



*To protect and promote the health and safety of the people of Wisconsin*

# Minority Health Program Funding Opportunities

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**WISCONSIN DEPARTMENT**  
*of* **HEALTH SERVICES**



# Minority Health Program Webinar

Some housekeeping items:

- We have ASL interpreters for the presentation. They will be spotlighted at all times. If you cannot see them during the presentation, please make sure that **your view in zoom is set to side by side**.
- If you have any questions during the presentation, please utilize the Q&A section in zoom. We will post responses to all questions on our [website](#) about 48-72 hours after the webinar.
- The PDF of PowerPoint slides will be available online after the presentation.



# Minority Health Program Funding Opportunities

The Office of Health Equity (OHE) Team Members are:

- Dei Fleary-Simmons, Health Section Policy Manager
- Benjamin Martinez, Grants Specialist
- Kym Parodo, Executive Staff Assistant



# Objectives

- Learn about the two funding opportunities available
  - Community Grants (CG)
  - Public Health Information Campaign (PHIC) Grant.
- Eligibility Information
- Program, Reporting, and Financial Requirements
- Understand the scoring process



# Minority Health Program (MHP)

## Created in 1999, the MHP:

- Identifies barriers to health and health care that prevent economically disadvantaged Wisconsin minorities from participating fully and equally in all aspects of life;
- Monitors current and emerging State policies, procedures, practices, statutes, and rules to determine how they positively or negatively affect the health of economically disadvantaged minority community members; and
- Disseminates information on the health status of economically disadvantaged minority group members living in Wisconsin

[Wisconsin Legislature: 20.435\(1\)\(cr\)](#)

[Wisconsin Legislature: 250.20](#)



# Minority Health Program Vision

- Renewed Strategic Vision
- Funding Opportunities
- Capacity Building



# Funding Opportunities Available

	<b>Community Grants</b>	<b>Public Health Information Campaign (PHIC)</b>
<b>Description</b>	Supports community capacity building projects that address the structural conditions that underly complex health outcomes and promote health equity.	Raises public awareness of health disparities and health equity issues impacting economical-disadvantaged communities and amplifies voices of those impacted by developing and disseminating informational messaging.
<b>Number Available</b>	Variable	1
<b>Grant Amount</b>	Up to \$50,000, with a 50% match	Up to \$50,000



# Eligibility Requirements

- Applicants must be a nonprofit organization.
- Project will improve the health status of economically disadvantaged minority group members (*Minorities, as defined by Wisconsin Statute §250.20, include African Americans, American Indians, Hispanics, and Asians. Economically disadvantaged, as defined by Wisconsin Statute §250.20, means having an income that is at or below 125 percent of the poverty line*).
- Specify at least one Social Determinants of Health (SDoH) that your project will incorporate or impact
- 50% Match Requirement (***Applicable only to Community Grants funding opportunity; not applicable for Public Health Information Campaign (PHIC) opportunity***).



# 50% Match Requirement for Community Grants

- An awardee of a grant under this subsection shall provide, for at least 50 percent of the grant amount, matching funds that may consist of (state or federal) funding or an in-kind contribution.
- In-kind donations are non-cash donations of a good or service that can be given a value and is used in achieving your program objectives. Expenses incurred by an organization to meet the project goals and objectives that are not part of the State share may be considered match. The following are generally accepted as in-kind contributions:
  - Personnel time given to the project (volunteer hours)
  - Use of existing equipment
  - Use of existing laboratory equipment or facilities
  - Personal loan from another organization/corporation
  - Waived or unrecovered indirect cost amount - if funding agency pays indirect cost and permits as in-kind contribution



# Funding Description – Community Grants

- Community Grants will support the work of community-based or tribal organizations that work with minoritized and economically marginalized groups, as defined in statute, in areas of the state with chronic and pronounced health disparities to engage impacted communities in developing solutions and strategies regarding policy, system and environmental changes that would improve health and well-being.
- Successful applicants through this funding opportunity will prioritize efforts that align with a health disparity that has been identified through community input. Projects must be aligned with one or more of the Social Determinants of Health.



# Funding Description – Community Grants

- The Community Grants Program will support *community capacity building projects* that address the structural conditions that underly complex health outcomes and promote health equity.
- Projects should go beyond the traditional partner engagement, to amplify the vision and capacities of community members at the grassroots/local level who have the greatest understanding of the current challenges within their communities; and the most to gain from innovative new solutions.



