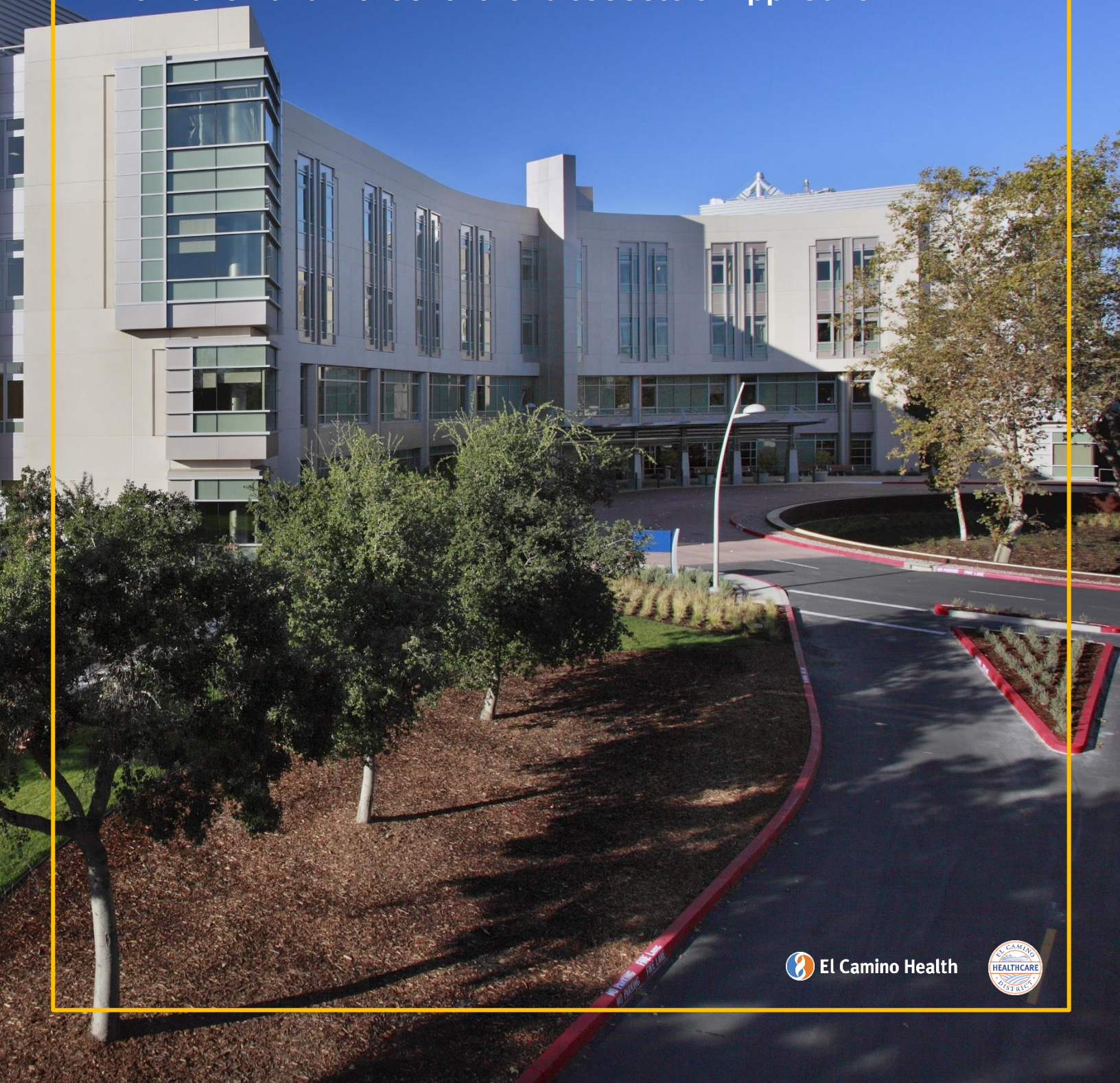


# EL CAMINO HOSPITAL & EL CAMINO HEALTHCARE DISTRICT

## Community Benefit Program FY2022 Grant Application Guide Information and Instructions for a Successful Application





## El Camino Hospital & El Camino Healthcare District Community Benefit Program | FY2022 Grant Guide

### Table of Contents

Introduction & Overview of Community Benefit Grant Program	3
Key Dates and Grant Cycle Timeline	4
Funding Priorities	5
Grant Program Eligibility Guidelines	7
Grant Program Selection Criteria	7
Application Components	8
Metrics & Targets	9
Overall Target Setting	9
Volume Metrics	9
Defining an Encounter or Service	9
Methodology for Calculating Volume Metrics	10
Impact Metrics	11
Local Health and Demographic Data Resources	12
Overview of Online Application Process	13
Accessing & Starting a New Application	13
Continuing an In-Progress Application	13
Application Submission, Review and Notifications	13
Online Application: Technical Guide	14
Portal Login	14
Navigating the Account Homepage	15
Completing, Reviewing and Submitting the Application	16
Contact Information	17

## Introduction & Overview of Community Benefit Grant Program

El Camino Hospital (ECH) and El Camino Healthcare District (ECHD) invest in the health of the community by committing resources to a variety of programs that benefit the community. The Hospital and the District provide separate grant opportunities for programs that align with current funding priorities and demonstrate the ability to meet the health needs of underserved and at-risk community members.

### To which Community Benefit Grant Program should organizations apply?

The primary distinction between the El Camino Hospital and El Camino Healthcare District Community Benefit Program is geography. District funds are restricted to serve only those individuals who live, work or go to school in the District's boundaries\*. The District funds both Support Grants (up to \$30,000 for agencies with an operating budget of less than \$1.5M) and Program Grants, and the Hospital funds Program Grants only. Program Grant amounts vary depending on community need and program scope.

**There are separate applications for each entity (Hospital and District).**

**Please apply accordingly.**

✓ **El Camino Healthcare**

