

# El Camino Hospital & El Camino Healthcare District Community Benefit Program



## Fiscal Year 2021 Grant Application Guide



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## Introduction & Overview of Community Benefit 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 small grants (for agencies with an operating budget of less than \$1.5M and a requested amount of up to \$30,000) and program grants and the Hospital funds program grants only. Program grant awards sizes vary depending on community need and program scope and are above \$30,000.

**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.

 <b>El Camino Hospital</b> THE HOSPITAL OF SILICON VALLEY	 <b>EL CAMINO HEALTHCARE DISTRICT</b>
✓ <b>Campbell</b>	Campbell
✓ <b>Cupertino</b>	✓ <b>Cupertino (partial)</b>
✓ <b>Los Altos</b>	✓ <b>Los Altos</b>
✓ <b>Los Altos Hills</b>	✓ <b>Los Altos Hills</b>
✓ <b>Los Gatos</b>	Los Gatos
✓ <b>Mountain View</b>	✓ <b>Mountain View</b>
✓ <b>San José</b>	San José
✓ <b>Santa Clara</b>	Santa Clara
✓ <b>Saratoga</b>	Saratoga
✓ <b>Sunnyvale</b>	✓ <b>Sunnyvale</b>
Note: ✓ Programs need not serve every city in either entity. ✓ Programs serving cities in the El Camino Healthcare District should apply to the District where possible, as the District generally has more funding available.	

## Funding Priorities

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The Affordable Care Act (ACA), enacted by Congress on March 23, 2010, requires that non-profit hospital organizations complete a community health needs assessment (CHNA) every three years and adopt an implementation strategy to address the identified community health needs. The CHNA is conducted by El Camino Hospital in collaboration with six other non-profit hospitals, Santa Clara County Public Health Department, the Hospital Council of Northern and Central California, and Palo Alto Medical Foundation. This CHNA is intended to inform the investment of community benefit funds for both the Hospital and the District in order to improve the health of local residents.

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



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



- Behavioral Health
- Cognitive Decline



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

## Community Benefit Grant Program Eligibility Guidelines

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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 identified Health Priority areas on page 3
2. Meet geographic requirement by serving individuals who live, work or go to school in the District boundaries or Hospital service area on page 2

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

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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 2)



## Grant Cycle Timeline



FY21 Grant Year Spans July 1, 2020 – June 30, 2021



FY21 Grant Application Released  
Friday, January 3, 2020

*El Camino Hospital Application available at:  
<https://www.elcaminohealth.org/about-us/community-benefit/community-benefit-program>*

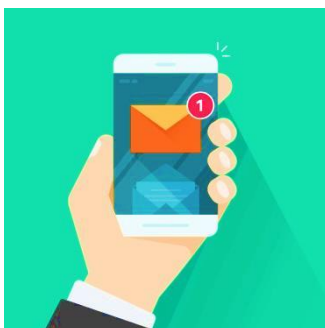
*El Camino Healthcare District Application available at:  
<https://www.elcaminohealthcaredistrict.org/grant-program>*



Grant Application Submission  
Friday, February 28, 2020 – due by 5:00pm (PST)



Review of Proposals  
February – May 2020



Notification  
Late June 2020

## Application Process

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### Accessing the Online Application Form

The El Camino Hospital Program Grant Application is available at:

<https://www.elcaminohospital.org/about-us/community-benefit/community-benefit-program>

The El Camino Healthcare District Program Grant Application (for requests greater than \$25,000) and Support Grant Application (for agencies with an operating budget of less than \$1.5M and requests \$30,000 or less) is available at:

<https://www.elcaminohealthcaredistrict.org/grant-program>

Please use the account homepage to access and continue working on an in-progress application (see page 11 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 2.

The application instructions are provided on pages 7 – 13.

**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 11 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.

## Application Instructions

### Technical Requirements

The online application may **ONLY** be accessed using the following three internet browsers:

- Internet Explorer
- Mozilla Firefox
- Safari

**Note: You must 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.

### Login Screen

**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 to your address book to ensure you receive our emails.

E-mail  Password

[New Applicant?](#) [Forgot Password?](#)

[Login](#)

If you are a new applicant, click here.  
See page 8 for next steps.

If you have an account but experience  
trouble logging in, click here.  
See page 9 for next steps.



## Password Set-up for New Applicants

**El Camino Hospital**  
THE HOSPITAL OF SILICON VALLEY

**EL CAMINO  
HEALTHCARE  
DISTRICT**

### New Applicant?

An account allows you to access your saved and submitted applications at any time. It also allows us to send you a submission confirmation e-mail and notify you if additional information is necessary to process your application.

E-mail

Confirm E-mail

Password (must contain at least 5 characters, with both letters and numbers)

Confirm Password

[Return to login](#)

Enter and confirm e-mail address.  
All notifications will be sent to this e-mail address.

Enter and confirm password.  
You may use letters, numbers and symbols. Password is case sensitive.

Click here to directly advance to the application.  
A confirmation e-mail will be sent to the e-mail address used to set-up the account.

