Menorah Heritage Foundation
Healthy for Life 2018 Grant Application FAQ s

1. **How is the application structured?**

   The first page is intended to reflect **organization** level information only. The remainder of the application is focused on the **program or initiative** level information. We will use the word "program" to be inclusive of initiatives for simplification purposes.

2. **Are the answers limited to the box sizes?**

   No. You can adapt box length to accommodate the text that you enter. However, please be mindful of the page limit in expanding the box.

3. **Do we have to answer every question/section?**

   Unless noted otherwise, every section creates an opportunity to share new information with us about your organization and program. Nonetheless, if you believe the section or question is not applicable, please note that with "n/a" in the section. For example, on page 2, if your program is new; you will answer the "FOR NEW PROGRAMS" section and write n/a in the "FOR ONGOING PROGRAMS" section.

4. **Is there a page limit and what type size should we use?**

   Yes. We appreciate the feedback from last year, so we are expanding to a six (6) page limit for 2018. This limit does **not** include the reports requested from your accounting software on the Financial Report Submission Checklist. Please use at least 11pt type, although we would prefer 12pt type if possible. You can delete the Financial Report Submission Checklist from the application you submit to MHF.

5. **How was this application created and will it change again in the future?**

   The application is a variant on the format used in our other grant cycles. As with any document that relies on broad input, there may be items which need further improvement. To that end, please feel free to share any feedback you might have so that this format can be improved. We will survey applicants and our grants committee for feedback after the grant cycle as well. **Your constructive suggestions and comments will be greatly appreciated.**

6. **What are cash reserves?**

   A cash reserve is a pool of liquid funds (e.g. cash or other readily available forms) available within an organization to fund expenses beyond what the operating cash flows provide. Some organizations also refer to these as "operating reserves" or "board designated operating reserves." We ask about reserves as we believe these are an important resource for operating organizations and consider the development of reserves important where possible.

7. **Can you clarify the endowment question in the application?**

The question on page one requests **organization**-level information. We are interested in your organization's present and future stability and view the development of endowments and special funds as a positive. We want to develop the most complete understanding of your organization possible within reasonable time constraints. If you have unrestricted endowments and special funds that your board has designated for a specific purpose in the short term, please share that information with us in this section.

Endowments, special funds or restricted funds (different organizations may use different references) should be reported based on whether they benefit your organization, *regardless of who actually holds the funds* (e.g. a supporting foundation or restricted fund based at the Jewish Community Foundation or other similar entity).

8. **Why are there so many questions in place of allowing us to simply shape our own narrative as you had previously provided?**

Based on feedback from both applicants and grants committee members in other funding cycles, these questions are often at the core of understanding the program for which you are applying and how it fits into the overall picture of your organization. We recognize that these are not all the right questions for every program but each section should allow coverage of almost every aspect of your program.

9. **Any tips for answering the questions / narrative?**

Glad you asked! Think about how people get information today. Consider a mix of bullet points/summary statements followed by some more detail in narrative on that key point. Don't assume your audience knows everything you've communicated before – members of the committees reviewing the applications change from year to year. Also, while we appreciate your efforts in past applications to integrate anecdotal evidence of success, with limited space please focus your responses on substantive information about the program.

10. **How do you apply the concept of "transformative"?**

In the Healthy for Life cycle we seek programs that aim to materially and, hopefully, permanently impact behaviors that undermine the health and well being of individuals **and** communities. For example, rather than focus on chronic health condition treatment, in this cycle, we would more likely fund a program that aims to change circumstances that make an individual vulnerable to such a condition – e.g. through planned and sustained physical fitness or changing access to healthy food options. We know there are many terrific organizations in our community providing safety net health care and other critical services that positively impact the individuals who receive those services. We maintain other funding cycles where such organizations are more likely to receive our support.

11. **Can you clarify the question on collaboration on page 3?**

The collaboration section asks you to share whether you are collaborating with any other organizations – e.g. working together on a program. We define collaboration as "helping to deliver the service" in some aspect of the program. For example, while we encourage organizations to partner on programs,

referrals, sponsorships, attendance, and common planning, we consider these concepts to indicate support for each other which stops short of actual program collaboration and service delivery.

12. What's the Budget Variance Explanation?

You may recall that we are often asking you for additional financial information based on your submittals. We would appreciate your help in anticipating those questions by explaining any material variances. Note that the variances at the organization level are targeted to aggregate income and aggregate expense (and surplus/deficit).

13. How do you define a goal?

A goal is a general statement of the purpose of a program or a program component.

14. How do you define an outcome?

An outcome is what changes as a result of your program and the people you serve. For example, if a program goal is to improve Hebrew comprehension, then an outcome might be described as follows: students who participated in the online study program at least once a week for ten weeks were able to read a comparable passage and obtain scores that were 50% higher on comprehension tests than when the program began. We recognize that some outcomes may be achieved during the grant request period and some may be longer term. Help us understand your vision for both.

15. How do you define an output?

An output is an activity related to your program. For example, the frequency of programs, client interactions, number of clients served, number of scholarships provided and number of volunteers or volunteer hours are all outputs.

16. What do you mean by in-kind support?

Some individuals or companies provide goods and services (e.g. professional services) in lieu of or in addition to direct financial support. For example, if a professional provides legal or accounting services on a *pro bono* basis or a company donates computers for use in your operations, these constitute in-kind support that should be included if this is of more than *de minimis* value.

17. Why are you asking for so much financial information?

We have attempted to ask for information that is readily available from your existing accounting system. We know, from surveys of our grants committee members, that financial stability and effective use of resources is a priority for them in evaluating organizations that execute newer initiatives and programs. So we try to find the balance between what they need for review and what is sensitive to your time and efforts. At the same time we value your feedback, so please let us know during the post submittal evaluation where we can make additional improvements.

18. **What if we don't have 5 donors to this specific program (or we raise funds generally and not specifically for this program)?**

Please report program specific fundraising, grants or gifts in the Program level donor information sections on page 5. If you do not do raise or receive program specific funds, please use this section to report the 5 largest funding sources for your organization and note on the application why you are making this modification. Please put "n/a" in the cells you do not use for information in this area.