



*Nonprofits all have stories to tell. Tell yours well—get it to “stick” in people’s minds—and you have a better chance of reaching your intended audiences with your products and services and garnering support from donors and the community. Crafting that kind of “sticky” message is why, for the past several years, the Saint Luke’s Foundation has focused significant resources on helping organizations build their capacity to tell their stories in compelling, effective ways that “stick” with their intended audiences.*

## *Why Communicate?*

We strongly believe communications are critical to the effectiveness of any program led by our nonprofit partners. These nonprofits are working hard every day, making progress, creating change, building alliances, engendering community trust, and helping people help themselves. In fact, our mission – to reinvest our resources and provide leadership and support for the improvement and transformation of the health and well-being of individuals, families and communities of Greater Cleveland -- can only be realized through the work of strong nonprofits focused on helping people, achieving measurable results and communicating to the widest possible audiences.

However, in troubled economic times, nonprofits and foundations alike have a tendency to communicate *less* than their for-profit colleagues, largely due to a lack of resources, says the 2008 Philanthropy Annual published by the Foundation Center.

- *Less communication – when the competition for resources is stiffer than ever?!*
- *Less communication when people won’t come and/or participate in your programs if they don’t know about them?!*
- *Less communication when messages are competing across more and more channels/vehicles/mediums?!*

Since early 2007, the Saint Luke's Foundation has provided communications assistance to our nonprofit grantees, sending them to seminars, offering resources like the Cause Communications Toolkit and the Foundation's online collection of communications resources, and of course focusing the entire '09 biennial meeting on the art of creative, "sticky" storytelling. But based on what nonprofits continue to tell us – there's more we can do.

*So...*

Recognizing that nonprofits sometimes need more than just technical assistance and resources to tell their stories, we are pleased to announce a special ***Make it Stick! Request for Proposals (RFP)*** where nonprofits can apply to the Saint Luke's Foundation for financial support of communications programs, projects and materials.

**This unique funding program will occur in the second quarter of 2010 in place of the Foundation's regular second quarter community grant application process.**

The ***Make it Stick! RFP*** will prioritize organizations providing basic needs (food, clothing, shelter, healthcare) across vulnerable populations. As with all other Saint Luke's Foundation grant requests, applicants must also meet at least one of the Foundation's focus areas of health and healthcare, human services and neighborhood empowerment.

Organizations whose work aligns with the Foundation's priorities and areas of focus may apply for support of unique approaches to new or existing communications programs, activities or materials. Grant requests could include (but are not limited to):

- Communications plan strategy and development consultation
- Research (focus group, survey, etc.) aimed at guiding the creation of messages and communications strategies
- Creation and analysis of a communications assessment, which could lead to development of a strategic communications plan
- Media relations planning, buying, monitoring and training
- Websites, including design, development/programming and copywriting
- Annual reports, including printed and electronic
- Design, production, dissemination of communications, fundraising and/or policy collateral materials, including, but not limited to, brochures, newsletters, and other printed materials
- Electronic communications, including, but not limited to, enhanced email communications, e-commerce, videos, blogs and other social media
- Event, meeting or conference materials for staff and/or board

- o Agency training or staffing fees that strengthen a nonprofit's capacity to create stronger stories that "stick"

Projects funded under the *Make it Stick! RFP* will be highlighted at the Foundation's 2011 biennial meeting.

## *Eligibility Criteria*

Applicants must be an organization described in Section 501(c) (3) of the Internal Revenue Code or a governmental unit or agency. Generally, currently funded nonprofits are ineligible to receive concurrent grant funding from the Foundation. However, **for the purposes of this special program, all nonprofits and governmental organizations who meet the Foundation's general eligibility criteria are welcome to respond to the *Make it Stick! RFP*. In other words, you CAN apply for this program even if you already have an active grant with the Saint Luke's Foundation!**

## *Awards*

The size and scope of individual awards will vary, but funded projects must be completed in **ONE YEAR**. Projects will be funded for a maximum of **ONE YEAR** from July 1, 2010 - June 30, 2011. While organizations are welcome to apply for funding through the Foundation's traditional grantmaking cycles, an award through the *Make it Stick! RFP* is no guarantee of future funding.

## *Deadline*

The deadline for all letters of inquiry will be 5:00 PM, April 1, 2010. Applicants must submit Letters of Inquiry (LOIs) through the Foundation's website at [www.saintlukesfoundation.org](http://www.saintlukesfoundation.org). Indicate in the title of the LOI that the request is in response to the *Make it Stick! RFP*.