**District:** Grant programs serving individuals who live, work, or go to school in Mountain View, Los Altos, Los Altos Hills, Sunnyvale, **and/or** parts of Cupertino should **only** apply for El Camino Healthcare District funding. Programs need not serve every city in the District.

- ✓ **El Camino Hospital:** El Camino Hospital's service area includes the El Camino Healthcare District's cities of Los Altos, Mountain View and Sunnyvale as well as other parts of northern Santa Clara County, including Los Gatos, Saratoga, Campbell, San Jose, Cupertino and Santa Clara. Programs need not serve every city.



**Campbell**  
**Cupertino\***  
**Los Altos\***  
**Los Altos Hills\***  
**Los Gatos**  
**Mountain View\***  
**San José**  
**Santa Clara**  
**Saratoga**  
**Sunnyvale\***

**Cupertino (partial)**  
**Los Altos**  
**Los Altos Hills**  
**Mountain View**  
**Sunnyvale**

\*Applications for services only in the El Camino Healthcare District city or cities should apply to the District where possible, as the **District generally has more funding available.**

## Key Dates and Grant Cycle Timeline



### **FY22 Grant Year**

**July 1, 2021 – June 30, 2022**

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### **FY22 Grant Application Released**

**Tuesday, December 15, 2020**

**El Camino Hospital Application available at:**

[www.elcaminohealth.org/grants](http://www.elcaminohealth.org/grants)

**El Camino Healthcare District Application available at:**

[www.elcaminohealthcaredistrict.org/grants](http://www.elcaminohealthcaredistrict.org/grants)

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### **Grant Application Submission**

**Friday, February 26, 2021 – Due by 5:00pm (PST)**

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### **Review of Proposals**

**March – May 2021**

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### **Notifications After June Board Meetings**

**Late June 2021**

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## Funding Priorities

El Camino Hospital (ECH) and El Camino Healthcare District (ECHD) invest in the health of underserved and at-risk community members by addressing identified needs (below).

