



**BlueCross BlueShield
of Tennessee Health Foundation**

Tennessee Health Foundation

Promoting healthy lifestyle choices

Helping control health care costs for all Tennesseans

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BlueCross BlueShield of Tennessee Health Foundation, Inc.

The BlueCross BlueShield of Tennessee Health Foundation, Inc. (THF) was established in December 2003 as a 501(c)(3) foundation organized to promote the philanthropic mission of BlueCross BlueShield of Tennessee by awarding grants focused on high-impact initiatives across the state, which promote healthy lifestyle choices and help control health care costs for all Tennessee residents. THF, working with civic and economic partners, is dedicated to the support of research, innovative programs and creative approaches to improve the health and quality of life of Tennesseans for generations to come.

Mission Statement

BlueCross BlueShield of Tennessee Health Foundation is dedicated to enhancing quality of life by awarding grants that improve health, public education and economic development for Tennesseans.

Goals & Objectives

- Support of effective multicultural approaches for developing healthy lifestyles.
- Enhancement of collaborative community partnerships for broader access to health resources.
- Exploration of innovative solutions aimed at breaking cycles of health neglect.
- Establishment of healthy initiatives aimed at prevention, intervention and education.

Foundation Charitable Guidelines

BlueCross BlueShield of Tennessee Health Foundation (THF) philanthropic contribution guidelines are written in agreement with and in support of the long-term charitable goals of BlueCross BlueShield of Tennessee.

Funding Priority

- Projects within Tennessee reflecting the mission of THF and emphasizing healthy living, health care access and quality of life.
- Projects that are solution-oriented and can be closely tracked with quantitative impact.
- Projects that are impact-focused with:
 - **Strategic Philanthropic Approach**
Geographically positioned for maximum philanthropic outreach across income, race and gender lines.
 - **Maximized Community Impact**
Capacity for obtaining high participant results and replication.
 - **Quantifiable Results**
Designed to produce measurable time-specific results.
 - **Broad-Based Collaborative Support**
Capacity for attracting diverse community partnerships.

Funding Focus

THF funds projects which develop healthy living practices resulting in better health decisions, medical care and enhanced quality of life for generations to come.

Eligibility

To seek grant funding from THF, organizations must:

- Be nondiscriminatory
- Serve communities within Tennessee
- Be a Section 501 (c)(3) qualified public charity and not a private foundation
- Comply with applicable laws regarding registration and financial reporting

Restrictions

Tennessee Health Foundation does not fund:

- Individuals
- Private clubs
- Private schools
- Organizations not eligible for tax deductible support
- Denominational or faith-based organizations for religious purposes
- Political caucuses, candidates or campaigns
- Special occasion or commemorative advertising, i.e. journals or dinner programs, unless these are part of an overall sponsorship effort
- Hospitals or hospital building funds
(Exception: special projects that match one of our company's priorities, i.e. children's hospitals)
- Sports facilities, sports teams
(Exception: those involved in our health collaborative initiatives)
- Any activities deemed inappropriate by the foundation

Application Process

Organizations who comply with THF guideline criteria must submit grant information in the format and timeframe requested. Funding cycles are January, May and September.

Step One – Submit a Letter of Inquiry, with the enclosed Cover Sheet, using the format provided. The Foundation will review your organizational information and project description to determine if it appropriately aligns with the mission, funding scope and objectives of THF. An invitation to submit a proposal packet will be extended, should your project mirror our criteria.

Step Two – A full proposal packet must be submitted within 30 days from receipt of invitation letter. Please follow the designated format, submittal requirements and timeframe. A review of your proposal could take up to three months, due to site visits and interviews in an attempt to obtain more details about your organization and project.

Step Three – You will receive notification once the Grants Review Committee has made its funding decision. Should your proposal be designated for funding, you will receive an Awards letter and THF Grant Agreement, stipulating your project reporting requirements.

If you are seeking funding for a sponsorship or community event, please view About Us / Community Relations / Community Trust at bcbst.com.

Letter of Inquiry Format

Letter of Inquiry must be on the applicant organization's letterhead and a maximum of two pages in length. Address each item in the order listed.

1. Project Title

2. Project Description

Describe your project and major objectives.

3. Problem / Opportunity/ Need

Describe the need, problem or opportunity your project seeks to address.

4. Target Population

Describe who will benefit from your project. Highlight any relevant characteristics (i.e. gender, age groups, ethnic-racial composition, disability, socioeconomic status and/or income) that further identify your target group.

5. Funding Request

State how the funds will be used and how your project aligns with THF's funding priority and mission.

6. Future Funding

Describe how your project will sustain itself after the grant period.

7. Collaboration

Describe the collaborative efforts you seek to establish in the implementation of your project.

8. Quantifiable Project Outcomes

Describe how you will evaluate, measure and track the project's outcomes.

Please mail your completed Letter of Inquiry and Cover Sheet to:

Kathy Bingham
Manager
BlueCross BlueShield of Tennessee Health Foundation
801 Pine Street
Chattanooga, Tennessee 37402-2555

Grant Proposal Narrative

Proposals will not be accepted unless THF has extended an affirmative response to your Letter of Inquiry.

The proposal should be submitted on the applicant organization's letterhead. It should be unbound and 6 to 12 pages in length, exclusive of attachments. Address each item of the grant proposal narrative in the order listed.

I. Organization Information

History and date of establishment
Mission and goals
Programs and activities, including service statistics and strengths or accomplishments

II. Purpose of Grant

Stated purpose
Anticipated outcome

III. Needs Assessment

Problem, opportunity or need your project addresses
How need was determined
Community to be served

IV. Goals and Objectives

State goals and objectives
Specific, measurable activities to accomplish objectives

V. Project Impact

Impact of project's activities within the community or population (include demographics).
Who will carry out those activities? (Include any collaborative partners.)
Timeline of activities with specific start and end date
Feasibility of project replication

VI. Evaluation

Describe your criteria for success
How will they be measured?
Describe your evaluation process, timeline and who will be involved
What will you do with evaluation results?

VII. Funding

Amount and purpose of funding
How will funding be sustained after the grant period?
List pending and committed funding sources for this project
Describe organization's short-term and long-range funding strategies

Attachments

- Current IRS letter confirming 501(c)(3) status
- IRS Form 990 (if budget is between \$25,000-\$100,000)
- Recent audited financial statement (if budget is greater than \$100,000)
- Detailed budget showing expected expenses and income for the project
- List of pending or committed funding sources for this project
- Staff listing showing job titles with brief statement of duties. Include one paragraph description of key staff, including qualifications relevant to the project.
- Current list of board members and their affiliations
- Three (3) letters of support or endorsement verifying organization's effectiveness and capacity for making a measurable impact on the issue to be addressed.
- Organization information (i.e. newsletters, news articles, annual report or other relevant documents)

Proposal Packet Checklist

- Completed proposal cover sheet and narrative (6-12 pages)
- IRS 501(c)(3) confirmation letter
- IRS Form 990 or recent audited financial statement
- Detailed budget showing project expenses and income
- List of pending or committed project funding sources
- Staff listing with titles and job descriptions
- Current list of board members and their affiliations
- Three (3) letters of support or endorsement
- Organization information

Receipt of your proposal packet will be acknowledged within five to 10 business days by mail or e-mail.

Contact Information:

BlueCross BlueShield of Tennessee Health Foundation
Kathy Bingham, Manager
801 Pine Street
Chattanooga, Tennessee 37402-2555
Phone: 423.535.7163
Fax: 423.535.7173
E-mail: kathy_bingham@bcbst.com



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