

Guide to Grant Opportunities and Resources for *Promotor(a)* Programs



Introduction

Promotor(a) de Salud or Community Health Worker (CHW) programs build on community strengths to address a wide range of health issues facing underserved minority communities.

Because *Promotor(a)* programs can address many topics in many settings, organizations that implement them can find funding from a variety of sources. MHP Salud created this document to help guide and support those seeking grant funding for *Promotor(a)* programs. This Guide focuses specifically on identifying grant opportunities and resources, but there are other forms of charitable support, such as individual donors, community events, corporate sponsorship and donated services. These resources can be critical between grant cycles and during political or economic turbulence. Also, be sure to check out the following resources, which examine a variety of financing and funding models for *Promotor(a)*/CHW initiatives beyond traditional charitable support:

[Advancing Community Health Worker Practice and Utilization: *The Focus on Financing*](#)

[Promoting Policy and Systems Change to Expand Employment of Community Health Workers](#)

This is an E-Learning Series from the Centers for Disease Control and Prevention. Check out Session 5: Sustainable Funding for CHW Positions.

MHP Salud reviews grant opportunities and provides periodic updates and information to interested organizations and individuals through email. You may join the *Promotor(a)* News Email Group by sending an email to info@mhpsalud.org or by [signing up online](#).

HRSA's "How to Apply for a Grant" website

In June 2012, HRSA launched a [technical assistance website](#) that offers a number of resources for HRSA grant applicants (please note that the information is applicable to most federal grant applications, not only those released by HRSA). This user-friendly, one-stop shop for potential applicants provides webcasts, videos, guidance about application registration and submission requirements, funding opportunity announcement structure and content, tips for writing grant proposals and more. Although the site is especially useful for those who are new (or relatively new) to federal grant applications, most grant applicants will find new information and tools on the site.

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Part 1: Identifying Grant Opportunities — Quick Links

It's an exciting time to seek funding for *Promotor(a)* programs. As U.S. health care becomes more patient-centered, integrated and coordinated, the need for community-centered approaches is greater. *Promotores(as)* are a crucial resource in achieving the goals laid out in the Institute for Healthcare Improvement's "triple aim," the Healthy People 2020 program and other national healthcare initiatives. New opportunities are being made available to help jump start this deeper integration of *Promotores(as)* into U.S. health care.

Check out the following links for potential funding sources and/or information on preparing grant proposals.

More detailed information on select sources is provided in Part 2. **Throughout this document, underlined green text is an active hyperlink that will take you to the resource's respective website.**

[The Community Tool Box](#)

[The Federal Register](#)

[The Foundation Center](#)

[Grants.gov](#)

[GrantStation Insider](#)

[The Grantsmanship Center](#)

[The Office of Minority Health Resource Center](#)

[Rural Information Center](#)

[State Funding Databases and Services: A Texas Example](#)

Part 2: Identifying Grant Opportunities — Detailed Information

[The Catalog of Federal Domestic Assistance \(CFDA\)](#)

This website provides access to a database of all federal programs. Generally, the CFDA provides descriptions of all federal programs, and you will have to contact the funding agency or department for more information about deadlines and how to apply. If your primary goal is searching for open federal funding opportunities, [Grants.gov](#) might be a better place to start.

[Centers for Disease Control and Prevention \(CDC\) National Prevention Information Network](#)

This database is used to locate private and government funding opportunities for community-based and HIV/AIDS, viral hepatitis, STD and Tuberculosis service organizations. Details about eligibility requirements, application processes and deadlines are included.

[The Chronicle of Philanthropy's Guide to Grants](#)

The *Guide to Grants* is an electronic database of all foundation and corporate grants listed in *The Chronicle* (a news source for charity leaders, fundraisers, grantmakers and others involved in philanthropic enterprises) since 1995. A subscription gives you access to the online Resource Center, the monthly magazine, Nonprofit Advisor, and to GrantStation's database.



[The Federal Register](#)

Each day, federal agencies publish numerous documents in the Federal Register, including proposed rules, final rules, public notices, and Presidential actions. This site allows you to subscribe to receive email updates when federal agencies publish or update documents. Occasionally, these updates include notification of new funding opportunities, but more often than not, they are notifications of changes in government that may affect funding.

