THE KRESGE FOUNDATION

ADVANCING HEALTH EQUITY THROUGH HOUSING

FUND OPPORTUNITY

Frequently Asked Questions

About Eligibility	
Who can be a lead applicant? What types of organizations are eligible to apply for funding?	Kresge welcomes proposals from non-profit organizations and local government agencies that are leading multi-sector, mission-driven housing enterprises. A lead applicant may be any 501(c)3 or a local government entity located in an urban area in the U.S. or U.S. territories. The most competitive proposals will be led by organizations that are deeply embedded in and trusted by residents of the community (e.g., city, state, etc.) who are the focus of the proposed project.
Can the applicant be fiscally sponsored?	Yes, the lead organization may have a fiscal sponsor.
Are existing Kresge grantees eligible to apply?	Yes, existing Kresge grantees are eligible to apply.

THE KRESGE FOUNDATION

Is Kresge staff able to conduct phone consultations about potential project ideas?	In the course of our communications, we are not able to have separate conversations on specific projects in relation to this grant. In the interest of fairness, we want to make sure that all applicants have access to the same information. Questions or specific inquiries can be directed to *housing@kresge.org*.
Will submitting a grant for this funding opportunity impede our ability to apply to Kresge for other initiatives?	No. Each application to each program at Kresge is evaluated independent of other applications.
Can an organization, or subsidiary, apply for more than one grant?	Nothing prohibits an organization or its subsidiary applying for more than one grant. However, it is anticipated that requests for funding will far exceed resources available. Therefore, it is unlikely that multiple grants to a single organization will be funded in any single round.
Will Kresge consider funding national, regional or citywide housing efforts through this funding opportunity?	Yes, this funding opportunity supports community-generated, systems-focused efforts to improve housing affordability and quality at the local, regional, and national level.
Will the Kresge Foundation consider funding housing projects in rural areas?	The Kresge Foundation works to expand opportunities for people with low-incomes in America's cities. Given this mission, we cannot fund programs working exclusively in rural areas. That said, we recognize that cities across the United States vary greatly and we do not have a specific population or density threshold for this funding opportunity.
We had been funded several years ago for a housing planning grant and are currently implementing work developed through that initial plan. Can we apply for a planning grant from Kresge to build on what we have already begun or since some implementation is in place, are we too far along to qualify for this?	A proposal may be for any project or piece of a project that matches the goals of this funding opportunity. Projects may be new or in-progress, or the funding could support an expansion of an ongoing project that allows for new partners to become engaged, or to integrate new disciplines or sectors. What is paramount is that your proposal includes focus on upstream determinants of health, equity, community engagement, power building at the policy and/or practice level, and multi-sector involvement minimally from health and housing fields.

Will there be a geographic screen applied to ensure that funds are not concentrated in one place or region?	At this time, we do not anticipate using a geographic screen. However, a geographic screen may be considered once proposals are reviewed to ensure a grant portfolio that will provide insights from multiple regions.

About Use of Funds	
What are the eligible uses of these grants?	Grant support will be provided in one of two ways: 1. Planning grants (for up to one year and up to $100,000 in grant support). 2. General operating support and programmatic grants (for up to two years, and up to $200,000 in grant support per year). Grant funds may be used for: partnership development, community engagement and outreach, strategic communications, policy development, and business planning support, personnel involved in the planning process. Proposals may also include study components to inform project planning. If your application is for a planning grant, ultimately, by the end of the planning period, the grantee should have a proposal for implementation of a community project. There is no guarantee, however, that implementation would be funded by Kresge, although there may be additional opportunities to apply for funding in the future. Please note that grant funds cannot be used for capital construction costs, real estate acquisition, or major equipment purchases.
Can a "Community Organizer" be funded during Planning Phase to engage community residents?	Yes, a Community Organizer could be a funded position in the budget. A lead applicant must be an organization. We will not fund individuals directly. An individual may engage

THE KRESGE FOUNDATION

	an organization as a fiscal sponsor to apply for this grant.
Can funding be used to hire a consultant to lead the planning process and draft implementation plan? If so, how detailed does the budget need to be?	We will be prioritizing projects that are community-led. Consultants may be engaged for supporting discreet pieces of planning and these pieces should be discussed in the proposal. If you will be using a consultant, you should be clear about the role of the consultant and associated costs should be reflected in the budget.
If the project collaboration includes a for-profit partner, can any of the grant funds be used to pay the for-profit for services related to the project?	Yes, some of those activities may be provided by different partners, such as relevant for-profit entities or subcontracted consultants with clear roles and activities.

