

# Voices for Healthy Kids

## Frequently Asked Questions

### Strategic Campaign Funds

#### **When is the deadline for submission to the Voices for Healthy Kids RFA?**

The RFA application process is rolling. The funding opportunity will remain open and is based on available resources within the Strategic Campaign Fund.

#### **What is the difference between the open RFA and Rapid Response Funding?**

Open RFA or start-up campaign grants are designed to fund a campaign coordinator position to enable the starting of a campaign. Open RFA or start-up campaign grants are longer term and may fund a campaign for up to one year. Rapid response grants are designed to supplement mature campaigns that are in a push-for-passage stage of advocacy campaign implementation. Staffing costs are not allowable for funding from rapid response grants. Both grants can only be used for non-lobbying activities.

#### **How are applications evaluated?**

Applications undergo an internal evaluation process followed by an independent review committee made up of national experts in the childhood obesity prevention movement. One application is not compared to the other. They are evaluated based on the criteria outlined in the award announcement as well as their public health and political landscape impact.

#### **How long is the decision-making process on applications?**

Decisions are normally made between 6 and 8 weeks after submission.

#### **What types of organizations can apply for funding?**

Nonprofit organizations that are tax-exempt under IRS Section 501(c)(3) and have the ability to lobby. Private companies and government entities are not eligible. Current, within a year, proof of 501(c)(3) status must be provided at the time of applying.

#### **What supporting documentation do I need to include with our application?**

- Campaign Plan/Advocacy Strategy Chart
- Budget and budget narrative
- IRS 501(c)(3) determination letter that is dated within one year

#### **How will payments be disbursed to Grantees?**

Payments to Grantees will be structured in the following manner:

- 50% -start of award
- 25% - first interim report
- 25% - final report

#### **How long is the grant period for the open RFA?**

- Up to 1 year from award date
- Shorter term grants may be awarded depending upon need, evaluation and when they are awarded during the fiscal year

#### **What will the reporting requirements for Grantees include?**

Grantees will be required to complete two reports during the grant period (interim and final reports). This includes narrative, budget and other qualitative reports, and they will be due 30 days after the reporting period ends.

#### **Will there be permission for budget reallocations, if necessary?**

Reallocations of funds among existing lines are allowed without prior approval provided the reallocation does not exceed 10% of a budget category. Reallocations greater than 10% require a request and approval for reallocation.

Budget reallocations should be requested 30 days + or – of knowing a reallocation is needed. There is not a specific period in which grantees can make a request. We want to allow for strategic and timely changes that may need to happen.

Requests should be made in writing (email is preferable) that includes:

- Beginning Budget
- Reallocation
- Ending Budget
- Actual to date
- Rationale
- Revised Campaign or Work Plan to reflect adjusted expected outcomes if necessary

#### **We see in the guidelines that the applicant must provide a match. Is there a specific percentage or requirement around the match (cash versus in-kind) ?**

No, there is no required percentage or amount for the match. However, the applicant should demonstrate its commitment and capacity through the budgetary match as well as show sustainability of the organization and campaign. Matches may come from coalition partners.

**AHA has referenced that it has contributed a \$500K match to the VFHK initiative to support lobbying activities. The RFA only references a \$90K maximum amount of non-lobbying funding. Is there a limit on the lobbying-applicable funds that may be included as part of the campaign's overall budget and can we apply for these lobbying funds within this RFA?**

It is correct that non-lobbying funds requested within applications may not exceed \$90,000. In terms of including lobbying funds within a campaign budget, applicants should develop their campaign plan and aligned budget to include any lobbying resources that they believe are strategic to successfully supporting the campaign, and their application narrative and budget should reflect that – but, applicants should not assume that they will receive any amount of lobbying funds that you have determined necessary for the campaign from VFHK. The decision regarding allocation of AHA's lobbying match is separate from the decision regarding non-lobbying funds. Applicants need to be prepared to secure lobbying resources identified in their campaign plans and aligned budget as a match in some other way, (i.e. as in-kind time from a coalition partner's lobbyist, etc.) if they don't receive AHA lobbying dollars.

**How do I submit my interim and final reports?**

Please submit narrative and budget reports (interim and final) to the [voicesforhealthykids@heart.org](mailto:voicesforhealthykids@heart.org) inbox. Compliance reports can also be submitted to this email address. When submitting your report, please put the following in the subject line:

Name of Fiscal Agent – <indicate Interim Report or Final Report > – Report Period Ending <insert date of 6 month or final month>

**What policies does VFHK see as fitting under each focus area?**

Please see the following document:

[http://www.heart.org/idc/groups/ahaecc-public/@wcm/@adv/documents/downloadable/ucm\\_457373.pdf](http://www.heart.org/idc/groups/ahaecc-public/@wcm/@adv/documents/downloadable/ucm_457373.pdf)

**Can the applicant include administrative expenses for a sub-grantee?**

Yes, these expenses should be included in the sub-grantee's budget that outlines salary, services, and an overhead/indirect component and accompanied by programmatic outcomes. The answer is really up to the grantee – often grantors will not allow any indirect to go to the grantee and grantees then apply that to rule to their sub-grants.

**Do we have to include legal consultation costs if it is already provided by our organization?**

Yes, this cost must be included in your budget even if it is provided by the organization.



### **How do I calculate the cost for legal consultation?**

The 5% legal consultation cost should be calculated off the total direct costs of the grant. The calculation should be done prior to adding in the indirect cost amount. If a grantee is approved to provide sub-grants, subgrantees will also need to carry a 5% legal contingency.