# Funding Description – Public Health Information Campaign (PHIC)

- PHIC will support the work of community-based or Tribal organizations that work with minoritized and economically marginalized groups, as defined in statute, in areas of the state with chronic and pronounced health disparities. PHIC will fund a project from **one** community-based organization that raises public awareness of health disparities and health equity issues impacting economical-disadvantaged communities and amplifies voices of those impacted by developing and disseminating informational messaging.



# Funding Description – Public Health Information Campaign (PHIC)

- Applicants should demonstrate how they plan to engage community partners and community members in their public health information campaign on minority health.
- Successful applicants through this funding opportunity will prioritize efforts that align with a health disparity that has been identified through community input. Projects must be aligned with one or more of the Social Determinants of Health (SDoH).



# Program Requirements

The MHP Grants Program is a capacity building, cohort model, grants initiative. Funded projects are required to:

- Participate in bi-monthly (every other month) meetings focused on capacity building, relationship building, and shared learning with other funded projects.
- Present at the Annual Minority Health Month Grantee Forum where projects will be expected to provide a brief presentation about their project, progress towards stated goals and share learning and insights.
- Respond to communications and requests for information from the Office of Health Equity/Minority Health Program staff.
- A mid-project check-in with MHP staff is required to discuss progress towards stated goals and to address any questions or concerns.



# Reporting Requirements

- Submit a total of three written reports:
  - Two progress reports will be due throughout the project period. The first progress report is due October 31, 2024, and the second progress report is due February 28, 2025.
  - A final report will be due 30 days after the project end date on July 31, 2025.
- We encourage grantees to identify ways to disseminate relevant results and outcomes that come from implementation of the project. This could be done via listserv, newsletters, journal articles, social and earned media, webinars, or presentations at conferences, community meetings or other events.
  - Projects will have an opportunity to report back on any dissemination activities in their progress reports and at the annual forum.
- Projects are expected to include updates on their sustainability plans and impact evaluations in their reports.



# Financial Information

- Funds operate through a cost-reimbursement model and are not lump sum.
- Funds are monitored on a quarterly basis to ensure budget is being spent down and will be utilized in full.
  - DHS reserves the right to reallocate unspent funds
- To receive funds grantees must:
  - Submit invoices for allowable expenses not more often than monthly and no less than quarterly throughout the grant period.
  - Meet and document the 50% match requirement on each invoice. (***For Community Grants Only***)



# Application Components

1. **Online Form** - The online application form provides general project information i.e. project title, organization information, contact information , etc.

## **Proposal Narrative**

- Project Description
- Goals and Objectives (*CG*) / Communications Strategy (*PHIC*)
- Evaluation Plan
- Organizational History and Collaboration

2. **Budget Form** (Attachment A)

3. **Workplan (CG) /Communications (PHIC) Plan** (Attachment B)

Eligible applicants should submit their application materials via the [online submission form](#). If an applicant needs accommodations, please email [DHSWIMinorityHealthProgram@wisconsin.gov](mailto:DHSWIMinorityHealthProgram@wisconsin.gov). Accommodations must be requested no less than five business days before the submission deadline of May 1, 2024.

<https://www.dhs.wisconsin.gov/minority-health/grants.htm>

# Application Questions

Each grant has a document labeled *SFY25 Application Questions* on the Public Notice site.

## Public Notices

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Organization:	Dept of Health Services (DHS) <a href="http://dhs.wi.gov/">http://dhs.wi.gov/</a>	County:	
Publish Dates:	4/1/2024 through 5/1/2024	Municipality:	
Category:	Grants	Status:	<i>Active</i>
Sub Category:	Proposals		
Region:	Entire State		

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### Minority Health RFA FY 25 Community Grants

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The Office of Health Equity (OHE), Wisconsin Minority Health Program (MHP), will award 5-7 community grants to support the work of community-based or tribal organizations that work with minoritized and economically marginalized groups, as defined in Wisconsin Statute § 250.20, in areas of the state with chronic and pronounced health disparities to engage impacted communities in developing solutions and strategies regarding policy, system and environmental changes that would improve health and well-being. Projects can request up to \$50,000 with a 50% match requirement.

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**Related Links:**

- [Link to Application](#)
- [Zoom Link to TA Webinar: 4/10/24 at 12pm](#)
- [MHP Website](#)

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**Attachments:**

- [SFY25 Application Questions](#)
- [SFY25 Attachment A](#)
- [SFY25 Attachment B](#)
- [SFY25 RFA](#)
- [SFY25 Scoring Guidelines](#)

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# Application Questions, cont.

This document goes over the questions that are asked via the online application.

