



CVS Health Foundation Hometown Fund

Grant Application Guidelines



About the CVS Health Foundation Hometown Fund

CVS Health and Aetna are committed to supporting the communities where we live and work, especially in our home states of Rhode Island, Connecticut and neighboring Massachusetts. Through the CVS Health Foundation, the Hometown Fund will provide \$2 million each year to nonprofit organizations in these states. The CVS Health Foundation Hometown Fund reflects our unwavering support for our neighbors and local communities, and for organizations committed to advancing health equity.

Funding Guidelines

We expect to award up to \$2 million in grants through this grant program. Applicants can request two types of support.

- **General Operating Support** - Applicants may request general operating support for a 12-month period in the amount of \$25,000. Organizations selected to receive this funding will be required to report on program outputs, such as the number of participants served through this funding and number of hours of programming delivered.
- **Project-Based Grants** - Applicants may request between \$50,000 and \$75,000 to implement a specific project or program over a 12-month period. The process for applying for project-based funding will take place in two stages and require detailed information about implementation and evaluation activities.

Approximately 60 grants in total will be awarded, with 40 general operating support grants and 15 to 20 project-based grants. Any 501(c)(3) organization with headquarters in these three states is eligible to apply. Please note that the amount of your funding request may not exceed 20 percent of your organization's annual operating budget. (If an organization has a fiscal sponsor, the fiscal sponsor's operating budget will not be considered.) Indirect costs cannot exceed 15% of the total amount requested. Projects should last up to 12 months, and must start between September 15 and October 15, 2022.



“A complement to our wide array of national philanthropic initiatives, the Hometown Fund is our way of giving back to the communities we call home. We’re proud to support nonprofits across the region who are making an impact on the lives of individuals in Rhode Island, Connecticut and Massachusetts.”

Karen S. Lynch, President and Chief Executive Officer, CVS Health

Program Priorities

Health equity is at the heart of our work, and the Hometown Fund reflects this commitment. We are looking for local partners who will join us in making a lasting impact on the health of everyone in their communities. All applicants must address at least one of the focus areas below in their proposals.

| Focus Areas | We are looking to fund programs that... |
|---|---|
| Access to Health Care | <ul style="list-style-type: none">• Increase and/or expand access to direct health care services, including mental and behavioral health, for underinsured or uninsured populations• Improve health outcomes for individuals with chronic disease, particularly those with heart disease and/or hypertension |
| Social Services/ Social Determinants of Health | <ul style="list-style-type: none">• Offer safe and affordable housing options• Increase access to healthy and affordable food• Provide diverse transportation solutions to medical or social service appointments• Improve indoor and outdoor air quality |
| Education & Training | <ul style="list-style-type: none">• Increase the number of people who obtain a GED through preparation and training• Expand pathways to career opportunities, particularly in healthcare, via training/certification programs |

Application Process

Organizations applying for **general operating support** are required to submit a Stage 1 application. The Stage 1 application will open on May 18, 2022. Completed Stage 1 applications must be submitted no later than June 8, 2022 at 3:00 p.m. EST

Organizations applying for a **project-based grant** must complete a Stage 1 application, and if selected to move to the next round, will be required to complete a Stage 2 application as well. The Stage 1 application opens on May 18, 2022. Completed Stage 1 applications must be submitted no later than June 8, 2022 at 3:00 p.m. EST. Applicants will be notified if they are invited to move to Stage 2 by July 1, 2022. Stage 2 applications will be due on July 22, 2022 at 3:00 p.m. EST.

All applicants will be notified by email of award decisions by August 15, 2022. The start of a grant's 12-month period of performance may fall between September 15, 2022 and October 15, 2022.

Requirements for Stage 1 applications

Stage 1 applications must be submitted through the CVS Health Foundation's Cybergrants grant application portal (link will be provided via the CVS Health Foundation Hometown Fund website on May 18, 2022) on or before **June 8, 2022 by 3:00 p.m. ET/12:00 p.m. PT**. Because high system traffic near the deadline can create system slowdowns or errors for applicants, organizations should aim to submit their application *at least one day in advance* of this deadline. Late submissions will not be accepted. No changes or additions will be accepted after the deadline. If there are any updates on the day applications are due, they will be published on the [CVS Health Hometown Fund webpage](#).

