

HEAL

Letter of Intent Instructions

Background

The Paso del Norte Health Foundation seeks Letters of Intent from eligible organizations to promote the Foundation's Strategic Plan for Healthy Eating Active Living (HEAL). Specifically, the Foundation seeks Letters of Intent for funding in one of two interest areas that help meet the goals identified in the Strategic Plan:

- Systems, organizational, and/or policy change designed to improve health outcomes for students including but not limited to coordinated or comprehensive school health; and/or
- Sustainable population-wide strategies to advance healthy eating or active living.

The Foundation uses Letters of Intent to welcome a wide-range of proposals from a diverse applicant pool. After review, the Foundation will invite selected applicants to submit a full proposal

Applicants are encouraged to download and read the HEAL Strategic Plan at www.pdnhf.org. Applicants are also encouraged to visit the Institute for Healthy Living's website at <http://pdnihl.org/>. The Institute for Healthy Living serves as the Foundation's backbone organization for the HEAL priority area. The IHL also evaluates the effectiveness of Foundation grantmaking for HEAL.

Eligibility

Eligible applicants include nonprofit tax-exempt organizations, including churches and units of government, located in the Paso del Norte Region. See the Paso del Norte Health Foundation website 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: February 6, 2017

Invitations for full proposals announced: February 15, 2017

Invited applicants may be required to meet with Program Officer before submitting full proposal

Full proposals due: March 15, 2017

Funding cycle starts: June 1, 2017, but other 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 at least one goal or objective from the HEAL Strategic Plan.
2. **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.

Applicants are encouraged to speak with Bianca Aguilar, Associate Program Officer, or Michael Kelly, Vice President for Programs about the LOI or the full proposal. For technical questions about online submission, please contact Claudia Perez. Please consult the Grantmaking Guidelines on the PdNHF's website.