



TO: Prospective Applicants
FROM: Eric DeWald, Executive Director
SUBJECT: Crowdfunding webinars and matching grant opportunity
Date: December 14, 2016

The HealthPath Foundation of Ohio will be accepting proposals for a crowdfunding matching grant opportunity. From these proposals, HealthPath will award grants with a match component to those that best meet the program guidelines. Applicants may apply for crowdfunding campaign support grants of up to \$3,000 over 9 months, and a matching grant of up to \$5,000 to match funds raised during the crowdfunding campaign at a 1:1 ratio. We expect to award up to 10 grants of up to \$8,000 each.

Organizations located within or serving at least one of HealthPath's 36 counties are eligible to apply. **Interested applicants must attend the first of two free webinars we will be hosting in January 2017.** Attending the second is highly recommended but not mandatory.

Priority will be given to organizations looking for funding for projects that address our result areas of Cavity-Free Kids, Healthy Ohioans, and Safe Elders. We will also consider requests from organizations with projects that address our broader focus areas of Preventive Oral Health Care, Strengthening Ohio's Safety Net, and Prevention of Family Violence.

We will begin accepting proposals on Wednesday, January 25, 2017. The deadline for receipt of proposals is no later than 12:00 noon EDT on Wednesday, February 22, 2017. Proposals must be submitted through an online application at <https://form.jotform.com/62203792443958>.

For questions concerning the crowdfunding initiative or proposal, please contact Christine Mulvin, Program Officer, at mulvinc@gcfdn.org or 513-768-6117.

Crowdfunding

While the term "crowdfunding" is new, the concept of peer-to-peer fundraising is not. You've likely participated in peer-to-peer fundraising at some point: children selling gift wrap for school, scout troops selling cookies or popcorn, a walk-a-thon to support disease research, community fairs or festivals raising money for a town institution, or change jars at local retailers to support a family.

Crowdfunding is a type of peer-to-peer fundraising that raises money from large numbers of people. Joseph Pulitzer started a crowdfunding campaign in the late 1800s to raise money to build the pedestal and put the Statue of Liberty in place in New York Harbor. Launching the campaign through his newspaper, Pulitzer raised \$101,000 from over 160,000 donors in just 5 months, long before Kickstarter and GoFundMe emerged. Since Pulitzer's day, the internet and social media have made it easier to connect people to causes that are hundreds or thousands of miles away, rather than just down the block or within a newspaper's market area. Today's crowdfunding campaigns typically use online tools to spread the word about the campaign and to receive donations.

Crowdfunding is gaining popularity among nonprofit organizations, and HealthPath wants to support nonprofits in our region who are interested in using crowdfunding as a way to bring additional revenue into their organizations. Despite the social media attention on wildly successful crowdfunding campaigns, these are the exception, not the norm. About 60% of crowdfunding campaigns fail to reach their full funding target. Even the successful ones are small: The average successful crowdfunding campaign generates \$7,000. To position our partners for success, HealthPath will be offering webinars on crowdfunding campaigns and best practices. In addition, we are offering campaign support grants of up to \$3,000 to help offset campaign expenses, and matching grants to match money raised through crowdfunding up to \$5,000.

Webinars

HealthPath is hosting two webinars on crowdfunding in January 2017. These webinars are free and open to anyone who is interested in attending. Organizations that intend to apply for a crowdfunding grant **must attend the first webinar in person**. Attendance at the second is highly encouraged but not mandatory. The webinars will be recorded and posted on our web site shortly after they air.

- **Wednesday, January 11** 1:00–2:30 p.m. (EDT)
Crowdfunding: Unlocking the Fundraising Potential of your Supporters: This webinar will introduce participants to the concept of crowdfunding, walk them through a crowdfunding plan, and discuss best practices of successful campaigns. HealthPath will also provide an overview of the funding opportunity.
- **Wednesday, January 25** 1:00–2:30 p.m. (EDT)
Selecting a Crowdfunding Platform: This webinar will compare and contrast various online crowdfunding platforms, with the purpose of giving participants the information they need to pick the right tool for their campaign.