The following **three Health Priority areas have nine health needs** which were identified in the 2019 Community Health Needs Assessment (CHNA):



### 1. Healthy Body Priority Area

*To improve health and prevent the onset of disease in the community through enhanced access to primary care, oral health and chronic disease management & prevention services.*



#### Health Needs include:

- Diabetes & Obesity
- Chronic Conditions (other than Diabetes & Obesity)
- Healthcare Access & Delivery
- Oral Health

#### **Strategies may include:**

- Addressing diabetes and obesity epidemic through prevention and intervention
- Improving youth health through systematic integration of school-based physical activity and nutrition education
- Increasing access to medical and dental care, including screenings, medication and health-related social service navigation

### 2. Healthy Mind Priority Area

*To improve the mental health and wellbeing of the community by providing access to services that address serious mental illness, depression, anxiety, family dysfunction, and dementia.*



#### Health Needs include:

- Behavioral Health
- Cognitive Decline

#### **Strategies may include:**

- Promoting social emotional learning and resiliency skill-building for youth
- Increasing access to counseling, crisis intervention and addiction prevention education for youth
- Reducing isolation and depression amongst seniors
- Increasing access to psychiatric and behavioral health services, case management and medication management for at-risk adults

## Funding Priorities (continued)

El Camino Hospital (ECH) and El Camino Healthcare District (ECHD) invest in the health of underserved and at-risk community members by addressing the identified needs (below).

The following **three Health Priority areas and nine associated health needs** were identified based on the 2019 CHNA:



### 3. Healthy Community Priority Area

To promote overall health in the community by addressing falls prevention, health screenings, domestic violence, health education and social work case management.



#### **Health Needs include:**

- Violence & Injury Prevention
- Economic Stability
- Housing & Homelessness

#### **Strategies may include:**

- Reducing injury through falls among older adults
- Providing domestic & intimate partner violence survivor services
- Reducing incidence of chronic conditions such as heart disease, hypertension and diabetes through screenings, nutritious food choices and physical activity
- Improving health literacy and promoting healthy behavior changes
- Increasing self-sufficiency amongst vulnerable community members through social work case management

## Grant Program Eligibility Guidelines

In order for a potential grantee to be considered eligible for Community Benefit Program funding, the grant program must:

1. Address identified health need(s) in one of the Health Priority areas (see pages 5 & 6)
2. Meet geographic requirement by serving individuals who live, work or go to school in the District boundaries or Hospital service area (see page 3)

Applications meeting these requirements are evaluated based on selection criteria outlined in the next section.

### **What does the Community Benefit Grant Program not fund?**

- Contributions to individuals
- Political campaigns and legislative lobbying efforts
- Endowments
- Existing deficits
- Fund drives
- Medical research
- Research on drug therapies or devices
- Cultural events
- Projects that exclusively serve religious purposes

## Grant Program Selection Criteria

### **What are the criteria for the selection process?**

Request should:

- Be health-related with an emphasis on populations that are underserved, experiencing health disparities, and/or facing health challenges
- Demonstrate a competence and capacity to address identified health needs
- Include a clear program design that includes health needs statements, data with sources, program activities, evaluation tools & methods and metrics
- Provide appropriate reach including number of unduplicated individuals served and number of services provided
- Demonstrate capacity to evaluate outcomes that includes the usage of evaluation tools such as surveys, case management forms, and patient registries
- Possess strong fiscal management that includes detailed budgets and budget narrative
- For El Camino Healthcare District requests, meet geographic requirements (see page 3).

## Application Components

The online application contains nine components, outlined below with key areas of requested information. See page 13 for *Overview of Online Application* and pages 14 - 16 for *Online Application Technical Guide*.

The El Camino Hospital Program Grant Application is available at:

[www.elcaminohospital.org/grants](http://www.elcaminohospital.org/grants)

The El Camino Healthcare District Program Grant Application (for requests greater than \$30,000) and Support Grant Application (for agencies with an operating budget of less than \$1.5M and requests \$30,000 or less) is available at:

[www.elcaminohealthcaredistrict.org/grants](http://www.elcaminohealthcaredistrict.org/grants)

1. **General Information**
2. **Key Contacts**
3. **Program Information:** requested amount, program title, pilot program; for El Camino Healthcare District Grant Application, must confirm requested funds must serve only individuals who live, work or go to school in the District (see page 3 for District geography)
4. **Program Detail:** abstract, health needs statement (see page 12 for Local Health & Demographic Data Resources; please use the most current 2019 Community Health Needs Assessment (CHNA) and data within the last five years, unless citing industry standard(s)), outreach/recruitment plan, program delivery sites
5. **Evaluation and Data Collection\*:** definition of a program service/encounter, plan to collect and assess data, provide evaluation instruments that will be used