## Forgotten Password

If you have an account but experience trouble logging in, click "Forgot Password" on the Login Screen as demonstrated on page 7. Then follow the steps below.

**Forgot Password?**  
Please enter your e-mail address and click Send Password. We will e-mail you a temporary password.

E-mail

[Return to login](#)

Enter the e-mail used to create the account.

Click "Send Password".

You will receive an e-mail with a system generated, temporary password and a link to reset your password. The link will direct you to the Login screen (see next step).

**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 to your address book to ensure you receive our emails.

E-mail  Password

Enter the e-mail used to generate the account and enter the system generated, temporary password that was e-mailed to you.

Click "Login" to advance to the next page of resetting your password (see next step).

## Forgotten Password (continued)

The screenshot shows the 'Change Password' form for El Camino Hospital. At the top, there are two logos: 'El Camino Hospital THE HOSPITAL OF SILICON VALLEY' and 'EL CAMINO HEALTHCARE DISTRICT'. Below the logos, the form title is 'Change Password' followed by the instruction 'You will need to change your password to continue.' There are three input fields: 'Current Password', 'Password (must contain at least 5 characters, with both letters and numbers)', and 'Confirm Password'. Each field is circled in blue. Below the fields is an 'Update' button, also circled in blue. Three orange arrows point from the right side of the page to the 'Current Password', 'Password', and 'Update' fields. A fourth orange arrow points from the bottom of the page to the 'Update' button.

Enter the system generated, temporary password that was e-mailed to you.

Enter a new password.  
You may use letters, numbers and symbols.  
Password is case sensitive.

Confirm the new password.

Click "update" to complete password set-up and advance to your account home page (see page 11).

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

The screenshot shows the account homepage with the following elements and annotations:

- Header:** El Camino Hospital logo (THE HOSPITAL OF SILICON VALLEY) and El Camino Healthcare District logo.
- Navigation:** "Change E-mail/Password", "Contact Us", and "Exit" buttons are circled. An arrow points from "Click here to generate an e-mail to Community Benefit (must allow pop-ups)." to "Contact Us".
- Text:** "To log off, click here." points to the "Exit" button.
- Section:** "Applications" with instructions: "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." An arrow points from "Use the drop-down menu to display an Application in Progress or Submitted Application." to the "Show In Progress Applications" dropdown.
- Table:** A table with columns: Application Name, Project Title, Requested, ID, Last Updated, My Role, and Action. Each column header is circled, with arrows pointing to explanatory text boxes below.

An Application in Progress or Submitted Application will appear here as a link. Click on the link to continue working on an application in progress or to view a submitted application.

The amount requested will appear here.

The system generated application ID will appear here. Please reference this ID number in any inquiries regarding the application.

Your role as the owner of the application or a viewer, who may only view and not make changes to the application, will appear here.

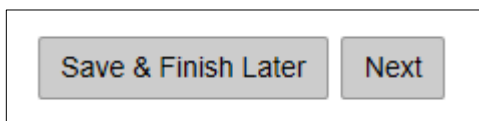
### Action

There are four possible actions the owner of an application may take:

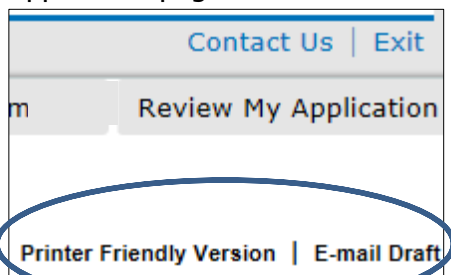
- Transfer to New Owner** (may edit and submit)  
*Note: There may only be one owner per application*
- Delete an in-progress application**  
*Note: Submitted applications may NOT be deleted*
- Manage or Add Viewers** (may only view)
- View a copy of an in-progress application.**  
*Note: A submitted application, accessed by using the drop-down menu to show submitted applications, may also be e-mailed using this action*

## Completing, Reviewing and Submitting the Application

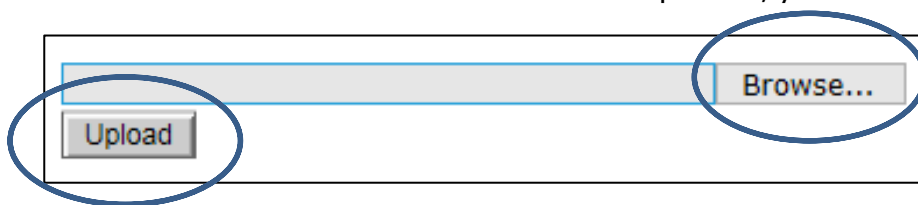
- There are ten application components:
  - General Information
  - Key Contacts
  - Program Information
  - Program Detail
  - Evaluation and Data Collection
  - Program Metrics
  - Budget
  - Additional Information (Optional)
  - Required Documents
  - Review My Application
- When completing the application:
  - **You must save often. Unsaved information will be lost. You may also consider saving your application content in another file prior to providing it in the online application.**
  - You have the option to "Save & Finish Later" or advance to the next component of the application:



- 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, 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".

