The Aetna Foundation is the independent charitable and philanthropic arm of Aetna, Inc. Our grant-making strategy is founded on three pillars: promoting healthy eating and active living, strengthening health equity, and advancing innovations that make it possible for people to have more healthy days. We work with organizations at the national and local levels whose programs align with these priorities. Our Cultivating Healthy Communities grant program is geared specifically to local nonprofit organizations whose missions align with our pillars.

Overview and Purpose

Through this RFP, the Aetna Foundation seeks to support communities’ efforts to become healthier places to live, work, learn, play and pray. The Cultivating Healthy Communities program will support projects that benefit underserved, low-income, and minority communities. We are interested in projects that address the social determinants of health and participants’ physical, mental, social, and emotional well-being. As the health of a community depends on multiple factors, we seek grantees committed to improving results in up to two of the five domains shown below. Applicants also must use one or more of the following indicators within the domain(s) of their choice to measure their program’s impact.

### Cultivating Healthy Communities Domains and Indicators

<table>
<thead>
<tr>
<th>DOMAIN</th>
<th>INDICATORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>HEALTHY BEHAVIORS</td>
<td>• Increased access to, and consumption of, fruits and vegetables</td>
</tr>
<tr>
<td></td>
<td>• Increased (at home) healthy meal preparation</td>
</tr>
<tr>
<td></td>
<td>• Increased practice of stress reduction and self-care activities such as meditation, yoga, and mindfulness</td>
</tr>
<tr>
<td></td>
<td>• Increased physical activity (physical fitness)</td>
</tr>
<tr>
<td>COMMUNITY SAFETY</td>
<td>• Reduced incidences of bullying or cyberbullying in schools</td>
</tr>
<tr>
<td>BUILT ENVIRONMENT</td>
<td>• Increased access to healthy foods through urban food systems and/or food sustainability</td>
</tr>
<tr>
<td></td>
<td>• Improved walkability, bikeability, and/or green space in your community</td>
</tr>
<tr>
<td>SOCIAL/ECONOMIC FACTORS</td>
<td>• Creation of new jobs through urban agriculture and/or food sustainability</td>
</tr>
<tr>
<td>ENVIRONMENTAL EXPOSURES</td>
<td>• Increase in community-based recycling programs</td>
</tr>
<tr>
<td></td>
<td>• Improved air and water quality</td>
</tr>
</tbody>
</table>
Funding Guidelines

We expect to award up to $2 million in grants to organizations in the continental United States through this RFP. Applicants can request a total grant amount of either $50,000 or $100,000 for the entire project period. Projects can last between 18 and 24 months. Projects must start between August 15, 2016 and October 15, 2016.

A funding request may not exceed 20 percent of an organization’s annual operating budget. If an organization has a fiscal sponsor, the fiscal sponsor’s budget will NOT be considered. We will NOT consider applications from organizations with annual operating budgets below $250,000.

Indirect costs cannot exceed 15% of the total amount requested.

Application Process

This will be a highly competitive funding opportunity. Due to the anticipated interest in this RFP, review of proposals will be organized in two stages. Eligible organizations may submit a Stage 1 application, which will be screened for alignment with the programmatic priorities of this RFP. Applicants whose Stage 1 applications pass through the initial review will be invited to submit a Stage 2 application. Final awards will be made after the review of Stage 2 applications. Key dates in the process are shown below.

