



2010 Essential to Wellness Grant Program

(formerly the Building Healthy Communities Grant Program)

Thank you for your interest in the 2010 Cardinal Health Essential to Wellness Grant Program.

We appreciate the work of our community partners to impact health and wellness and are again providing funding to further this work. As you may be aware, in 2009 the Cardinal Health Foundation committed over \$4.5 million to support wellness programming, arts and culture, capital campaigns and healthcare improvements. In 2010, we anticipate similar commitments to our community and look forward to working more closely with our community partners on initiatives that help create a healthy central Ohio.

Under the Essential to Wellness Grant Program, investments will be made to support two topics:

1. Promoting active, healthy lifestyles for children, families and the elderly
2. Encouraging health literacy, patient education and engagement

Grants will range from \$15,000 - \$50,000 (average grant amount is \$20,000). We anticipate funding close to \$500,000 in the area of health and wellness in central Ohio. There will be only one cycle beginning in January 2010. Listed below are important dates to note:

Timeline

January 29, 2010 – Letter of intent due

February 19, 2010 – Invitation to select orgs to submit full proposal

March 5, 2010 – Full proposals deadline

Spring 2010 – Approvals and grant distributions

Content

2010 funding focuses on projects that address one of the two focus areas below:

1. Promoting active, healthy lifestyles for children, families and the elderly

Chronic diseases are increasing at a rapid pace. One in three Americans experiences cardiovascular disease, one in ten experiences diabetes and childhood obesity rates have tripled in the past 20 years. To address these trends, the Cardinal Health Foundation funds local preventive health initiatives that encourage healthy lifestyles. We are specifically interested in projects that:

- Focus on the early years of life when health habits are formed
- Make school and afterschool environments healthy
- Link to existing community partnerships

2. Encouraging health literacy, patient education and engagement

Healthcare is more complex than ever and the risk of miscommunication is great. This risk is not limited to those who cannot read. Health literacy is also impacted by educational, social, socioeconomic and cultural factors. The Cardinal Health Foundation funds organizations and programs that create patient- and family-centered medical environments that stress clear communication and enable individuals to better understand and act on healthcare information and manage personal health.

Geographic areas of particular interest under the Essential to Wellness Grant Program include:

- Near East Side (around Nationwide Children's Hospital)
- Near West Side (Franklinton; around Mt. Carmel Health System)
- Weinland Park (around The Ohio State University Medical Center)

What to include in the Letter of Intent

1. General description of the program/project proposed
 - A. Describe the specific health issue you will address in our community. (local statistics should be provided)
 - B. Describe the proposed program and why it is important to resolving this particular issue.
 - C. Who is leading this work in your organization? Describe his/her experiences, skills and education.
2. General description of your organization
 - A. Describe how your organization is uniquely positioned to do this work and how you differentiate yourself from other organizations that provide similar programs.
3. Specific outcomes for this project
 - A. Provide specific baseline data and/or metrics for the proposed program.
 - B. Project anticipated outcomes (changes to the baseline)
 - C. Describe how you will impact and measure change. How will you know you have accomplished your objectives?

Information required

Visit the link below to submit the organization's letter of intent in a PDF or Word document. Only these two formats will be accepted. Use 12 pt, Arial font; 1" margins, single-spaced and include page numbers.

www.cardinalhealth.com/community

Please be sure to include the following information in your letter of intent (not to exceed five pages):

1. Cover letter signed by president, CEO or executive director of the organization endorsing the program and briefly recapping the outcomes proposed. (one page)
2. Description of program or project addressing the three items below: (limit to three pages)
 - General description of the program
 - General description of the organization
 - Specific outcomes anticipated
3. Program budget should include all costs associated with the program detailing what is requested from the Cardinal Health Foundation and what will be provided or has been requested from other funders or as in-kind contributions from the organization or from others. (one page; use template provided on website)
¹*The Cardinal Health Foundation will not provide dollars toward general operating support or event sponsorship.*
²*A budget narrative is not required at this time, but will be requested at the full proposal stage.*

Hard copy or email submissions will not be accepted. Letters of intent received after the deadline will not be considered.

If you have questions, contact Jessica Lineberger at jessica.lineberger@cardinalhealth.com.

Best of luck!