Please use this as a guide for your answers but put the information in the online application – not this document.

## Community Grants Application Questions

July 1, 2024 – June 30, 2025

**NOTICE: This form is not for submission. Applications should be submitted through the online application form. This document contains the required questions that will be included in the online application form.**

1. What type of Minority Health Program (MHP) grant are you applying for?
  - \_\_ Community Grant - will support *community capacity building projects* that address the structural conditions that underly complex health outcomes and promote health equity. Proposals should demonstrate a deep commitment to enduring systems-level change or incorporate a prevention strategy that has demonstrated success in addressing Social Determinants of Health (SDoH).
  - \_\_ PHIC Grant - will fund a project from **one** community-based organization that raises public awareness of health disparities and health equity issues impacting economical-disadvantaged communities and amplifies voices of those impacted by developing and disseminating informational messaging.

# Application Questions, cont.

## Community Grants Application Questions

July 1, 2024 – June 30, 2025

**NOTICE: This form is not for submission. Applications should be submitted through the online application form. This document contains the required questions that will be included in the online application form.**

1. What type of Minority Health Program (MHP) grant are you applying for?  
\_\_Community Grant - will support *community capacity building projects* that address the structural conditions that underly complex health outcomes and promote health equity. Proposals should demonstrate a deep commitment to enduring systems-level change or incorporate a prevention strategy that has demonstrated success in addressing Social Determinants of Health (SDoH).  
  
\_\_PHIC Grant - will fund a project from **one** community-based organization that raises public awareness of health disparities and health equity issues impacting economical-disadvantaged communities and amplifies voices of those impacted by developing and disseminating informational messaging.

This is the document vs the online application.

### Related Links:

[Link to Application](#)

[Zoom Link to TA Webinar: 4/10/24 at 12pm](#)

[MHP Website](#)



WISCONSIN DEPARTMENT  
of HEALTH SERVICES

## SFY25 RFA for Minority Health Program Grant

### Minority Health Program Grants SFY25

We are issuing this Request for Applications (RFA) to support the work of community-based or tribal organizations that work with minoritized and economically marginalized groups, as defined in the [Wisconsin Statute §250.20](#), in areas where health disparities are high and engage impacted communities in developing solutions and strategies regarding policy, system, and environmental changes to improve health and well-being.

Do not include personally-identifiable information (PII) or protected health information (PHI) in your responses.

1. What type of Minority Health Program (MHP) grant are you applying for?  
Choose either the community grant or PHIC grant below.

**Note: If you want to apply for both grants, separate surveys and forms submissions are required for each. Also, please note PHIC applicants must be private, non-profit organizations with 501c3 status or status pending.**

- Community Grant - community grants will support *community capacity building projects* to address the structural conditions underlying complex health outcomes and promote health equity. Proposals should demonstrate a deep commitment to enduring systems-level change or incorporate a prevention strategy with demonstrated success in addressing social determinants of health (SDoH).
- Public Health Information Campaign (PHIC) Grant - PHIC grant will fund a project from **one** community-based organization raising public awareness of health disparities and health equity issues impacting economical-disadvantaged communities and amplifies voices of those impacted by developing and disseminating informational messaging.



# Application Questions, cont.

At the end of the online application, you will upload the Attachments A & B.

## **MHP Grant RFA forms.**

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Please upload your MHP Grant Budget form here (Attachment A). \*

Browse...

Please upload your Workplan document here for Community Grant or the Communication plan for PHIC Grant (Attachment B). \*

Browse...

# Budget form – Attachment A.

A 50% match provision is required by state statute and must be outlined in the budget plan. The match may consist of cash or in-kind contribution(s).

50% Match Source: [Click here to enter text.](#)

50% Match Amount: [Click here to enter text.](#)

I. PERSONNEL (By Position Title)	HOURLY RATE	NUMBER OF HOURS	% TIME	GRANT AMOUNT
Director of Programs	\$30	100		\$3000
Program Manager	\$25	210		\$5250
<b>FRINGE BENEFITS ( 10% )</b>				\$825
<b>TOTAL CATEGORY I</b>				<b>\$9075</b>
II. CONSULTANT & CONTRACTUAL				GRANT AMOUNT
<b>TOTAL CATEGORY II</b>				
III. PROGRAM SUPPLIES (list item)	ITEM UNIT COST	NUMBER OF ITEMS	GRANT AMOUNT	
Gift cards for food and household essentials	\$50	50	\$2500	
Gas Cards for program participants	\$25	75	\$2500	
Printing of Manuals to support program participants	\$20	500	\$10,000	
<b>TOTAL CATEGORY III</b>				<b>\$15,000</b>
IV. AGENCY OPERATIONS				GRANT AMOUNT
Administrative Fees – supports agency infrastructure and operational costs to manage activities related to the administration of grant award				\$3,000
<b>TOTAL CATEGORY IV</b>				
V. INDIRECT COSTS				GRANT AMOUNT
<b>TOTAL ALL COSTS CATEGORIES (I-V)</b>				<b>\$27,075</b>