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>RFP and application materials published</td>
<td>March 22, 2016</td>
</tr>
<tr>
<td>Stage 1 applications due</td>
<td>April 15, 2016 by 3 p.m. ET</td>
</tr>
<tr>
<td>Notification of Stage 1 decisions</td>
<td>May 13, 2016</td>
</tr>
<tr>
<td>Webinars for applicants invited to Stage 2</td>
<td>May 16 and 17, 2016</td>
</tr>
<tr>
<td>Stage 2 applications due</td>
<td>June 10, 2016 by 3 p.m. ET</td>
</tr>
<tr>
<td>Notification of Stage 2 decisions</td>
<td>July 15, 2016</td>
</tr>
<tr>
<td>Signed contracts due</td>
<td>August 1, 2016</td>
</tr>
<tr>
<td>Earliest possible project start date</td>
<td>August 15, 2016</td>
</tr>
<tr>
<td>Latest possible project start date</td>
<td>October 15, 2016</td>
</tr>
</tbody>
</table>
Requirements for Stage 1 Applications

Stage 1 applications must be submitted through the Aetna Foundation’s grant application portal on or before April 15, 2016 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 date and time.

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

- **Domain and Indicators**: The domain(s) that your project will address and the indicator(s) it will use to measure progress
- **Mission**: Your organization’s stated purpose / mission statement (50 words)
- **Statement of Need**: The specific need in your community that the project meets (100 words)
- **Project Activities**: The project’s activities and how these activities will respond to the stated need (250 words)
- **Anticipated Audience**: The characteristics of the individuals to be served by the project (100 words)
- **Capacity**: Your organization’s qualifications to carry out this project (150 words)

Only complete Stage 1 applications will be reviewed. Applicants must demonstrate tight alignment with this RFP’s domains and desired results in order to move to Stage 2.

Requirements and Review Criteria for Stage 2 Applications

Stage 2 applications must be submitted through the Aetna Foundation’s grant application portal on or before June 10, 2016 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 date and time.

When reading Stage 2 applications, reviewers will consider the thoroughness and clarity of each application’s descriptions of the following:

- **Project Goals**: The results that your project seeks to achieve (100 words)
- **Project Activities**: The activities you will carry out to achieve your goals (250 words)
- **Project Outcomes**: The specific effects that your project activities will have on your target audience. Outcomes should describe changes in participants’ knowledge, skills, attitudes, and behaviors. (100 words)
- **Evaluation Plan**: The methods you will use to measure your progress toward your outcomes (250 words)
- **Staff Qualifications**: Brief descriptions of your proposed staffing plan and the qualifications of your staff members to carry out this project (100 words)
- **Timeline**: A chronological description of key project activities (250 words)
- **Sustainability**: A plan for continuing project activities beyond Aetna Foundation funding (100 words)
- **Communication/Social Media**: The platforms that you use to communicate about your organization’s work (100 words)
Stage 2 applicants must also submit the following attachments:

- Project budget
- List of Board of Directors’ Names and Affiliations
- Board of Directors Disclaimer forms (if applicable)
- IRS Form W-9, signed and dated in the current year

---

### Reporting Requirements

All grantees will be required to submit interim and final impact reports. Grantees also will be expected to track and share aggregated data about their projects and participants. In addition to the impact report, we will ask for updates on your budget. Report deadlines and requirements will be included in the award letter and contract.

---

### Notification

Organizations submitting a Stage 1 application will be notified by email of the Aetna Foundation’s decision on or before **May 13, 2016**.

Organizations invited to submit a Stage 2 application will be notified by email of the Aetna Foundation’s funding decision on or before **July 15, 2016**.

Due to the large volume of applications we review, we are unable to give feedback on declined applications.

---

### What We Will Not Fund

Through this RFP we will not support the following:

- Organizations with projects being supported by an Aetna Foundation grant as of June 30, 2016.
- Projects that collect, track and/or report on biometric data such as weight and body mass index.
- Matching funds for SNAP (Supplemental Nutrition Assistance Program) benefits doubling programs.
- Projects that focus only on food distribution. We will consider this aspect only if it is presented as part of a larger program.

In addition, we will not fund the following:

- Endowments or capital campaigns
- Capital expenses, construction projects, and purchases of large equipment
- Direct delivery of reimbursable health care services
- Basic biomedical research
- Grants or scholarships to individuals
- Advertising
- Advocacy, political causes or events
- Sacramental or theological functions of religious organizations
- Existing deficits or retroactive funding
- Event sponsorships

---

### Right to Reject

The Aetna 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

*Submitting either a Stage 1 or Stage 2 application does not guarantee funding by the Aetna Foundation.*
For general FAQs about applying to the Aetna Foundation, please visit the [website](#).

