

Password*

Log On

Create New Account

[Forgot your Password?](#)

Welcome to AAH's Community Grants Online Portal.

New Users: Please click on "Create New Account" to complete the registration process and create your logon credentials.

Existing Users: Please enter your credentials and log in. If you forgot your password, please use the "Forgot your Password?" link to the left to reset your password.

Not Sure? If you think that you or someone at your organization has already registered in the system, do not create a new account. Please [contact us](#) to receive your username.

How to Apply – Returning Applicants

- Visit <https://www.grantinterface.com/Home/Logon?urlkey=pcc>

The screenshot shows the 'Asian American Health Initiative' Applicant Dashboard. At the top, there is a navigation bar with the 'Apply' button highlighted in a red box. Below the navigation bar, the dashboard title 'Applicant Dashboard' is displayed. A 'Public Profile' section contains two columns of information: 'Applicant' (Username, email, phone) and 'Organization' (Organization Name, ID, phone, address). A message below the organization information states: 'If your organization information does not appear correct, please click the edit (pencil) icon.' At the bottom, there are two tabs: 'Active Requests' (0) and 'Historical Requests' (1). A final message at the bottom reads: 'You do not have any Active Requests. Click Apply to begin the application process.'

Portal Demonstration

Expectations

1. 1:1 Data Consultation
 - a. Meet with the data consultant between September 11 and October 11 to identify how Grantee will measure their proposed outcomes.
2. Progress Reports:
 - a. Submit finalized progress reports starting November 1, 2023.
 - a. 5th of every month (More than \$50K)
 - b. 10th of every month (\$50K or less)
3. Bimonthly Program Meetings:
 - a. Must occur by the 15th of every other month (November, January, March, and May).
 - b. Grantee staff in attendance must be well-versed in the proposal the organization submits.
4. Virtual Networking Roundtable:
 - a. Encouraged to attend a virtual networking roundtable to share best practices, lessons learned, and trending challenges.
5. Program Content:
 - a. All public-facing content that is developed by the grantee must appropriately acknowledge funding from AAHI and PCC.
6. Program Activities and Targets:
 - a. Grantees must ensure all proposed activities and targets are met by the program end date of June 30, 2024.
 - b. Any grantee that does not complete all proposed activities and serve at least 90% of the proposed clients served target will have points deducted from future HCF funding proposals.
 - c. Must start serving clients by November 30, 2023



Thank You

- Deadline **July 31, 2023 11:59PM ET**
- Grant Writing Workshop & Consultations
 - <https://membership.cdp.training/bundles/aahi>
 - First 40 applicants
- No minimum award
- For more information
 - <https://aahiinfo.org/fy2024hcf/>
- Contact
 - AAHI@MontgomeryCountyMD.gov