



## Healthy People Healthy Places Grant Program 2021 Application Guide

Since 2015, Healthy People Healthy Places grants have supported work throughout Maine to improve the well-being of people and the environment. For the past two years, Sewall has been developing a clearer and narrower focus for Healthy People Healthy Places, and we have now identified seven focus areas where our board has approved a longer-term commitment. Community-based work in the Katahdin Region, Lewiston-Auburn, Washington County, and Wabanaki Communities and Tribal Governments, will be complemented by statewide efforts in Food Systems and Nature-Based Education, as well as statewide policy, advocacy, and communications work in the Keystone focus area.

This grant round is for organizations who are not current Healthy People Healthy Places grantees but whose work aligns with one of our focus areas. Please note, if you received a Twin Pandemics or a Rapid Response grant in 2020, but not a Healthy People Healthy Places grant in March 2020, you may be eligible to apply.

*Applications are due June 15, 2021, by 5pm.*

### Review Considerations

Requirements:

- Aligns with one of the Healthy People Healthy Places focus areas: Food Systems, Katahdin Region, Keystone, Lewiston-Auburn, Nature-Based Education, Wabanaki Communities and Tribal Governments, Washington County. **Please see the focus area information sheets at the back of this document for 2021 focus area priorities.**
- Work meets the Foundation's [General Considerations](#)
- The work of the applicant must be aligned with Sewall Foundation's mission and [values](#)

General Priorities:

- Organizations led by and serving people in under-resourced populations and geographies, including: African Americans, Indigenous, and people of color; immigrants and refugees; LGBTQ; people with low incomes; differently-abled populations; incarcerated populations; people in recovery; and populations who are homeless or at risk of homelessness
- Collaborative, cross-sector, or grassroots efforts to coordinate or develop new approaches in their field or sector, a geographic region, or a specific community or population
- Efforts that are explicit in their commitment to social, environmental, and racial justice
- Efforts that integrate the well-being of communities and the environment

## Focus Area Contacts:

- Food Systems: Jonah Fertig-Burd ([jfertigburd@sewallfoundation.org](mailto:jfertigburd@sewallfoundation.org))
- Katahdin Region: Tom Boutureira ([tboutureira@sewallfoundation.org](mailto:tboutureira@sewallfoundation.org))
- Keystone: Megan Shore ([mshore@sewallfoundation.org](mailto:mshore@sewallfoundation.org))
- Lewiston-Auburn: Laress Lawrence ([llawrence@sewallfoundation.org](mailto:llawrence@sewallfoundation.org))
- Nature-Based Education: Tom Boutureira ([tboutureira@sewallfoundation.org](mailto:tboutureira@sewallfoundation.org))
- Wabanaki Communities and Tribal Governments: Gabriela Alcalde ([galcalde@sewallfoundation.org](mailto:galcalde@sewallfoundation.org))
- Washington County: Tom Boutureira ([tboutureira@sewallfoundation.org](mailto:tboutureira@sewallfoundation.org))

Please email the appropriate focus area contact to discuss your work and receive a link to the online application. Please note that the Keystone and Nature-Based Education focus areas are by invitation only in 2021.

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## Eligibility

- Applicants must be eligible to receive tax-deductible donations as outlined in Section 170(c) of the Internal Revenue Code. This includes: 501(c)(3) federal tax-exempt organizations; public schools; public agencies working for the State of Maine; Indian tribal governments (and their political subdivisions) recognized by the Department of the Interior
- Applicants may also apply through a fiscal sponsor
- Eligible organizations may apply regardless of their funding history with Sewall Foundation
- Sewall Foundation does not fund direct or grassroots lobbying; 501 (c)(4) organizations; political campaign activities.



## Application Instructions

We will only accept applications submitted through our online application system. Please contact Laura Dover at (207) 504-7941, or [ldover@sewallfoundation.org](mailto:ldover@sewallfoundation.org), if you run into technical difficulties.

### ❖ Create an Application

- Please use the link provided by the focus area contact to begin a new application.

Clicking on the link will only start a new application, not return you to an existing application. Once you have started an application and saved, please refer to the “Save Your Application” instructions below to access the application again.

\*\*Please note, this link is not publicly available on our website.