**What are the key dates?**
- April 15, 2016 by 3 p.m. ET – Stage 1 Application Deadline
- May 13, 2016 – Notification of Stage 1 Decisions
- June 10, 2016 by 3 p.m. ET – Stage 2 Application Deadline
- July 15, 2016 – Notification of Stage 2 Decisions
- August 1, 2016 – Signed Contract Deadlines
- August 15, 2016 – Earliest possible Project Start Date
- October 15, 2016 – Latest possible Project Start Date

**AM I ELIGIBLE FOR THIS GRANT OPPORTUNITY?**

**Who can apply for an Aetna Foundation Cultivating Healthy Communities grant?**
This grant program is open to nonprofit organizations exempt from federal income tax under Section 501(c)(3) of the IRS Code and state or local government agencies.

**Beyond the scope of this particular proposal, what are your general funding guidelines?**
You can find our general funding guidelines at this [page](#).

**What cities or states are eligible to apply for a Cultivating Healthy Communities program grant?**
This RFP is open to projects based in the continental United States and the District of Columbia.

**Will you fund projects in the U.S. territories of Puerto Rico, Guam, Northern Marianas, U.S. Virgin Islands, or American Samoa?**
No, we will not fund projects in these locations through this RFP.

**Will you fund projects outside of the United States?**
No, we will not fund projects outside of the United States through this RFP.

**Our organization is not a 501(c)(3). Can a 501(c)(3) fiscal sponsor apply on our behalf?**
A fiscal sponsor may be able to submit an application on your organization’s behalf provided that your organization’s annual operating budget is $250,000 or more. We will not consider the fiscal sponsor’s budget. A copy of your fiscal sponsorship agreement is required in a stage 2 application. The fiscal sponsor can only submit one application in response to this RFP.

**What types of government agencies are eligible for funding?**
State government agencies, such as public universities, are eligible. So are local government agencies, such as towns/cities or public schools. However, we don’t fund federal government agencies, such as national parks.

**Can an organization submit more than one application in response to this RFP?**
No, an organization may only submit one application.

**Can our project select more than one domain? Does my application have a greater chance of being funded if my project includes more than one domain?**
Yes, you may select up to two domains for your project. However, this will not affect your application’s chances of being funded.

**Will you consider pilot projects, or are you only interested in existing programs?**
We’ll accept proposals for both types of projects.
Are there community types you’re interested or not interested in, such as urban or rural areas?
We are seeking projects that benefit underserved, low-income and minority communities. In the application’s “Statement of Need” section, you can describe the audience your project will reach and the specific need(s) it will address. You can also include information about the specific city, neighborhood, or community that your proposed project will serve. National statistics are typically not useful to include.

Can more than one organization partner together to submit an application?
Yes, we encourage partnerships. Please be sure to clearly describe the planned role and responsibilities of each partner at all stages of the project. Only one organization will receive the grant and be contractually responsible for grant administration, reporting and delivery of the project.

If I currently have an active grant from the Aetna Foundation, can I submit an application?
Grantees that will have active grants as of June 30, 2016, may not submit an application under this RFP.

HOW DO YOU DECIDE WHICH APPLICATIONS YOU’LL FUND?

What are you looking for in a project?
We’re interested in projects that support communities in their efforts to be healthier. Specifically, projects should:
• Benefit underserved, low-income, and minority communities
• Address social determinants of health and participants’ physical, mental, social, and emotional well-being
• Improve results in up to two domains
• Measure their impact by using one or more of the indicator(s) within their given domain(s)

How will you evaluate my application?
We look for applications that align closely with the RFP’s stated priorities and include clear responses to the components of the each stage of the application. Due to the large volume of applications we receive, it is our policy not to provide feedback on declined applications.