[The Foundation Center](#)

The Foundation Center's mission is "to strengthen the social sector by advancing knowledge about philanthropy in the U.S. and around the world." The Center maintains and regularly updates directories of 140,000 foundations and other donors across the globe. The directories are organized by grantmaker type. Grantseekers may also search and review information about grantmakers, such as 990 forms filed with the IRS. If you are entirely new to the grant process, or unfamiliar with the Foundation Center, use their "[Online Orientation to the Grantseeking Process](#)" to get started. Foundation Center maintains [Foundation Maps](#), a data visualization platform that allows grantseekers to identify potential funders. This service is available at an additional cost.

TIP: The Foundation Center provides weekly email alerts of new requests for proposals (RFPs). Register online.

[Grants.gov](#)

This site lists competitive grant opportunities from most federal grant-making agencies. It is meant to serve as a centralized, online hub to find and apply for grant programs from a variety of federal agencies. The site includes search tools and links to full application packages. The Grants.gov site has an efficient and friendly telephone helpline. Electronic submission (through Grants.gov) is now mandatory for most federal grant programs.

TIP: Email alerts are available, but they are difficult to narrow according to your specific interests. Many federal agencies maintain up-to-date information on their websites. If you are only interested in a few federal programs, it may be more efficient to review particular websites regularly, or to ask federal program staff where to watch for opportunities. It can, however, be beneficial to review email alerts for a wide range of federal agencies, as this provides opportunities to identify funding opportunities from agencies that are not traditional funders of your program(s).

[Norris Consulting Group](#)

The Norris Consulting Group offers grantwriting assistance as well as a wide range of planning and resource development services to local, state and national public and non-profit organizations. They provide a monthly listing of funding opportunities on their website. To access this from the homepage, click on "E-News." You can also sign up to receive the listing via email.

[The Office of Minority Health](#)

The link above connects to the homepage of the Office of Minority Health Resource Center site. Click on the "Funding and Programs" tab to find information on funding opportunities with the Office of Minority Health and other agencies. The OMH Resource Center offers customized database searches, publications and mailing lists regarding minority populations. OMHRC services are free and can be obtained by calling 1-800-444-6472 or sending an email to info@minorityhealth.hhs.gov

[Center for Faith-based and Neighborhood Partnerships](#)

This site provides links to federal funding opportunities open to faith-based and community-based organizations. Email alerts are available, though they tend to be less timely than other sources.



Part 3: Potential Sources of Grant Support

A variety of public and private organizations provide grant funding. The following examples illustrate different federal agencies and foundations that may fund *Promotor(a)*/CHW programs. **These examples are not meant to serve as a comprehensive list**; they are provided to help you identify some of the most appropriate sources of support for your particular program.

Many grantmakers fund programs in specific geographic areas, prioritizing their own communities. This is especially true for smaller foundations, community foundations and corporations or corporately sponsored foundations. Take the time to get to know the foundations or businesses in your area or state. Many private foundations welcome, and even encourage, phone contact prior to submission of a proposal or application (although others very specifically discourage such contact). Find out as much as you can about the funder prior to making a call; you may increase your chances of receiving funding and build important relationships at the same time.

Section A: Examples of Federal Agencies and Grant Programs

Many government agencies maintain websites with funding information and announcements. There are also websites that provide information about multiple agencies, such as Grants.gov. Currently, no single source provides easy monitoring of all relevant federal sources, and many sources provide overlapping information.

MHP Salud recommends you familiarize yourself with federal grant programs in general, watching the ones most relevant to your organization or program carefully and subscribing to email groups to alert you to new opportunities or deadlines. The following information provides a reference to some of the federal agencies or programs most likely to fund *Promotor(a)* programs.

TIP: All the information and forms to apply for federal funding are now available online. Most federal agencies now require electronic applications. If you find that filling out online forms is stressful, consider downloading the application package and associated forms and printing a hard copy for reference.

U.S. Department of Health and Human Services (HHS)

Administration for Children and Families: Funding Opportunities

The Administration for Children and Families (ACF), located within HHS, is responsible for federal programs that promote the economic and social well-being of families, children, individuals and communities. The ACF offers competitive grants in specific health areas that target low-income persons and families. Funding announcements are available on the website or through Grants.gov.

Centers for Disease Control and Prevention (CDC)

CDC funding opportunities (grants and cooperative agreements) are listed under a variety of categories. Click on the program announcement to view a description of the program and the deadline. Be sure to confirm your eligibility to apply. Many CDC programs are limited to state health departments or other specific categories.