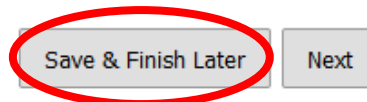
### ❖ General Information about the Online Application

- Do not use your browser's BACK key to navigate. You will lose any unsaved data.
- We encourage you to cut and paste your narrative responses from a word processing application (Word, Google Docs, etc.) to ensure work is not lost should there be an internet connectivity or technology glitch.

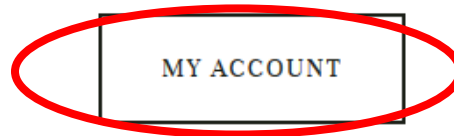
- Add [mail@grantapplication.com](mailto:mail@grantapplication.com) to your safe senders list to ensure you receive all system communications.
- Fields with a red asterisk are required for submission.
- The “check” symbol by the upper right corner of text boxes indicates spell-check is on.
- Click the “*Printer Friendly Version*” button at the top of any page to view the application form in its entirety. Please note that the printed version will not show the dropdown options.
- Click the “*Email Draft*” link at the top of any page to share a copy of your draft application with others in your organization. Please note, the emailed draft version is not editable.
- Click the “*Next*” button at the bottom of each page to move through the application. You may also click on the page title tabs at the top of the application to toggle between pages.

#### ❖ Save Your Application

- It is recommended that you save your work frequently as you are filling out the application.
- Click the “*Save & Finish Later*” button at the bottom of any page to save your information, exit out of the application, and into your online account. An email will automatically be sent to the email address associated with this account with a link to log back in and continue working.

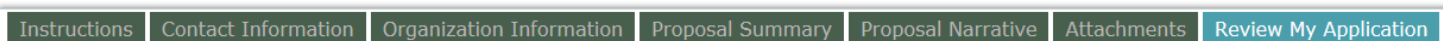


- You may also click the “*My Account*” link from the Healthy People Healthy Places Grant Program page on the Sewall Foundation website to return to your saved application. You will need the email address and password of your organization's account to access the saved application.

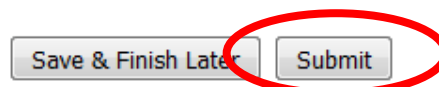


- Un-submitted applications that remain dormant for 120 days will be automatically deleted by the system.

#### ❖ Review and Submit Your Application



- Click on the “*Review My Application*” tab at the top of any page, to view the application in its entirety. The fields will be populated with your completed answers. You will have a final chance to review and amend your work prior to submission.
- You may also click on the “*Review*” button at the bottom of the “*Attachments*” page, to move to the “*Review My Application*” page.
- Click the “**Submit**” button at the bottom of the “*Review My Application*” page to complete the submission process. An email confirming your submission, including a copy of the completed application, will automatically be sent to the email address associated with your account.



- Please note, the Foundation does not see your application until it is submitted.



## Application Narrative Questions

We encourage you to cut and paste your narrative responses from a word processing application (Word, Google Docs, etc.) to ensure work is not lost should there be an internet connectivity or technology glitch.

\* = Required for submission

### Organization Questions:

Instructions	Contact Information	Organization Information	Proposal Summary	Proposal Narrative	Attachments	Review My Application
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The following questions pertain to the *applicant* organization, not the fiscal sponsor (if applicable).

- **Mission:** Please provide your organization’s mission statement. \*

\*\*If you have submitted a past application, this field should auto-populate. You may need to scroll up within the field to see the content.

- **Organization Update:** Please describe any significant changes in leadership, mission, financial position, and programming since the time of your last application. Limit 150 words.

\*\*Please note, past submitted applications are all saved in your online account. Clicking the “Save & Finish Later” link at the bottom of any page in the application will take you to your online account. Select “Submitted Applications” from the dropdown menu to access those applications.

- **Active Grant Update:** If your organization has a current grant from the Elmina B. Sewall Foundation, please provide a brief update on the funded work, noting significant changes, if any, from the proposal. *Please know that we recognize that approaches to work can evolve with changed circumstances and experiences. 125 words suggested, 250 word limit.*

### Proposal Questions:

Instructions	Contact Information	Organization Information	Proposal Summary	Proposal Narrative	Attachments	Review My Application
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The following questions pertain to the work for which you seek funding. If applying for operating support, please consider your organization’s full body of work and mission when answering the questions.