What type of impact are you looking for projects to make?
We’re looking for projects with the potential to make lasting changes in the communities we serve, and we want to understand the impact our funding has in these communities. The RFP includes indicators that you should use to measure their progress. You can use additional indicators, but these should not replace those included in the RFP. We’ll provide surveys in English and Spanish that you’ll be required to use with their project participants. These surveys will assist us in tracking common measures and aggregating data across all its funded projects.

How do I know if my project addresses the social determinants of health?
As defined by the World Health Organization, the social determinants of health are “the conditions in which people are born, grow, live, work and age. These circumstances are shaped by the distribution of money, power and resources at global, national and local levels.” The opportunity for health begins in our homes, jobs, neighborhoods, and places of worship. Projects should look at these environments as starting points for improving the health of their participants. We’re looking for this expanded view of where health begins and how it continues.

What types of projects will you fund in the “Built Environment” domain?
We’re interested in programs that enhance perceptions, awareness, or use of currently existing structures. We’re not interested in projects that focus on substantial construction or infrastructure changes, such as widening sidewalks. Small construction, such as installation of bike racks, is allowed. We’re also not interested in programs focusing on policy changes.

What evaluation metrics and methods are you looking for?
You’ll be expected to use at least one of the indicators pertaining to the domain(s) your project addresses as a metric. The evaluation methods you choose will depend on your proposed outcomes. Be sure to include methods that will demonstrate changes in participants’ knowledge, skills, attitudes, and behaviors.
Will we be asked to report on our progress if we’re awarded a grant?
Yes. If you get a grant, you’ll be expected to submit an interim and final progress report. These reports will describe your organization’s progress toward your stated goals and outcomes. You’ll also be asked to provide interim and final financial reports. Please note that these reports are a requirement of our grant contract.

Can you review my application prior to the deadline to let me know if I am on the right track?
We can only review completed applications submitted by April 15, 2016, at 3 p.m. ET. We reserve the right to reject incomplete applications.

WHAT ARE THE FUNDING GUIDELINES AND BUDGET REQUIREMENTS?

What is the dollar range of grant awards?
We expect to award grants either at $50,000 or $100,000 for projects lasting between 18 and 24 months. For a 24-month grant, the maximum award will be $50,000 per year.

Will a grant always be for the full amount I request?
No. We may award partial funding. This is dependent on the scope of the proposed project, goals, activities, outcomes, and evaluation plan.

How many grants will you award?
We expect to award up to $2 million in grants through this RFP.

What are indirect costs?
These are overhead expenses that relate to overall operations of your organization or are shared among projects or functions. Examples of indirect costs include accounting, insurance, legal services, utilities, and facilities.

Do you support any type of indirect costs?
Up to 15% of an Aetna Foundation grant can support indirect costs, as defined above. For example, if your total funding request is $50,000, $7,500 of that amount can be used for indirect costs. If your total funding request is $100,000, $15,000 of that amount can be used for indirect costs.

Do you have any other financial limits to grant requests?
Our grant can support no more than 20% of your organization’s annual operating budget. To be eligible for a $50,000 grant, your organization’s annual operating budget must be at least $250,000. Similarly, to be eligible for a $100,000 grant, your organization’s annual operating budget must be at least $500,000.

Are there restrictions on how much of the budget can go toward salaries, equipment, etc.?
We recognize that organizations have different priorities and funding sources, so we try to be flexible. Generally, we prefer to see budgets that include both project-related personnel and other direct costs.

Can we use grant funds for capital costs, materials, equipment, renovations, etc.?
Your project expenses should reflect broader community engagement. In general:
• Small equipment and materials, such as jump ropes or cooking utensils, are eligible
• Large equipment, construction and capital costs are not eligible

Can we request funds for incentives that are part of our project?
We will consider modest incentives for program participation like small cooking utensils or gift cards. Our grant funds can’t be used for “doubling” programs using SNAP or WIC benefits.
HOW DO I APPLY?