Other important dates in the process:

### **SECOND QUARTER (*Make it Stick! RFP* submissions ONLY)**

<b>1-Apr</b>	<b>Letter of Inquiry (LOI) Deadline</b>
9-Apr	Staff LOI Review
April 26-30	Site Visits
5-May	Logic Model Training
21-May	Proposal Deadline
10-Jun	Grant Committee
1-July	Funds Available

## Contact

Foundation staff is available to address any questions organizations have in responding to the *Make it Stick! RFP* and assist through all stages of the grantmaking process. Direct all questions about the *Make it Stick! RFP* to Kimberly St. John-Stevenson, who will serve as Program Officer for this portfolio of grants. Kim can be reached at [kstjohn@saintlukesfoundation.org](mailto:kstjohn@saintlukesfoundation.org) or 216-431-8010.

## Application Process

The *Make it Stick! RFP* process will follow the Foundation's standard grantmaking process. However, the Foundation will offer a number of technical assistance opportunities to help nonprofits determine the best potential project(s) to submit for funding.

To begin the application process, click [here](#) or go to <http://www.saintlukesfoundation.org/grants/application-process.html>

If you are unfamiliar with the application process, continue reading.

## Online Letter of Inquiry (LOI)

A grant request is initiated with a letter of inquiry completed through the Foundation's website. The online letter of inquiry includes a brief overview of:

- the applicant organization
- the proposed project, including high-level overview of timeline, resources and audiences
- the impact the grant will have on the organization
- short-term outcomes and long-term objectives

## Selection Criteria

Projects will be assessed using the following criteria:

- The organization
  - has a mission and programs/services that support that mission
  - has sufficient community support and involvement
  - can demonstrate how it will make a difference in the community by having the capacity to tell its story
  - has the leadership, staff, and infrastructure to carry out the project

- The communications project
  - has clear goals, measurable outcomes, and a plan for evaluation
  - is fully conceptualized and designed in such a way as to increase the likelihood that it will be successful
  - is innovative, interesting and cost effective
- The costs proposed are reasonable and appropriate

Letters of inquiry are reviewed by the Foundation staff to determine which requests will be moved to the second step in the application process: a site visit. Those requests that will not receive a site visit will be notified.

## *Site Visits*

In general, site visits last 1½ hours and are held at the applicant's site. The applicant prepares an agenda that includes an overview of the organization, proposed project, outcomes/evaluation and budget. Organizations should include their executive director, key staff members, and board member(s) who can speak to the organization's overall commitment to the request. For more information regarding the site visit, review our online recommendations [here](#).

<http://www.saintlukesfoundation.org/grants/2-site-visit.html>

## *Technical Assistance on Planning Your Request*

We strongly encourage you to participate in an informational meeting on February 17, 2010 from 12:00 – 1:30 pm at the Foundation's offices in Midtown Cleveland. During the session, foundation staff will be available to respond to questions and help applicants explore ways to tell their stories. During the meeting, we will also provide participants with details on how to access Cause Communications' *Nonprofit Communications Effectiveness Assessment Tool*, which will help you gain a better understanding of your current communications activities as you plan for the future. Participants will also receive a copy of Cause Communications' *Nonprofit Communications Tool Kit*.

We also invite nonprofits to participate in an upcoming series of communications seminars called "BIG PR Planning on a Nonprofit Budget," presented by the Saint Luke's Foundation, The Center for Community Solutions and sponsored by Card Palmer Certified Public Accountants and the Public Relations Society of America (PRSA). The five-part series is specifically designed for nonprofit organizations. For more on the series, click [here](#) or go to <http://tinyurl.com/yemd3gy> Full scholarships are available – to RSVP, call Lynn or Debi at 440-899-1112 and tell them you want to register for the communications series. ***Be sure to mention the Saint Luke's Foundation when you call.***

## Grant Proposals

The Foundation's grant proposal includes a cover letter, three-page logic model, the Communications Effectiveness Assessment, project budget form and narrative, an audit and any requested attachments. All proposal elements can be found on the Foundation's website. **Proposals are only accepted upon invitation following review of the Letter of Inquiry.** Projects are often clarified during the site visit and subsequent communications. It is recommended that organizations take full advantage of those steps before preparing a grant proposal.

