



## General Information

- Proposals must be delivered by **4:30 p.m. on the 1<sup>st</sup> of February, May, August, or November**. *If the deadline falls on a weekend, the application is due by 4:30 p.m. the Monday immediately following the deadline.*
- Grants typically range from \$5,000 to \$25,000.
- To increase the effectiveness of our evaluation, we ask that the narrative not exceed five pages. Please use no smaller than 12-point type and reasonable margins. **Please do not bind your proposal in a notebook or folder; a large paper clip, rubber band or binder clip is acceptable and preferred.**
- GuideStar is the national database of U.S. charitable organizations. It gathers and distributes data on more than 850,000 IRS-recognized nonprofits. Your registration number is your Employer Identification Number (EIN) assigned to you by the Internal Revenue Service. We encourage you to visit GuideStar's website, [www.guidestar.org](http://www.guidestar.org), to find your organization in their database, verify information about your group on their site, and provide additional data they request. Blue Cross reviews every organization through GuideStar.

## Eligibility

- The organization that is applying must be domiciled in Louisiana and operate the program for which it is applying in Louisiana to directly serve Louisianians.
- Organizations must be in Good Standing with the Louisiana Secretary of State's office. Applicants can check their status by going to the Secretary of State's website ([www.sos.louisiana.gov](http://www.sos.louisiana.gov)) and accessing the Corporations Database.
- The organization applying must be a 501(c)(3) organization as defined by the Internal Revenue Service.
- An organization that applied for funding in previous impact grant cycles may apply again for the current impact grant cycle, using the same proposal idea or a new program.

## Priority Areas

Blue Cross and Blue Shield of Louisiana is proud of its involvement in helping build a better community by "giving back." The communities in which we live and work are a significant component of our business and personal lives, and we are committed to supporting them in a way that is consistent with our guiding principles.

Specifically, Blue Cross and Blue Shield of Louisiana funding focuses on:

- Health-related causes: those that focus on improving public health, reducing barriers to care for the uninsured, or conducting research to prevent or cure disease.
- Education-related causes: those that focus on increasing health literacy, the training of medical professionals, or the education of youth (pre-kindergarten through undergraduate degree).
- Particular emphasis will be given to fund programs or activities that focus on physical activity, nutrition, and community health and wellness. Particular consideration will be given to those that address specific populations, including rural areas, children, seniors, and those who are at risk and underserved.
- Funding for general operating support alone will be considered, but this is not a priority area. We will consider equipment and supply purchases within proposals. We do not fund capital projects.

- Blue Cross will not fund administrative overhead charges for universities or higher education institutions.

### **Decision-Making Process**

- Blue Cross uses an award review process for determining impact grant recipients. All proposals are screened using established impact grant criteria to determine which proposals will receive a full review. Following this initial review, the Review Team receives selected proposals, determines which proposals will need site visits, and makes funding recommendations to the administrators.
- The process takes approximately two months to determine impact grant awards. Organizations will be notified of the results by the following schedule:

<b>Deadline</b>	<b>Notification</b>
February 1	April
May 1	July
August 1	October
November 1	January

- The Review Team is primarily composed of individuals who have various skills in planning, medical services, finance, marketing, communications, grant making, and program development.
- Our proposal evaluation criteria includes, but is not exclusive to, the following characteristics:
  - Compelling fit with Blue Cross’s mission, guidelines and priorities
  - Quality of leadership within the organization must be strong and respected by the community
  - Financial strength of the organization with a record of stable funding and strong budgetary control
  - Quality of planning where there is a demonstrated commitment of a detailed planning process that engages the necessary resources and leadership with a credible evaluation strategy
  - Potential favorable impact with such components as an expected significant outcome, high quality intervention, appropriate number served relative to goals/budget, likelihood to influence other organizations, possible chance for positive systemic change, and a practical evaluation plan

### **The Proposal Summary Sheet**

- All grant applications must be made on our official “Impact Grant Proposal Summary Sheet” form. You may download the application by going to [www.bcbsla.com](http://www.bcbsla.com). Please do not try to re-create the form. We do not yet accept online applications, so your original, signed proposal must be mailed or hand-delivered by the appropriate deadline.
- The form requests your organization’s name “as registered with the Internal Revenue Service.” In addition to GuideStar, all organizations are checked through the Louisiana Secretary of State’s office to verify that they are in good standing. If your organization is registered with the Secretary of State’s office under a different name, please indicate that on your application.
- The form requests brief descriptions of both the organization’s mission and project. Please fill out this information on the form. Do not attach a separate sheet of paper to complete this information.