How do I submit my Stage 1 application?
You can use your email address to set up an account in our online grant system here. Once you have an account, you can fill in the application form. You can update your application until the deadline on April 15, 2016, or until you click Submit. You must hit Submit in order for your application to be processed. Once you click Submit, you will not be able to make changes to your application. You’ll receive a confirmation email that we received your application. Please allow several hours for your confirmation email to arrive. We anticipate a very large volume of applications and encourage you to submit your completed application as early as possible to avoid last-minute complications.

Will I need to complete the online application all at once?
You can start an application and then save it and finish it later. You’ll need to re-enter the online application portal to do this. Log in with the e-mail address and password you used to create your application. You’ll see a list of your organization’s applications. Click on the one you need to finish.

We are a municipality, and do not have a tax-exempt ID number that’s requested in the on-line application. What number should we use?
State and local government agencies should enter their Employer Identification Number (EIN).

Do all members of our Board of Directors have to sign a board disclaimer?
No. We ask for disclaimers from your board as part of a Stage 2 application. A Board member has to sign a disclaimer only if he/she has influence or authority in selecting employee benefits for your organization, his/her own place of employment, or any other organization(s). We need each of those board members to certify that an award by the Aetna Foundation would not influence their decisions in that employee benefits selection process. Please submit one PDF of all applicable disclaimers, signed by board members.

Can our Executive Director or Board Chairperson sign a disclaimer on behalf of Board members?
No. We need a signed disclaimer from each Board member who meets any of the criteria described above.

Will my application be shared publicly?
If we decide to fund your project, we’ll have the right to display and promote your work to the public on our website and through other communications. We’ll also be allowed to publicize your organization’s name in connection with the Cultivating Healthy Communities grant program.

HOW WILL I LEARN OF THE STATUS OF MY APPLICATION(S)?

Where can I find out the status of my Stage 1 application?
A Stage 1 application is considered final once you submit through the online grant management system. Changes can be made until submission or before April 15, 2016 by 3 p.m. ET. You will receive an email from mail@grantapplication.com with our decision no later than May 13, 2016. Please note that this is not a monitored email address and emails should not be sent to it. To avoid missed communications, please add the email address to your contact list or electronic address book. We also recommend that you check your spam folder periodically.

Where can I find out the status of my Stage 2 application?
If your Stage 1 application is accepted, you will be invited to submit a Stage 2 application. This application is considered final once you submit through the online grant management system. Changes can be made until submission or before June 10, 2016 by 3 p.m. ET. You will receive an email from mail@grantapplication.com with our decision no later than July 15, 2016. Please note that this is not a monitored email address and emails should not be sent to it. To avoid missed communications, please add the email address to your contact list or electronic address book. We also recommend that you check your spam folder periodically.
Application Deadlines:

<table>
<thead>
<tr>
<th>Event</th>
<th>Date/Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>RFP and application materials published</td>
<td>March 22, 2016</td>
</tr>
<tr>
<td>Stage 1 applications due</td>
<td>April 15, 2016 by 3 p.m. ET</td>
</tr>
<tr>
<td>Notification of Stage 1 decisions</td>
<td>May 13, 2016</td>
</tr>
<tr>
<td>Webinars for applicants invited to Stage 2</td>
<td>May 16 and 17, 2016</td>
</tr>
<tr>
<td>Stage 2 applications due</td>
<td>June 10, 2016 by 3 p.m. ET</td>
</tr>
<tr>
<td>Notification of Stage 2 decisions</td>
<td>July 15, 2016</td>
</tr>
<tr>
<td>Signed contracts due</td>
<td>August 1, 2016</td>
</tr>
<tr>
<td>Earliest possible project start date</td>
<td>August 15, 2016</td>
</tr>
<tr>
<td>Latest possible project start date</td>
<td>October 15, 2016</td>
</tr>
</tbody>
</table>

Click [here](#) to apply