6. **Program Metrics\*\*:** Volume & Impact Metrics (see pages 9 -11) on how to develop metrics and targets); returning grantees must provide year-over-year (YoY) metrics form available on the El Camino Health and El Camino Healthcare District webpages.
7. **Budget\*\*:** upload FY22 Budget Template available on the El Camino Health and El Camino Healthcare District webpages.
8. **Additional Information (optional):** This is an optional section to provide any additional information.
9. **Required Documents (five)\*:**
  - Cover letter: the cover letter must be signed by an individual with authority to enter into an agreement with El Camino Hospital or El Camino Healthcare District.
  - Organizational Budget for the current fiscal year. Include other sources of funding received and/or committed (funder and amount) for the proposed project, if applicable.
  - IRS determination letter: 501 (c)(3) letter, if applicable
  - Audited financials: If you are unable to provide your most recent audited financials, you may submit your organization's most recent unaudited financials.
  - Executive Director and Board of Directors Roster on agency letterhead

\* Section requires upload of agency documents

\*\* Section requires upload of template, available on El Camino Hospital/El Camino Healthcare District website



## Metrics & Targets

Applicants must provide Metrics (written goals); there are two types of metrics: volume and impact metrics. Each metric has a 6-month and Yearend Target; targets are numeric projections that must align with **only** the funding amount requested in the application.

### Overall Target Setting

- Use previous performance and data to inform target setting; returning applicants should review past metrics and outcomes to inform forecasting
- Metrics with **targets set at 100% should not be used**, as these suggest the metric is a program process rather than a stretch goal (i.e., clients receiving program materials)
- If awarded a grant, variance explanations will be required for outcomes that are above or below 10% of the target

### Volume Metrics

Volume metrics include 1) total individuals served (unduplicated) and 2) encounters or services provided (likely duplicated)

1. Individual served (unduplicated)
  - The 6-month Target need not be 50% of the annual target, consider the following:
    - Ramp-up time for a new program
    - Timeline for scheduled services
    - Time for outreach and referral efforts to achieve desired outcomes
  - Each individual should only be counted one time, even if the individual receives more than one service or encounter

### 2. Encounters or services provided (likely duplicated)

- Select either encounters or services.
- Encounters or services provide information on the volume of interactions with individuals served. The number of encounters or services should be larger than the number of unique individuals served.
- In developing this metric, refer to your organization's definition of a metric or service.
- If your encounter or service includes groups, please provide one metric for the targeted number of sessions (i.e. classes) and one metric for the total number of participants expected in all classes combined.

### Defining An Encounter Or Service

- Encounters or services provide information on the volume of interactions with individuals served. The number of encounters or services should be larger than the number of unique individuals served.

#### Insufficient Examples of Encounter Definition

#### Examples of Improved Encounter Definition

Health education class

The presentation encounter is defined as the number of one-hour classes provided by a health educator. The attendance encounter is defined as the total number of students attending all classes.

Medical appointment or call

A medical appointment or call is defined as a call with a physician or nurse practitioner.

Follow-up phone call

A licensed clinician or intern at a school counseling program conducting a follow-up phone call with a parent that results in... [insert a particular action, such as a referral].

## Metrics & Targets (continued)

Applicants must provide Metrics (written goals); there are two types of metrics: volume and impact metrics. Each metric has a 6-month and Yearend Target; targets are numeric projections that must align with only the funding amount requested in the application.

### Methodology for Calculating Volume Metrics

#### Individuals Served (unduplicated)

- Each individual should only be counted one time, even if the individual receives more than one service or encounter
- In the example below, three unduplicated participants were served (Participants A, C and D). Participant B did not participate in any activities.

#### Encounters/Services Provided

- Be sure to refer to your agency's definition of an encounter or service in the Evaluation and Data Collection section of the application
- In the example, there are five targeted activities. There are also 12 services provided to a total of 3 unique participants (Participant A participated in 5 activities, Participant C participated in 3 activities and Participant D participated in 4 activities).
- Please note the frequency of services provided – for example, if the activities were provided twice, the total number of services would be 24 services.