We will need your Unique Entity Identifier (UEI) number. The UEI number replaced the DUNS number. It is not a requirement to have it for the application, but you must have it before signing the contract. If you don't have it now, you can leave it blank.

Project Title/Name: Click here to enter text.

Agency Name: Click here to enter text.

Fiscal agent representative: Click here to enter text.

Representative's phone: Click here to enter text.

Representative's email: Click here to enter text.

Organization's Tax ID: Click here to enter text.

**UEI Number\***: Click here to enter text.

*\* The UEI number replaced the DUNS number. It is not a requirement to have it for the application, but you must have it before signing the contract. If you don't have it now, you can leave it blank.*



# Workplan / Communications Plan Guidance – Attachment B.

The project's workplan and communications plan outlines specific goals and objectives described in the proposal narrative. To complete:

- Goals should include broader aims and intentions during the project period. Objectives are steps or activities to achieve your goals. An example of a goal is to grow a coalition of community partners to address hunger in Milwaukee County. An example of an objective could be to recruit at least 5 additional community partners to join the coalition or to host two informational sessions for community organizations and residents to learn about issues related to hunger
- Each goal must include at least one objective associated with that goal.
- Use the check boxes to indicate the timeframe in which you anticipate actively working on each objective. Timeframes should reflect the requested project period.
- If funded, project teams will be required to report on progress made toward their goals and objectives.

# Workplan / Communications Plan template

Goal(s)	Objectives	Months 1-4	Months 4-8	Months 8-12
1.	To grow a coalition of community partners to address hunger in Milwaukee County			
	1a. To recruit at least 5 additional community partners to join coalition	X	X	<input type="checkbox"/>
	1b. Host two informational sessions for community organizations and residents to learn more about issues related to hunger	<input type="checkbox"/>	X	X
	1c. <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	1d. <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.	To implement a statewide targeted communications strategy to raise awareness about hunger			
	2a. Place ten targeted ads on various social media sites including <u>facebook</u> and twitter	<input type="checkbox"/>	<input type="checkbox"/>	X
	2b. Host two podcast sessions with experts on hunger and grow audience base of listeners	X	X	<input type="checkbox"/>
	2c. <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	2d. <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.	<input type="checkbox"/>			
	3a. <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	3b. <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



# Review Process

The review panel:

- Consists of objective, qualified evaluators.
- Relies on the scoring matrix outlined in the RFA.
- Application scores are based on:
  - Completeness of submission
  - Clarity of project narrative
  - Alignment with RFA
  - Feasibility



# Scoring Breakdown

Narrative Item	Possible Points
Project Description	10
Goals and Objectives (CG) / Communications Strategy (PHIC)	10
Evaluation Plan	10
Organizational History and Collaboration	10
Budget Form (Attachment)	10
Workplan (CG) / Communications Plan (PHIC) (Attachment)	10
Total Score	60



# RFA Timeline

<b>April 1, 2024</b>	Competitive Application Released Via DHS Website
<b>April 10, 2024</b>	<a href="#"><u>Technical Assistance Webinar</u></a> at 12pm CST.
<b>April 22, 2024</b>	Written Inquiries (questions & requests for clarification) Due <b>11:59 pm CST</b>
<b>April 26, 2024</b>	Questions & Answers Posted to MHP Website
<b>May 1, 2024</b>	Applications Due Electronically Online by <b>11:59 pm CST</b>
<b>Mid-June 2024</b>	Intended Notification of Awards
<b>July 1, 2024</b>	Project Start Date
<b>August 2024</b>	Expected Period to Begin Disbursing Funds

\*In the event that the State finds it necessary to change any of the specific dates and times listed above, it will do so by issuing an amendment to this solicitation. There may or may not be a formal notification issued for changes in the estimated dates and times.

# Questions



**Contact us:**

[DHSWIMinorityHealthProgram@dhs.wisconsin.gov](mailto:DHSWIMinorityHealthProgram@dhs.wisconsin.gov)

**On the web:**

<https://www.dhs.wisconsin.gov/minority-health/grants.htm>