

HEAL

Letter of Intent Instructions

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 for funding in one of the interest areas that help meet the goals identified in the HEAL Strategic Plan:

- Sustainable programs to advance healthy eating or active living;
- Policy and program solutions related to the Food for Every Child Report (http://pdnihl.org/wp-content/uploads/2017/11/PasodelNorte_reportFINAL_lowres2.pdf);
- School health systems, organizational, or policy change designed to improve healthy eating or active living outcomes.

The Foundation uses LOIs 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 HEAL programs.

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.

Deadlines & Schedule

Letters of intent due to Foundation via the Foundation's on-line application system: November 27, 2018

Invitations for full proposals announced: early December 2018

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

Full proposals due: February 22, 2019

Notice of grant award: By June 2019

Funding cycle starts: July 1, 2019, 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 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. Objectives may be policy, systems-level, or related to any other determinate of the healthy eating or active living program goal.
3. **Major Strategies Under Consideration:** In 300 words or less, describe anticipated approaches or strategies to meet the proposed program objectives.

A budget is not required for the LOI.

Applicants are encouraged to speak with Jana Renner, Program Officer, about the LOI or the full proposal. For technical questions about online submission, please contact Juanita Galaviz. Please consult the Grantmaking Guidelines on the PdNHF's website.

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.