The Stage 1 application should include clear and concise information about the following items:

- **Focus Area and Outcome Measures:** Specify the focus area that your grant will address and the outcomes it will achieve.
- **Elevator Pitch:** Tell us what you would say if you had only 30 seconds to explain why your project or organization stands out from the hundreds of other projects we will review. (700 characters)
- **Use of Funds:** Summarize how you would spend CVS Health Foundation funds if awarded this grant. (500 characters) Note, please be aware that the CVS Health Foundation will not fund indirect costs above 15%.
- **Statement of Need:** Describe the specific need in your community that this grant will allow you to meet and how you know this need exists. Include relevant demographic and community health data to support your case. (700 characters)
- **Population Served:** Explain who exactly will benefit from the project. Use concrete numbers as much as possible. Specify whether these individuals will have leadership roles in the project, and if so, what those roles will be. (500 characters)
- **Project Activities:** Describe the actions that grant funding will make possible. Explain who will take these actions and when. Tell us how these activities directly address your Statement of Need. (1,000 characters)
- **Capacity:** Tell us why your organization is qualified to carry out this work. (1,000 characters)

Incomplete Stage 1 applications will not be reviewed. Requirements for Stage 2 applications to be posted by June 1, 2022.

Requirements for Stage 2 applications

Stage 2 applications must be submitted through the CVS Health Foundation's grant application portal on or before **July 22, 2022 by 3 p.m. ET/12 p.m. PT**. Late submissions will not be accepted. No changes or additions will be accepted after the deadline.

Stage 2 applications should include clear and thorough information about the following items:

- **Project Goals:** Describe what your project will seek to accomplish, including what your key deliverables will be over the life of the grant. (700 characters)
- **Project Timeline:** Present a chronological description of key project activities, preferably organized in three-month increments. (1,000 characters)
- **Project Outcomes:** Explain the specific impacts that your project activities will have on the population you will serve. Project outcomes should describe changes in participants' knowledge, skills, and behaviors. They can also describe changes in the policies of local institutions to advance health equity. (1,000 characters)
- **Evaluation Plan:** Specify the methods you will use to measure your progress toward the outcomes you stated above. (1,000 characters)
- **Staffing Plan:** Describe the staffing plan you will employ to ensure the goals and outcomes of the project are met. (500 characters)
- **Sustainability** Explain your plan for sustaining the impact of your project beyond the CVS Health Foundation grant period. (700 characters)
- **Communication/Social Media** Describe the platforms you have at your disposal to communicate information about your proposed project. List any local media contacts. (500 characters)

Stage 2 applicants must also submit a program budget, budget justification, and the names and professional affiliations of the members of their Board of Directors/Trustees.

Reporting Requirements

If selected to receive funding, all grantee organizations will be required to submit interim and final impact reports, as well as financial reports.

What We Will Not Fund

- Endowments or capital campaigns
- Capital expenses, construction projects, and purchases of large equipment
- Direct delivery of reimbursable health care services
- Basic biomedical research
- Advocacy, political causes or events
- Sacramental or theological functions of religious organizations
- Existing deficits or retroactive funding
- Event sponsorships
- Organizations that have received grant funding from CVS Health, CVS Health affiliates (i.e. Aetna), the CVS Health Foundation, or the Aetna Foundation between June 1, 2021 and June 1, 2022 (some exceptions may apply)
- Organizations currently engaged or soon to be engaged in business negotiations (e.g., contract renewals) with any CVS Health company or affiliate
- Organizations, including governmental entities and charitable organizations with ties to a governmental entity (e.g., board membership), who are reviewing or expect to review a bid for new business by a CVS Health company or affiliate in the next 6 months.

Right to Reject

The CVS Health Foundation reserves the right to:

- Reject any or all proposals submitted
- Reject a proposal that doesn't include all required attachments
- Adjust program guidelines, including submission deadlines
- Contact you to discuss your proposal and/or request additional information

Submission of either a Stage 1 or Stage 2 application does not guarantee funding by the CVS Health Foundation.