- **Summary of Work:** Please share a brief summary of the work for which funding is requested. *200 words suggested, 400 word limit.*
- **Program Alignment:** Please describe how your work addresses the priorities of the focus area for which you are applying. See the Focus Area descriptions linked on the following pages, for an explanation of the kind of work that Sewall is supporting in each area. *200 words suggested, 400 word limit.*

- **Complementary Efforts:** Please identify organizations and community stakeholders with whom you work. If you are applying on behalf of a collaborative project, please name the key collaborators and describe your respective roles and decision-making processes. *300 words suggested, 500 word limit.*
- **Desired Goals:** Please describe the results or changes you hope to make with support from this grant. *300 words suggested, 500 word limit.*
- **Budget Narrative:** Please share any additional information you would like regarding the funds you are requesting. If you are requesting support for a collaborative effort, please provide a brief summary of how funding will be distributed among partners, if applicable. *300 words suggested, 500 word limit.*



## Attachment Descriptions

Instructions	Contact Information	Organization Information	Proposal Summary	Proposal Narrative	Attachments	Review My Application
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You will have the opportunity to upload the following documents on the “Attachments” page of the application. Click the “Browse” button to select your document, then click “Upload” to attach it to your application.

- **Financial Statements:** Provide full audited or reviewed financial statements, if available, including an independent auditors/reviewers report and notes to the financial statements for the most recently completed fiscal year shown in comparison to the previous year. Also, please provide any letters/communications to governance or management if supplied to you by the auditor/reviewer.

If audited or reviewed financial statements are not available, please provide balance sheets and statements of activities/profit & loss for the most recently completed fiscal year shown in comparison to the previous year. ***Please do not submit IRS Form 990. \****

- **Financial Statements Narrative:** If you would like to include a narrative to clarify any aspects of your Financial Statements, feel free to do so.

\*\* Please note, we are not requesting a budget be included as an attachment with your application but do ask for your organization’s current year operating expense total (in whole dollars).



*Thank you for your time and effort in applying for a Healthy People Healthy Places grant. We look forward to learning more about your organization and its work.*

**Please feel free to contact the Foundation with any questions, [www.sewallfoundation.org/staff](http://www.sewallfoundation.org/staff).**



Elmina B. Sewall Foundation  
**Healthy People Healthy Places**  
*Food Systems Focus Area*

**Available funding:** \$302,200

**General Description of Focus Area**

The Sewall Foundation's Healthy People Healthy Places Food System focus area supports growing a resilient, equitable and just food system through supporting a range of different organizations and networks. Over the past decade this support has helped launched new initiatives, developed leadership and capacity, grown networks and sustained a range of organizations from smaller local organizations to larger state and regional organizations, all focused on Maine's food system. We have supported work in farm and food business assistance, food access and hunger, community gardening and education, food justice, farmland protection and access, fisheries, ocean and climate science, food networks and more.

**2021 Priorities**

We are currently in the process of refining priorities for the Food Systems focus area. See information below regarding this process. For this year, funding priorities for Round 2 in this focus area include:

- Food and land justice
- Grassroots organizing and stakeholder engagement
- Equitable access and ownership of food infrastructure
- Increased access to capital for underserved communities

**2021 Updates and Activities**

In 2021, we are refining our approach and priorities for the Food System focus area. We are doing this by engaging in and supporting collaborative initiatives such as the Maine Food Convergence and Ending Hunger by 2030 Initiative; by reviewing and conducting research; through conversations with grantees and food leaders; by identifying gaps and needs in the food system; and by convening grantees and other partners to share their perspectives and voice in designing this work. We hope to have the new direction of the Food System focus area ready to launch in 2022.



Elmina B. Sewall Foundation  
**Healthy People Healthy Places**  
*Katahdin Region Focus Area*

**Available funding:** \$260,000

### **General Description of Focus Area**

Healthy People Healthy Places supports organizations that work together to improve the health and well-being of people and the environment in the Katahdin Region, which includes the towns of Mt. Chase, Patten, Island Falls, Stacyville, Sherman, Medway, East Millinocket, and Millinocket.