Office of Adolescent Health (OAH)

The OAH coordinates adolescent health programs and initiatives across the entire U.S. Department of Health and Human Services. The OAH was instituted as part of the health care reform package of 2010.



Office of Minority Health (OMH)

The mission of the OMH is to improve and protect the health of racial and ethnic minority populations through the development of health policies and programs that will eliminate health disparities. These grants aim to support community and faith based organizations; state offices of minority health, multicultural health and health equity; institutions of higher education; tribes and tribal organizations; and science/research-based efforts to eliminate health disparities.

National Institutes of Health (NIH)

The NIH's mission is to seek fundamental knowledge about the nature and behavior of living systems and the application of that knowledge to enhance health, lengthen life, and reduce illness and disability. The NIH works toward this goal by conducting research, supporting research, helping to train investigators and fostering communication. Most NIH funding opportunities are designed to fund research, though there may be opportunities for *Promotor(a)* programs to collaborate with universities or other research institutions. Usually, those research institutions will be the lead applicants. The "[NIH Guide to Grants and Contracts](#)" is the official publication for NIH medical and behavioral research grant policies, guidelines and funding opportunities. It is available through their website. The NIH offers weekly email alerts of funding opportunities.

Substance Abuse and Mental Health Service Administration (SAMHSA)

SAMHSA is the federal agency charged with improving the quality and availability of prevention, treatment and rehabilitative services for substance abuse and mental illnesses. Recurring and one-time grants are listed on the SAMHSA website and on Grants.gov. SAMHSA has initiated several programs to prevent and reduce substance abuse among minority populations and to integrate HIV prevention services. Some of these are appropriate for *Promotor(a)* programs, although there are significant evaluation requirements.

Centers for Medicare & Medicaid Services (CMS)

CMS is the federal agency that administers Medicare, Medicaid and the State Children's Health Insurance Program. CMS develops new programs and tools, many of which promote the use of the CHW Model, either explicitly or implicitly. Examples of these funding opportunities include the Health Care Innovation Awards, the Strong Start for Mothers and Newborns Initiative, CHIPRA Outreach Grants and the Navigator funding opportunity.

HHS Health Resources and Services Administration (HRSA)

HRSA's Bureau of Primary Health Care (BPHC)

HRSA's Bureau of Primary Health Care grants and cooperative agreements support innovations and expanded access to health care services in the nation's medically-underserved areas and improve the health status of medically underserved populations. The BPHC includes, among other units, the Office of Quality Improvement.

TIP: If your organization is a Health Center Program grantee, you should be aware of opportunities to develop *Promotor(a)* programs through new expansion and supplemental grants. Review the email notifications and contact your BPHC project officer for details. The BPHC also funds MHP Salud, and we can help you develop and run your *Promotor(a)* program with our free capacity-building assistance. You can find more information about MHP Salud on page 8.

HRSA's Maternal and Child Health Bureau (MCHB)

HRSA's Maternal and Child Health Bureau works to improve the health of mothers, children and their families. It provides Title V funding to the states, which fund programs within the states. The Bureau also offers funding opportunities for specific programs addressing pre-conception health, improved birth outcomes and other maternal and child health issues.



HRSA's Office of Rural Health Policy (ORHP)

These grants are aimed at expanding access to care, coordinating services and improving the quality of health care in rural areas. The ORHP implements rural hospital, community, telehealth, and health research programs in addition to understanding how rural health policies impact these communities. Many of these projects may be appropriate for *Promotor(a)* programs. Information about the different programs is available on the ORHP website.

HRSA's Open Funding Opportunities

HRSA makes grants to organizations to improve and expand health care services for underserved people. These grants are divided into a number of program areas. HRSA's Open Opportunities page lists, by program area, all opportunities that are open at any given time.

U.S. Environmental Protection Agency

Environmental Protection Agency (EPA)

The EPA provides grant funding in a variety of areas including health education programs, pollution prevention, environmental research and water pollution control.