To register for the webinars or to access the recordings after they air, please visit our web site at <http://www.healthpathohio.org/Working-Together/Learn>.

Funding Criteria

HealthPath will use the following criteria to evaluate crowdfunding campaign proposals for funding. Successful campaign proposals will:

- Describe a realistic and thorough crowdfunding campaign plan
- Support a project that addresses one of HealthPath's result areas or focus areas
- Support a project that directly serves residents of at least 1 of HealthPath's 36 counties

Priority will be given to projects that address one of Health Path's result areas. These are:

- Cavity-Free Kids: Ohio's children ages 0–12 have healthy mouths
- Healthy Ohioans: Ohioans have access to the services they need to be healthy, including access to services and healthy food
- Safe Elders: Older adults living in the community are supported and safe from abuse, neglect, and exploitation

HealthPath will also consider projects that address the broader focus areas, which are:

- Preventive Oral Health Care, which includes preventive oral health care for all ages
- Strengthening Ohio's Safety Net, which includes workforce development across the healthcare safety net
- Prevention of Family Violence, which includes prevention of bullying, child abuse, elder abuse, intimate partner violence, teen dating violence, and other forms of family violence

Use of Funds

HealthPath will award crowdfunding campaign support grants of up to \$3,000 over 9 months with a matching grant of up to \$5,000 at a 1:1 ratio. For every \$1 raised through the crowdfunding campaign, HealthPath will match it with \$1, up to a total of \$5,000. Grantees may use campaign support grant funds on campaign development, staff time, email or crowdfunding tool subscriptions, materials, and other expenses related to a crowdfunding campaign. Grantees will receive the campaign support grant in late March 2017.

The matching grant funds will be considered general program support for the organization for programs that fit within HealthPath's funding priorities. The money for the matching grant must be raised through an online crowdfunding platform by December 16, 2017. The match cannot be obtained from foundations, donations that come in outside of the online crowdfunding platform, fundraising events, or in-kind contributions.

Grantees are welcome to submit their requests for the matching grants, including evidence of the matching funds, at any time; however, requests must be submitted by December 31, 2017. HealthPath will only make one matching grant payment per grantee, so grantees should wait until the end of their campaign to submit the request. HealthPath will send specific instructions for submitting the matching grant request to the organizations that are awarded grants

Proposal Guidelines

To help you begin thinking about your project, questions we will ask in the proposal are listed below.

Interested applicants may send questions about the proposals to mulvinc@gcfdn.org until Friday, February 17, 2017. All applicant questions and responses will be posted on our web site by Monday, February 20, 2017.

Applicants must submit their full proposals via our online application system no later than 12:00 noon EDT on Wednesday, February 22, 2017.

Alignment with HealthPath Priorities

- Which HealthPath result area or focus area does your organization work to address?
- What is your organization's mission?
- How does your work in the indicated result area or focus area help your organization accomplish its mission?
- Which HealthPath counties does your organization directly serve through programs related to the HealthPath result or focus area indicated?
- Please briefly describe the direct services you provide to these counties through programs related to the HealthPath result or focus area indicated, and about how many people you serve that live in these counties.

Crowdfunding Campaign

- Describe the people you will target to raise money through your crowdfunding campaign. Who are they? Where do they live? Why do you want to target them?
- How will you reach the people you want to target through your campaign? What tactics will you use? Why do you think these will be effective?
- What other major fundraising campaigns do you have planned for 2017? How does this crowdfunding campaign fit into your overall fundraising plan?
- How much do you want to raise through this crowdfunding campaign? How did you arrive at this amount? Why do you think this is a realistic amount to raise in this campaign?
- What do you plan on doing with the money you raise through the crowdfunding campaign? How will it support work within the HealthPath result or focus areas? How will it directly affect our 36-county service area?
- Please describe your campaign timeline, including key milestones. Include when the campaign will begin and end.

Budget

- You will need to provide a budget for the campaign, including campaign expenses and how you'll pay for them. If you are receiving any in-kind support for the campaign, you will need to include a letter of commitment from you partners providing in-kind support.