### Example Data Set for People Served and Service Provided (Volume Metrics)

	Activity 1	Activity 2	Activity 3	Activity 4	Activity 5	<u>Data Reporting Methodology</u>
<b>Participant A</b>	Participated in Activity 1	Participated in Activity 2	Participated in Activity 3	Participated in Activity 4	Participated in Activity 5	Participant A received 5 services
<b>Participant B</b>	Example: Participant B enrolled, but did not receive services.					Participant B received 0 services
<b>Participant C</b>	Participated in Activity 1		Participated in Activity 3		Participated in Activity 5	Participant C received 3 services
<b>Participant D</b>	Participated in Activity 1	Participated in Activity 2		Participated in Activity 4	Participated in Activity 5	Participant D received 4 services
	<b>3 services provided</b>	<b>2 services provided</b>	<b>2 services provided</b>	<b>2 services provided</b>	<b>3 services provided</b>	<b>Outcome: Total of 12 services provided to 3 unique participants</b>

## Metrics & Targets (continued)

Applicants must provide Metrics (written goals); there are two types of metrics: volume and impact metrics. Each metric has a 6-month and Yearend Target; targets are numeric projections that must align with only the funding amount requested in the application.

### Impact Metrics

Impact metrics are quality measures that demonstrate the impact of funded services.

- When measuring increases, decreases, or improvements, it is recommended that a **qualifier\*** (see \* in “Improved Sample Impact Metrics” below) be used in the metric narrative that describes the change.
- **Targets for impact metrics must be set as percentages, not raw numbers** (Note: Targets for **Volume Metrics are raw numbers**)
  - Impact metrics are a measure of quality, so **targets are typically the same at 6-months and at Annual** since a program would not expect a different level of quality in the first or second half of the grant cycle, unless those being served in one half of the year are different than the other half of the year
- Metrics with **targets set at 100% should not be used**, as these suggest the metric is a program process rather than a stretch goal (i.e., clients receiving program materials)
- Impact metric language should be informed by your program evaluation tools (e.g., survey, scale, etc.)

Insufficient Sample Impact Metric Narrative	Improved Sample Impact Metric Narrative with <u>Qualifier*</u>	Example 6-month Target	Example Annual Target
Patients who return for follow-up exam	Patients who return for follow-up exam <b><u>within 90 days of initial treatment*</u></b>	65%	65%
Increased participation in activities that will reduce social isolation	Participants who report <b><u>at least a 5-point increase*</u></b> in social isolation on the <b><u>ABC Scale</u></b>	48%	48%
Clients who increase participation in activities that promote physical activity	Clients who report <b><u>at least a 30 minute weekly increase in moderate to strenuous physical activity*</u></b> as assessed by <b><u>pre/post survey</u></b>	N/A (Measured by pre/post survey so data not available at 6-months)	85%

## Local Health and Demographic Data Resources

To assist you with developing your health needs statement in the "Program Detail" section of the application, some suggested resources are listed below. Please use the **most current** 2019 Community Health Needs Assessment (CHNA) and **data within the last five years**, unless citing industry standard(s).

### **El Camino Hospital 2019 Community Health Needs Assessment (CHNA)**

About the resource: As previously described, the El Camino Healthcare District uses information from the most recent CHNA

Direct link: <https://www.elcaminohealth.org/sites/default/files/2019-06/2019-community-health-needs-assessment-20190615.pdf>

### **Santa Clara County City and Small Area/Neighborhood Profiles**

About the resource: The profiles contain data on demographics, socioeconomic status, the built environment, safety and violence, and health status for each of the cities and small areas/neighborhoods in Santa Clara County.

Direct link: <https://www.sccgov.org/sites/phd/hi/hd/Pages/city-profiles.aspx>

### **Lucile Packard Foundation for Children's Health's KidsData.org**

About the resource: Kidsdata.org is a resource that offers wide-ranging, local data by topic, region, and demography

Direct link: <http://www.kidsdata.org/>

### **Santa Clara County 2014 Community Health Assessment**

About the resource: The CHA for Santa Clara County is a compilation of new and existing quantitative and qualitative data sources that were woven together to provide a comprehensive picture of the health of county residents, leveraging and building on, when possible, existing assessment efforts, initiatives, and related health improvement plans.