Section B: Examples of Foundation Funding

There are several types of foundations, including corporate foundations, grantmaking charities, family foundations and community foundations. More meaningful than the type of foundation is your ability to determine whether or not a "fit" exists between your proposed program and the foundation's priorities and funding guidelines. Many foundations provide current funding priorities, funding guidelines and applications online. Review all of the relevant information the foundation provides. Many foundations encourage an initial phone conversation to confirm a "fit" before a proposal is written to save time both for the foundation and the grantseeker. Other foundations discourage calls. Review all available information first, so you don't get off on the wrong foot by calling a foundation that has specifically requested "no calls"! The Foundation Center's "[Foundation Finder](#)" is a good place to start.¹

Also, remember that local grantmakers are likely to be interested in your work, given their geographic proximity. Building relationships is an important part of successful fundraising. Talk to experienced fundraisers, donors and other nonprofit organizations; you may learn about new opportunities and establish collaborative relationships for future projects. If your state or region has a nonprofit association, they may provide access to databases, directories and other foundation search tools.

TIP: The foundations described below are meant as examples of grantmakers with a potential interest in *Promotor(a)* programs. MHP Salud provides up-to-date information about opportunities and deadlines through its email group. You can request to receive messages by sending an email to info@mhpsalud.org.

¹ The Foundation Center maintains very useful and free search tools. However, the Foundation Center charges for access to its full databases. If your organization cannot afford a subscription, the development staff at larger non-profits, such as universities or nonprofit support centers, may have a "library" subscription that you can use at their site.



Charles Stewart Mott Foundation

Inherent in all of the Mott Foundation's grantmaking is the desire to enhance the capacity of individuals, families and institutions at the local level and beyond. The foundation hopes that its collective work in any program area could lead toward systematic change. The website provides detailed information about the foundation's program areas: civil society, education, environment, and the Flint area.

Johnson & Johnson Community Health Care Program

The Johnson & Johnson Community Health Care Program focuses on promoting wellness and healthy lifestyle choices to prevent and reduce the impact of chronic disease. Check the website for funding opportunities in line with these priorities. Opportunities may stipulate geographic restrictions.

Robert Wood Johnson Foundation (RWJF)

The RWJF's mission is to improve health and health care for all Americans, and the foundation has goals and interest areas related both to health and health care. The RWJF awards grants in two ways. For competitive national programs, the foundation issues a "call for proposals," or other invitational announcements. These calls for proposals describe the problem to be addressed, what proposals should include, who is eligible to apply, how the selection process will work and how to apply. Secondly, the foundation funds unsolicited projects, or "good ideas from the field," which the foundation considers truly innovative. Grants for these projects are made throughout the year. See "[Funding Opportunities](#)" on the website, or contact the RWJF for details.

W.K. Kellogg Foundation

The W.K. Kellogg Foundation is a national funding organization that supports thriving children, working families, and equitable communities. The foundation is committed to racial equity, developing leaders, and engaging communities to solve their own problems. Kellogg accepts unsolicited proposals. Review the grant guidelines, and follow the instructions for applying (both available on the website).

TIP: Even though foundations like the W.K. Kellogg Foundation are very large, they only fund a small percentage of the requests they receive. Be certain that your program matches the foundation's interests before preparing a proposal.



Part 4: About MHP Salud

MHP Salud is a national nonprofit organization. Our mission is: *MHP Salud implements Community Health Worker programs to empower underserved Latino communities and promotes the CHW model nationally as a culturally appropriate strategy to improve health.*

MHP Salud is committed to sharing its expertise and resources. Currently, we receive funding to provide capacity-building assistance to all existing or potential Health Centers (i.e., Health Center Program grantees and look-alikes) nationwide at no cost, regardless of NCA membership.

MHP Salud has developed a [Sample Budget for a Community Health Worker Program](#) as part of the organization's [Sample Grant Proposal for a Community Health Worker Program](#) to help you think about what it costs to run a successful *Promotor(a)* program and what a program funded at specific levels can be expected to achieve. MHP Salud staff members developed these budgets based on years' experience implementing programs at various levels of funding and through various funding streams

This budget may be used as a template, but please do not use it "as-is" without carefully considering how it does or does not apply to your own organization's situation. MHP Salud's Capacity-Building Assistance Team can help you develop a budget for your program. Please contact us for more information about the resources we can provide.

The Capacity-Building Assistance Team

mhpsalud.org/programs/our-programs/capacity-building-programs/

956.968.3600

info@mhpsalud.org

Please [join the *Promotor\(a\)* News Email Group](#) by sending an email to info@mhpsalud.org. Finally, and as always, please let us know what you think of our resources and how we can improve them.



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