

ADVANCING HEALTH AND EQUITY

A Grantmaking Program of the WD-40 Company Memory Making Fund FY2021 Request for Proposal



The San Diego Foundation and The WD-40 Memory Making Fund invite nonprofits receiving this request for proposal to apply for the Advancing Health and Equity Grant. The WD-40 Memory Making Fund is a donor-advised fund at The San Diego Foundation.

The Advancing Health and Equity grant seeks to improve health and mental well-being, and address health inequities for low-income San Diegans through improved access and raised awareness for supportive services and resources.

For this grant cycle, The WD-40 Memory Making Fund seeks to support San Diego nonprofits focused on promoting the wellness, health, and protection of San Diegans via support to the following areas:

- **Strong, Healthy Starts:** Support for young children ages 0-5 and their families to increase and expand access to health and mental/behavioral health services.
- **Survivors of Domestic Abuse and Trauma:** Expand access and support for prevention, intervention, and recovery for survivors of domestic abuse and child abuse. Support children, families and adult individuals who have experienced trauma, including foster youth.
- **Social Justice and Social Determinants of Health:** Support children and families through a strategy that addresses social determinants of health in the delivery of care and takes historic inequities into account when providing services. Services can include those that support family-strengthening efforts, safety, and healthcare.

With this grant cycle, The WD-40 Memory Making Fund seeks to support organizations that are working in at least one of the areas listed above, but whose work potentially also produces outcomes in one or both of the other two areas, whether alone or with a partner. Organizations are encouraged to present relevant past performance and a plan for tracking results and achieving outcomes related to the goals of the Advancing Health and Equity grant.

BACKGROUND AND RATIONALE

According to the CDC, many health disparities affect groups based on age, gender, place of residence, race/ethnicity, and socioeconomic status. In addition to these factors, groups negatively affected by health disparities tend to have less access to healthy food, quality healthcare and other factors that would further support positive health outcomes for individuals, families, and children.¹

¹ Center for Disease Control. (2020, August 19). About Social Determinants of Health (SDOH). Retrieved from <https://www.cdc.gov/socialdeterminants/about.html>

ADVANCING HEALTH AND EQUITY

A Grantmaking Program of the WD-40 Company Memory Making Fund FY2021 Request for Proposal

Creating solutions that help people to lead healthy, thriving lives, and surpass barriers to care involves going beyond siloed approaches that focus on deficiencies, to those that build on strengths and increase capabilities. Programs that improve access to quality, affordable services for children, youth, and families, and address issues of abuse and trauma offer improved prospects to advance health and equity for San Diegans.

Addressing some of the most pressing issues faced by families and individuals within our community is a complex challenge, requiring many stakeholders to work together toward building effective solutions. The WD-40 Memory Making Fund believes a collaborative approach is critical for enduring impact and change. This grantmaking program seeks to promote independence, improve the quality of life, and ensure that all San Diegans have equal access to opportunities and resources so that they can live well, be healthy and thrive.

GRANT CRITERIA AND ELIGIBILITY

The grants will range from \$15,000 minimum to \$40,000 maximum, with the potential opportunity for multi-year funding.

Each proposal must be led by a nonprofit with 501(c)(3) public charity status, located in and serving San Diego County. A 501(c)(3) public charity may serve as a fiscal sponsor for another applicant to administer the grant and provide regular financial reporting to The San Diego Foundation.

Eligibility

- Applicants must have a Gold level or higher certified profile on GuideStar. *
- Program must serve persons or populations within San Diego County.
- The San Diego Foundation will not fund endowments, existing obligations/debt, scholarships, or projects that promote religious or political doctrines.
- Program must work to expand care for low-to-moderate income communities and/or populations experiencing health disparities or negative social determinants of health.

Recommendations

- Program must serve low-to-moderate income communities and/or populations experiencing health disparities or negative social determinants of health.
- Clearly articulate a strategy for project success.
- Show potential for community impact.
- Exhibit organizational strength, past performance, and strong community partnerships.
- Demonstrate ability to connect authentically with the community served.

To complete a GuideStar profile, go to: <http://help.guidestar.org/en/articles/2247158-how-to-get-your-nonprofit-listed-on-guidestar>

To learn how to get a GuideStar Platinum profile go to: <http://help.guidestar.org/en/collections/1020362-how-to-earn-a-platinum-seal-of-transparency>

ADVANCING HEALTH AND EQUITY

A Grantmaking Program of the WD-40 Company Memory Making Fund FY2021 Request for Proposal

Applications must be submitted online at the following link on the SmarterSelect platform:

<https://app.smarterselect.com/programs/69024-The-San-Diego-Foundation-Community-Impact>

Late or incomplete applications will not be accepted.

*Applicants need not have Gold level at the time of application, but, if selected for funding, would need to have earned it by the time that the award is made.

ADVANCING HEALTH AND EQUITY FY2021 GRANT CYCLE TIMELINE

- October 2020: Request For Proposal released
- **Wednesday, December 9, 2020 by 5:00 p.m.: Proposals are due**
- February 2021: Finalists are notified
- March 2021: Finalists are asked to participate in a virtual site visit/video call
- July 2021: Grantees are announced

For program questions, please contact Joy Decena at joyd@sdfoundation.org

For technical questions regarding the online application, please contact Kerri Favela at kerri@sdfoundation.org