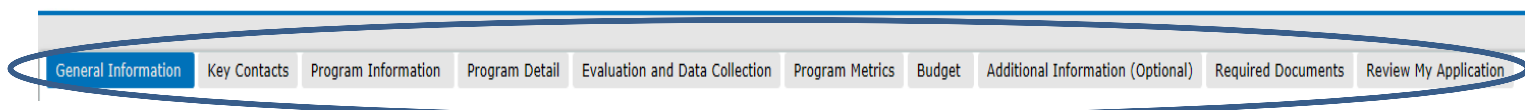


## Completing, Reviewing and Submitting the Application (continued)

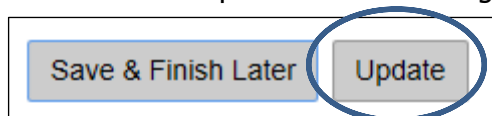
- When completing the last component of the application, you will have the option to “Save & Finish Later” or to “Review & Submit”:



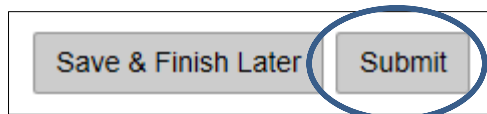
- The Review & Submit option will advance you to the “Review My Application” component
  - You may make any necessary changes by clicking on the application components located at the top of the application page, circled in the diagram below:



- If there are incomplete sections, you will be prompted to update the information on this page. You must click “Update” to save changes:



- 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.



## Tips on Developing Metric Narratives and Targets

There are two types of metrics: volume and impact metrics.

### Volume Metrics

Volume Metrics	Helpful Tips on Developing Metrics and Targets  Metrics = Narrative Targets = Numeric projections; should align with the Requested Funding
Individuals served (unduplicated)	<p>Use previous performance and data to inform target setting; returning applicants should review past metrics and outcomes to inform forecasting</p> <ul style="list-style-type: none"> <li>• If awarded a grant, variance explanations will be required for outcomes that are above or below 10% of the target.</li> </ul> <p>The 6-month Target need not be 50% of the annual target, consider the following:</p> <ul style="list-style-type: none"> <li>• Ramp-up time for a new program</li> <li>• Timeline for scheduled services</li> <li>• Time for outreach and referral efforts that result in desired outcomes</li> </ul> <p>Each individual should only be counted one time, even if the individual receives more than one service or encounter</p>
Encounters <u>or</u> services provided (likely duplicated)	<ul style="list-style-type: none"> <li>• Select either encounters or services.</li> <li>• 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.</li> <li>• In developing this metric, refer to your organization's definition of a metric or service.</li> <li>• 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.</li> </ul>

## 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 Sample Encounter Definition	Improved Sample Encounter Definition
Health education session	The <b>presentation</b> encounter is defined as the number of one-hour classes provided by a health educator. The <b>attendance</b> 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].

## Methodology for Calculating Volume Metrics

### Individuals Served

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 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.

<b>EXAMPLE</b>	Activity 1	Activity 2	Activity 3	Activity 4	Activity 5	
<b>Participant A</b>	Participated in Activity 1	Participated in Activity 2	Participated in Activity 3	Participated in Activity 4	Participated in Activity 5	<i>Participant A received 5 services</i>
<b>Participant B</b>						<i>Participant B received 0 services</i>
<b>Participant C</b>	Participated in Activity 1		Participated in Activity 3		Participated in Activity 5	<i>Participant C received 3 services</i>
<b>Participant D</b>	Participated in Activity 1	Participated in Activity 2		Participated in Activity 4	Participated in Activity 5	<i>Participant D received 4 services</i>
	<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>	<i>Total of 12 services provided to 3 unique participants</i>

## Impact Metrics

Insufficient Sample Impact Metric Narrative	Improved Sample Impact Metric Narrative	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%

### Important Information:

- When measuring increases, decreases, or improvements, it is recommended that a qualifier be used in the metric narrative that describes the change (see “Improved Sample Impact Metrics” above)
- 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% suggest the metric is a program process rather than a stretch goal and should not be used (i.e. clients receiving program materials)
- The evaluation tools used should directly inform the development of the narrative of your impact metrics

## Local Health & Demographic Data Resources

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To assist you with developing your health needs statement in the "Program Detail" component of the application, some suggested resources are listed below:

### **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 [Data and Statistics](#)**

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-resources.aspx>

### **Santa Clara County [Health Status and Quick Facts](#)**

About the resource: Every 3 to 4 years, the Santa Clara County Public Health Department (SCCPHD) conducts a countywide health survey called the Behavioral Risk Factor Survey (BRFS). The survey is based on the Center for Disease Control and Prevention's (CDC) Behavioral Risk Factor Surveillance System (BRFSS) survey. This page provides links to various BRFS, CHIS (California Health Interview Survey) and CHKS (California Healthy Kids Survey) indicators organized by their topic areas.

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

### **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>

*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)*

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*FY19 Community Benefit Annual Report:*

*[www.elcaminohealth.org/communitybenefit2019](http://www.elcaminohealth.org/communitybenefit2019)*