## 2010 Grantmaking Schedule

For planning purposes, please be advised that **ONLY *Make it Stick!* communications requests-as outlined in the *Make it Stick!* RFP - will be entertained on our April 1 deadline. Any requests received on that deadline that are NOT responses to the *Make it Stick!* Request for Proposals will be reviewed in the third quarter.**

The 2010 deadlines for our traditional grantmaking cycles are as follows:

### FIRST QUARTER

4-Jan	Letter of Inquiry (LOI) Deadline
Jan. 25-29	Site Visits
3-Feb	Logic Model Training
19-Feb	Proposal Deadline
11-Mar	Grant Committee
1-Apr	Funds Available

### SECOND QUARTER (*Make it Stick!* RFP submissions ONLY)

1-Apr	Letter of Inquiry (LOI) Deadline
April 26-30	Site Visits
5-May	Logic Model Training
21-May	Proposal Deadline
10-Jun	Grant Committee
1-July	Funds Available

### THIRD QUARTER

1-Jul	Letter of Inquiry (LOI) Deadline
August 2 -6	Site Visits
9-Aug	Logic Model Training
20-Aug	Proposal Deadline
16-Sep	Grant Committee
7-Oct	Funds Available

### FOURTH QUARTER

1-Oct	Letter of Inquiry (LOI) Deadline
October 18-22	Site Visits
27-Oct	Logic Model Training
12-Nov	Proposal Deadline
6-Dec	Grant Committee
31-Dec	Funds Available

## *About Saint Luke's Foundation*

Saint Luke's Foundation of Cleveland, Ohio reinvests its resources to provide leadership and support for the improvement and transformation of the health and well being of individuals, families and communities of Greater Cleveland. Key words in our mission include:

**Reinvest:** the sense that we are using a community asset in a new way

**Leadership and Support:** *Leadership* in changing systems through larger, longer term initiatives and *support* to good organizations to do things we care about through responsive grantmaking

**Improvement and Transformation:** *Improvement* in things we prioritize through responsive grantmaking and *transformation* through efforts to change systems through proactive, sustained support

**Health and Well being:** We have borrowed from the World Health Organization definition of *health* as a state of complete physical, mental and social well being – not merely the absence of disease or infirmity and *well being* as access to basic needs such as food, clothing, housing, safety and the opportunity to lead a socially and economically productive life and make a meaningful contribution to one's community.

## Strategies

The Saint Luke's Foundation will accomplish its mission and realize its vision through *grantmaking, outcomes measurement, collaboration and **communications***.

## Grantmaking

In 2006, the Foundation streamlined its grantmaking to distinguish the dual focus of its mission—incremental improvements in reducing health disparities through **Community Grants**, support of organizations and programs in response to requests submitted by the community and transformation through **Transformational Initiatives**, efforts to change systems with proactive, sustained support.

**Community Grants** are made to nonprofit organizations and government agencies in response to qualifying requests for projects targeting incremental improvements in **health and healthcare, human services and neighborhood empowerment**.

To honor Saint Luke's Medical Center's legacy of service, the Foundation focuses some of its grantmaking on neighborhoods previously served by the Saint Luke's Medical Center: Mt. Pleasant, Buckeye-Larchmere, and Woodland Hills. However, the Foundation funds programs that impact all of Greater Cleveland.

**Transformational Initiatives** identify and catalyze action on major problem and opportunity areas; target fundamental, long-term outcomes; use rigorous evaluation frameworks; and are funded at levels of scale for multiple years.

The Foundation's current **Transformational Initiatives** are:

- Closing the Gap urban health initiative at MetroHealth's Buckeye Health Center
- Mt. Pleasant Community Zone
- Stephens Orthopaedic Fellowship through University Hospitals
- Healthy Smiles Dental Sealant Program
- Healthy Kids in Healthy Homes Lead Poison Prevention Initiative
- Buckeye-Larchmere Community Revitalization Initiative
- Cuyahoga Health Access Partnership
- Francis H. Beam Jr. Community Fellowship with the Center for Health Disparities

## Vision

The Saint Luke's Foundation will be a philanthropic innovator and catalyst in the region that strives to support programs which significantly advance its mission and which have the potential to be locally, regionally and nationally recognized and replicated.

## Values

The Saint Luke's Foundation embraces the following core values to guide its work:

*Respect:* We respect diverse perspectives, knowledge, backgrounds and values both internally and externally.

*Leadership:* As an organization deeply committed to listening and learning we strive to employ and share best practices within philanthropy and the not-for-profit sector, and empower our grantees to do the same in their work.

*Partnership:* We recognize that our efforts are compounded exponentially when we work in collaboration with others, and we are eager to partner with organizations and individuals that share our interests, values and desired outcomes.

*Courage:* We recognize that true and lasting change requires a willingness to take risks on well-conceived ideas, time, vision, tenacity, patience, persistence and the ability to learn from honest mistakes and improve performance going forward.

*Results:* We are committed to supporting, analyzing and utilizing outcome data to inform planning, decision making and capacity building and reporting our findings.

*Transparency:* We are open and transparent in everything we do and committed to communicating the results of our work and that of our partners.