Using a systems approach, Healthy People Healthy Places seeks to strengthen collaboration, build capacity, deepen equity, and center the voices of those who live and work in the region, including Wabanaki people and youth. Multiple strategies – including grants, capacity-building, impact investment, and convenings – will be used to advance this work, in partnership with the Katahdin Region.

### **2021 Priorities**

Grants and other strategies will support collaborative work in the Katahdin Region that embodies the six principles and advances the six “big ideas” outlined in the [Katahdin Gazetteer: A Roadmap to the Future](#). While we strive to support actions and initiatives that will equally benefit and create shared prosperity for the entire region, we also recognize that the region is diverse and some more localized strategies may be required to achieve the Katahdin Gazetteer’s vision.

### **2021 Updates and Activities**

The Katahdin Region was recently awarded a design grant by the Working Communities Challenge to “build a thriving outdoor economy that delivers lasting prosperity for residents and creates career paths that help attract and retain younger workers.” We want to learn from participants engaged in that process to see if such an approach is applicable and replicable to other “big ideas” outlined in the Gazetteer. We also will be meeting with organizations and leaders to explore ways to increase capacity and resource-sharing across municipalities, accelerate workforce development efforts, and co-design applied racial equity learning opportunities in the region.

In 2021, more intentional focus will be on the intersection of efforts in the Katahdin Region focus area with goals and priorities of the Wabanaki Communities and Tribal Governments focus area.



Elmina B. Sewall Foundation  
**Healthy People Healthy Places**  
*Keystone Focus Area*

**Available funding:** \$240,000

**General Description of Focus Area**

Like a keystone in an arch or a keystone species in an ecosystem, the Keystone focus area plays a central connecting and supporting role. Keystone crosses focus and program areas by providing support and partnership on policy, advocacy, strategic communications, and capacity building. It is both foundational to, and the glue between, efforts driving toward lasting, systemic change. Grants, convenings, communications, and partnerships are the most common tools we use in this area.

**2021 Priorities**

In 2021, we will continue to provide grants to policy, advocacy, and communications-oriented groups and coalitions working at the statewide level, through a limited number of foundation-initiated grants.

**2021 Updates and Activities**

Throughout the year we will be meeting with and learning from organizations, coalitions, networks, and others to further define ways in which the Sewall Foundation can support policy, advocacy, narrative change, and capacity building activities that strive to create systems that are equitable and designed to support a healthy, just, and sustainable Maine for people, animals, and the environment.





Elmina B. Sewall Foundation  
**Healthy People Healthy Places**  
*Lewiston-Auburn Focus Area*

**Available funding:** \$287,050

### **General Description of Focus Area**

Healthy People Healthy Places supports organizations that work together to improve the health and well-being of people and the environment in Lewiston and Auburn. Using a systems approach, Healthy People Healthy Places seeks to strengthen collaboration, build capacity, deepen equity, and center the voices of those who live and work in the “twin cities” community of Lewiston and Auburn, particularly New Mainers and youth. Multiple strategies – including grants, capacity-building, impact investment, and convenings – will be used to advance this work, in partnership with the Lewiston-Auburn community.

### **2021 Priorities**

Grants and other strategies will support work in Lewiston-Auburn that addresses one or more of these five Priority Areas:

- Equitable systems and civic participation
- Workforce access and sustainable economic development
- Community health and wellness
- Healthy and affordable housing
- A resilient and just food system

Priority will be given to applicants whose work:

- Contributes to new or existing collective efforts
- Promotes equitable civic leadership, especially by youth and New Mainers
- Supports resilience for people, land and waters in Lewiston and Auburn

### **2021 Updates and Activities**

This year Sewall Foundation is continuing to work with Tamarack Institute to implement a co-design process for Healthy People Healthy Places in Lewiston and Auburn. We’ve begun a systems mapping process to identify organizations active in the five Priority Areas listed above. We are also delighted that Lewiston-Auburn has been awarded a Working Communities Challenge design grant to build “a culture of economic opportunity, equity & inclusion” – and we look forward to being a good partner in that effort. Later this spring a community advisory group will be formed to provide ongoing guidance for the work. This summer and fall, Sewall staff and consultants will work with that group of L-A community members, to develop a three-year work plan to implement other co-design recommendations, starting in 2022.