Direct Link: [https://www.sccgov.org/sites/phd/collab/chip/Documents/cha-chip/SCC\\_Community\\_Health\\_Assessment-2014.pdf](https://www.sccgov.org/sites/phd/collab/chip/Documents/cha-chip/SCC_Community_Health_Assessment-2014.pdf)

### **Santa Clara County Public Health Department Data and Statistics and Data Resources**

About the resource: Epidemiologists work with mappers, health planners, writers and media personnel to present data to the community and to develop reports with insights into specific health issues (e.g. health disparities, social determinants of health). Statistics on mortality and morbidity, as well as health behavior and outcomes, aid in the development of public health policies and programs and are used in grant writing, strategic planning, program evaluation, resource allocation, and prioritization.

Direct link: <https://www.sccgov.org/sites/phd/hi/hd/Pages/data-home.aspx> and <https://www.sccgov.org/sites/phd/hi/hd/Pages/data-resources.aspx>

### **Santa Clara County Public Health Department Open Data Portal**

About the resource: The most up-to-date data is available on the Public Health Department's Open Data Portal which includes access to data sets and maps about local health issues.

Direct link: <https://data-sccphd.opendata.arcgis.com/>

### **California Health Interview Survey (CHIS)**

About the resource: The California Health Interview Survey (CHIS) is the nation's largest state health survey and a critical source of data on Californians as well as on the state's various racial and ethnic groups. Policymakers, researchers, health experts, members of the media and others depend on CHIS for credible and comprehensive data on the health of Californians.

Direct link: <http://healthpolicy.ucla.edu/chis/Pages/default.aspx>



## Overview of Online Application Process

### Accessing & Starting a New Application

See page 14 for the *Online Application Technical Guide*.

The El Camino Hospital Program Grant Application is available at:

[www.elcaminohospital.org/grants](http://www.elcaminohospital.org/grants)

The El Camino Healthcare District Program Grant Application (for requests greater than \$30,000) and Support Grant Application (for agencies with an operating budget of less than \$1.5M and requests \$30,000 or less) is available at:

[www.elcaminohealthcaredistrict.org/grants](http://www.elcaminohealthcaredistrict.org/grants)

### Continuing an In-Progress Application

**If you have already started an application**, please use the account homepage to access and continue working on an in-progress application (see page 15 for more information on navigating the account homepage):

[https://www.GrantRequest.com/SID\\_5862?SA=AM](https://www.GrantRequest.com/SID_5862?SA=AM)

To determine which Community Benefit Grant Program an organization should apply to, see page 3.

**Note:** There is only one account owner who can share an application with a viewer for viewing only or transfer the application to a new owner; see page 15 on how to share and transfer items. This is to prevent multiple users from making changes that may override another user's changes.

**You must also save often.** Unsaved information will be lost. You may consider saving your application content in another file prior to providing it in the online application.

### Application Submission, Review and Notification

- Upon application submission, you will receive a confirmation e-mail within one to three business days. If you do not receive a confirmation e-mail, please contact (650) 940-7052 and leave a message for Community Benefit.
- Information provided in the proposals are reviewed by Community Benefit staff, the Community Benefit Advisory Council and the Board of Directors. Follow-up questions or requests for additional information may arise during the review process; please ensure accurate contact information is provided in the application.
- The El Camino Hospital Board of Directors and El Camino Healthcare District Board of Directors are the decision making bodies for Community Benefit funding.
- Notifications of awards and denials will be sent via e-mail in late June 2020, followed by a formal grant agreement.

[Online Application Technical Guide](#)

**Note:** Do not use the back button in the browser. You must save often. Unsaved information will be lost. Consider also saving application content in another file.

Portal Login

**Please Sign In**

**Welcome to El Camino Hospital and El Camino Healthcare District online applications.**

If you do not have an account, click the **New Applicant** button.  
 If you have an established account, log in.  
 If you have trouble logging in, click the **Forgot Password** button.

Note: Add [mail@grantapplication.com](mailto:mail@grantapplication.com) to your address book to ensure you receive our emails.

