



PASO DEL NORTE  
**HEALTH FOUNDATION**  
HEALTHY EATING & ACTIVE LIVING

**2021 HEAL  
Letter of Intent**

LOI release date: November 11, 2020

LOI due date: December 9, 2020

The Paso del Norte Health Foundation seeks Letters of Intent (LOIs) from eligible organizations to promote the Foundation's Strategic Plan for Healthy Eating Active Living (HEAL).

Specifically, the Foundation seeks LOIs to improve nutrition and increase physical activity and decrease sedentary behavior. A high-quality diet that includes fruits and vegetables and appropriate daily caloric intake, along with being physically active and minimizing sedentary time, can lower the risk of chronic diseases such as obesity and type 2 diabetes.

Preference will be given to approaches that:

- promote healthy eating, specifically fruit and vegetable consumption or portion control;
- increase physical activity and decrease sedentary behavior; or
- advance systems or policy change designed to improve healthy eating or active living outcomes.

The Foundation uses LOIs to welcome proposals from a diverse applicant pool. After review, the Foundation will invite selected applicants to submit a full proposal. Selected applicants may be asked to address specific comments or questions from the LOI review in their proposal.

**Eligibility**

Eligible applicants include nonprofit tax-exempt organizations, including churches and units of government, located in the Paso del Norte Region. See the Grant Center on the Paso del Norte Health Foundation website [www.pdnhf.org](http://www.pdnhf.org) for more information about grant guidelines.

**Deadlines & Schedule**

Letters of intent due to Foundation via the Foundation's on-line application system: December 9, 2020

Invitations for full proposals announced: January 20, 2021

Invited applicants are encouraged to meet with Program Officer before submitting full proposal

Full proposals due: February 17, 2021

Notice of grant award: June 1, 2021

Funding cycle starts: Earliest grant start date is July 1, but later dates may be proposed

## **Letter of Intent Format**

1. Purpose: In 100 words or less, state the purpose or goal of the proposed program. Applicants must clearly link the purpose of the proposed program with advancement of healthy eating or active living.
2. Anticipated Program Objectives: In 100 words or less, list up to three measurable objectives. These objectives may be modified if a full proposal is solicited.
3. Major Strategies Under Consideration: In 300 words or less, describe anticipated approaches or strategies to meet the proposed program objectives.
4. COVID-19 Plan: In 300 words or less, describe how the organization has adapted during the COVID-19 pandemic and how the organization will implement lessons learned from these adaptations in the proposed program.

A budget is not required for the LOI.

Applicants are encouraged to speak with Jana Renner, Program Officer, at [jrenner@pdnfoundation.org](mailto:jrenner@pdnfoundation.org) about the LOI. For technical questions about online submission, please contact Juanita Galaviz at [jgalaviz@pdnfoundation.org](mailto:jgalaviz@pdnfoundation.org).

Applicants looking for data, resources, and best practices are encouraged to visit the Healthy Paso del Norte website: <http://www.healthypasodelnorte.org/>. This website is a source of population data and community healthy information.