Elmina B. Sewall Foundation  
**Healthy People Healthy Places**  
*Nature-Based Education Focus Area*

**Available funding:** \$205,000

**General description of Focus Area**

In 2018, the Sewall Foundation began to narrow its funding of nature-based education and outdoor learning from a broad array of organizations and activities to a niche focused on four primary areas:

1. Strengthening the overall field of organizations and practitioners through increased capacity-building and professional development opportunities and applied racial equity in the sector.
2. Supporting networks to address complex systems change work to support equitable access and opportunity for all Maine students and sustained funding or other outcomes to benefit the entire field.
3. Creating data sets and other evaluation tools and frameworks to identify barriers, underserved areas and populations, and to develop a baseline from which to measure impact and progress and inform advocacy and policy actions.
4. Increasing diverse youth participation and voice in sector-wide leadership, networks, and decision-making.

**2021 Priorities**

Priority will be given to initiatives, organizations, and networks led by and serving Maine's black, indigenous, and other communities of color and under-resourced rural communities to support their work in nature-based education and outdoor learning, and their engagement with one or more of the four primary areas noted above.

In 2021, we will make a limited number of foundation-initiated grants. Please contact Tom Boutureira at [tboutureira@sewallfoundation.org](mailto:tboutureira@sewallfoundation.org) if you have any questions.



Elmina B. Sewall Foundation  
**Healthy People Healthy Places**  
***Wabanaki Communities and Tribal Governments***  
***Focus Area***

**Available funding:** \$340,000

**General Description of Focus Area**

Through the Wabanaki Communities and Tribal Governments focus area, Sewall Foundation seeks to be a good partner to Wabanaki-led community organizations and tribal governments by supporting work on community priorities through grants, capacity-building, convening and impact investment. As we continue our organizational learning, we are learning about the true history of what is now Maine, about decolonizing our philanthropic practices and perspectives, and how to work with the understanding that tribal governments are sovereign entities.

**2021 Priorities**

We are currently in the process of defining our priorities for the Wabanaki Communities and Tribal Governments focus area. Funding in the Wabanaki Communities and Tribal Governments focus area is restricted to organizations and efforts that meet the following criteria:

1. The organization is led by majority Wabanaki and indigenous people (staff and board).
2. Most of the work by the organization is focused on and/or serving Wabanaki people, communities, and interests.
3. All or most of the work takes place in what is now Maine.

**2021 Updates and Activities**

Throughout 2021, we will be deepening and broadening our listening to shape this work. We are learning from our existing Wabanaki grantees and getting to know new organizations. We are partnering with Tamarack Institute to engage in priority setting through conversations and connections with Wabanaki community-based organizations and reaching out to tribal governments to make sure we are following the lead of Wabanaki communities. It is our aim to respect the time, wisdom, and leadership of Wabanaki organizations and governments in this process, and to remain flexible and responsive to community needs and priorities.



Elmina B. Sewall Foundation  
**Healthy People Healthy Places**  
*Washington County Focus Area*

**Available funding:** \$285,000

**General Description of Focus Area**

Healthy People Healthy Places supports organizations that work together to improve the health and well-being of people and the environment in Washington County.

Using a systems approach, Healthy People Healthy Places seeks to strengthen collaboration, build capacity, deepen equity, and center the voices of those who live and work in the region, including Wabanaki people. Multiple strategies – including grants, capacity-building, impact investment, and convenings – will be used to advance this work.

**2021 Priorities**

Grants and other strategies will support collaborative efforts in the region that bring together service providers, nonprofits, and other stakeholders to address systems change in social services, fisheries, food systems and food insecurity, and education; and to tackle complex demographic and climate change trends.

**2021 Updates and Activities**

A group of regional partners was recently awarded a design grant by the Working Communities Challenge to “invest in young people and parents to expand the number of living wage careers and reduce rates of child poverty in the county and the Passamaquoddy Tribe.” We want to learn from participants engaged in that process to see if such an approach is applicable and replicable to other challenges and opportunities in the region.

In 2021, we will explore the intersection of efforts in the Washington County focus area and goals and priorities of the Wabanaki Communities and Tribal Governments focus area. We will also be meeting with organizations and leaders to better understand regional affordable housing, rural entrepreneurship, workforce development, and food systems efforts and to explore co-design of applied racial equity learning opportunities with regional partners.