E-mail  Password

If you are a new applicant, click here to create an account using your e-mail as your username.

If you have an account but experience trouble logging in, click here and provide your e-mail username. Then, check your inbox for further instructions.

## [Online Application: Technical Guide \(continued\)](#)

**Note:** Do not use the back button in the browser. You must save often. Unsaved information will be lost. Consider also saving application content in another file.

Navigating the Account Homepage: [https://www.GrantRequest.com/SID\\_5862?SA=AM](https://www.GrantRequest.com/SID_5862?SA=AM)

**Applications**

To view In Progress or Submitted applications, click the drop down on the right. If you have a report to submit, the Requirements tab will appear above.

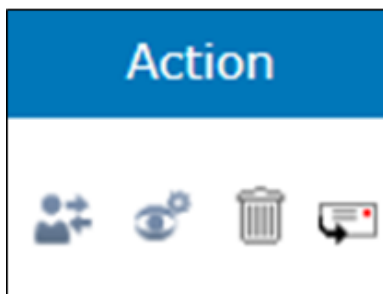
Use the drop-down menu to display an Application in Progress or Submitted Application

Show In Progress Applications ▾

Hide Viewer Only Applications

Application Name	Project Title	Requested	ID	Last Updated	My Role	Action
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There are four possible actions the owner of an application may take:



**Transfer to New Owner**  
(may edit and submit)  
Note: There may only be one owner per application to prevent overwriting.



**Delete an in-progress application**  
Note: Submitted applications may NOT be deleted



**Manage or Add Viewers**  
(may only view)  
Note: New users must register (see page 14)



**View a copy of an in-progress application.**  
Note: A submitted application, accessed by using the drop-down menu to show submitted applications, may also be e-mailed using this action.

## [Online Application: Technical Guide \(continued\)](#)

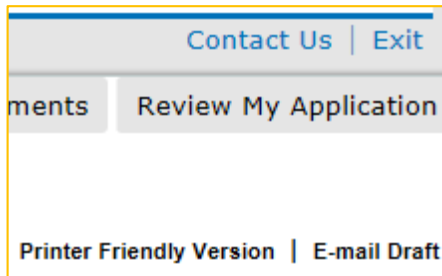
**Note:** Do not use the back button in the browser. You must save often. Unsaved information will be lost. Consider also saving application content in another file.

### Completing, Reviewing and Submitting the Application

While developing the application, **save often** or information will be lost. Consider also saving application content in another file.

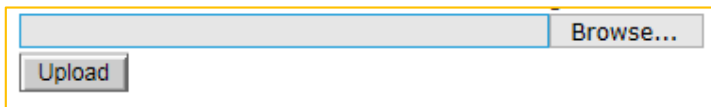
Do not click the back button on the browser, or all unsaved information will be lost.

You also have the option to print or e-mail a draft of the application in the upper right of the application page:



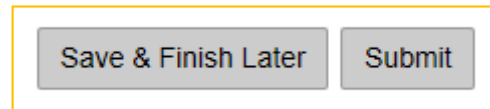
To upload a file, such as Budget Template or IRS determination letter (see page 8 for Required Documents), you must click "Browse" which will open a window for you to search for and select the saved file from your computer. Then, click "Upload".

- Once the file has been successfully uploaded, it will appear as a link that you can click on to download. If an incorrect file has been uploaded, you can click "Remove".



After reviewing and confirming the information provided is verified and accurate, click "Submit".

- Note:** You may **not** make changes to an application once it has been submitted.



Upon submitting the application, you will receive an e-mail confirmation within one to three business days. If you do not receive an e-mail, you must contact Community Benefit at (650) 940 – 7052.





For more information or questions, please contact the  
Community Benefit Department at:



650.940.7052



[CommunityBenefit\\_ECH@elcaminohealth.org](mailto:CommunityBenefit_ECH@elcaminohealth.org)  
[CommunityBenefit\\_ECHD@elcaminohealth.org](mailto:CommunityBenefit_ECHD@elcaminohealth.org)



FY20 Community Benefit Annual Report:  
[www.elcaminohealth.org/communitybenefit2020](http://www.elcaminohealth.org/communitybenefit2020)