- **Geographic Area to be Served** – Proposals should identify the region of the target population to be served. Some programs are statewide, while others are confined to specific parishes. The parishes that fall under each region are as follows:

- Alexandria
  - Avoyelles
  - Concordia
  - Catahoula
  - Grant
  - LaSalle
  - Natchitoches
  - Rapides
  - Vernon
  - Winn
- Baton Rouge
  - Ascension
  - Assumption
  - East Baton Rouge
  - East Feliciana
  - Iberville
  - Livingston
  - Point Coupee
  - St. Helena
  - West Baton Rouge
  - West Feliciana
- Houma/Thibodaux
  - Lafourche
  - Terrebonne
- Lafayette
  - Acadia
  - Evangeline
  - Iberia
  - Lafayette
  - St. Landry
  - St. Martin
  - St. Mary
  - Vermilion
- Lake Charles
  - Allen
  - Beauregard
  - Calcasieu
- Cameron
- Jefferson Davis
- Monroe
  - Caldwell
  - East Carroll
  - Franklin
  - Jackson
  - Lincoln
  - Madison
  - Morehouse
  - Ouachita
  - Richland
  - Tensas
  - Union
  - West Carroll
- New Orleans
  - Jefferson
  - Orleans
  - Plaquemines
  - St. Bernard
  - St. Charles
  - St. James
  - St. John
- North Shore
  - St. Tammany
  - Tangipahoa
  - Washington
- Shreveport
  - Bienville
  - Bossier
  - Caddo
  - Claiborne
  - DeSoto
  - Red River
  - Sabine
  - Webster

## The Narrative

- The proposal narrative should follow the outline below:
  - History and purpose of the organization - *Briefly, why was your organization formed, and what results have you produced?*
  - Need for project and difference you hope it will make - *Why is this project needed and what results do you project?*
  - Target audience and geographic location - *Who do you plan to reach, and where specifically do you plan to reach them?*
  - Specific uses for amount requested - *On what do you intend to spend the requested funds?*
  - Specific project goals, measurable objectives and intended outcomes - *Please use the following chart to provide information regarding your goals. Organizations are encouraged to have a goal related to the sustainability of the program past BCBSLA funding and a goal for disseminating lessons learned and outcomes of the program to a broader community.*

Goals	Activities	Outcomes	Indicators	Timeframes
Goal 1: What the program intends to accomplish in order to create or facilitate change.	What the program staff propose to actually do for, to or with clients.	The desired changes in the client or client situation the program hopes will result when accomplishing stated goal.	Specific measures and/or benchmarks used as evidence that goals have actually been achieved; include data source.	How often and when you will measure outcomes, and timeframes for implementation.
Goal 2:				
Goal 3:				

- Project timeline and completion date - *How long will it take you to achieve your goals?*
- Project partners or other collaborators – *Are you working with others in the community to achieve these goals? Are you receiving funding from other sources?*
- Evaluation methods – *How do you plan to determine whether or not you have reached your goal?*
- Plan for sustainability - *How do you plan to continue this program after BCBSLA funding is exhausted?*
- Partial Funding – *Occasionally, the volume of requests BCBSLA receives prohibits us from being able to fulfill a grant request in its entirety. If we wanted to provide partial funding to your organization, which portion is most important to your project. Please explain the component and its expense.*
- Project budget – *Please indicate which line items BCBSLA funds will be used for.*
- A narrative template is available.
- In addition, occasionally, the volume of requests BCBSLA receives prohibits us from being able to fulfill a grant request in its entirety. If we wanted to provide partial funding to your organization, which portion is most important to your project. Please explain the component and its expense.