About Application Material	
Will I need to complete a full proposal if advanced through the grant application process?	The letter of intent (LOI) is serving as a full proposal and is what is due August 13th. If you are selected for potential funding, we will solicit additional information (e.g., project budget and organizational) and, potentially, additional clarifying questions, but initially all you need to submit is the LOI.
Is there a word limit or page limit for the application narrative?	The online Fluxx grant management system does not have a word limit function when the application is entered, but we respectfully ask that you be as concise as possible in your application.
Are matching funds required?	No, there is no financial match required. That said, we anticipate that most projects will require additional funding sources to be successful. So, if you have other funding partners in place or plan to approach them, please let us know.
Does the planning grant need to include an outline of the implementation plan?	The planning period may be used to develop the implementation plan, so you do not need a detailed implementation outline at this time.
Can you describe what community-driven solutions might look like for intermediary	In all cases, we are seeking proposals that reflect challenges/opportunities and potential

organizations focused on policy at the intersection of health and housing?	solutions that have been generated locally. In the case of intermediary and other national organizations, these problems and approaches may have been identified through local partners/affiliates relationships at the grassroots level. Proposals should clearly explain how the problems and approaches were generated locally.
How can we demonstrate the resident engagement to you?	A strong relationship with a neighborhood can be demonstrated in many ways, e.g., history of past projects, summits or events; knowledge of neighborhood demographics, engagement with community leaders, understanding of community's unique assets and needs. The history of resident engagement can be demonstrated both in the proposal narrative as well as in letters of support. In all cases, evidence of direct resident input (i.e., not just data) is preferred.
Is there any advantage or disadvantage to a combined application from entities working on the same issue but who have not traditionally formally collaborated?	Collaboration is strongly encouraged. However, competitive applications will provide evidence that the proposed collaboration has more substance than a marriage of convenience solely for the purpose of applying for funding.
Are there different questions I should be responding to in my letter of intent if I am applying for a planning grant vs a programmatic grant?	No, however, please answer the questions according to the type of grant for which you are applying. For example, for those questions about the project, you can describe the planning process and how you will get to a plan for your community at the end of the planning year. Most importantly, we are interested to learn how your community is involved in this process.
Is there a particular format for the letter of intent?	Yes, there is a set of questions attached to the Letter of Inquiry/Intent (LOI) format. You must go into the funding opportunity (using a Google Chrome browser) and start as an LOI. The questions should then pop up for you. Be sure to save them when you are done.

THE KRESGE FOUNDATION

About Selection	
Will there be more funding opportunities of this sort in the near future?	While we cannot guarantee that there will be future rounds of funding, we do plan to make available two more opportunities. We will announce the first additional funding opportunity at the end of this year, but won't deploy awards until early 2019. A subsequent funding opportunity is planning to be announced in mid-2019.
Will the criteria for future rounds of this funding opportunity be essentially the same as the requirements for this round?	While we anticipate that we may tweak some questions or requirements based on the first-round responses, we do not expect to dramatically change the announcement for future rounds.
How is scoring done on the proposals submitted?	The Kresge Foundation engages a range of internal and external experts in the field to help us thoroughly and equitably assess grant applications. Priority areas for assessment include strong community engagement and leadership; prioritization of equity; the involvement of multiple sectors and disciplines; focus on addressing upstream determinants of health; demonstration of understanding of system/policy-level barriers to affordable and quality housing. We also seek to fund a balanced cluster of grantees that represents a diverse set of geographies, approaches, partners and communities engaged. Strong proposals will be uniquely community-driven, leveraging the distinct qualities and assets of the community in which the proposed initiative will occur.
When will the decision/award for the grant be made?	Funding awards will be announced no later than mid-November and funding will be available at that time.
Will applicants not selected in the first round be able resubmit in subsequent rounds? Will feedback be provided to unsuccessful applicants?	Yes, unsuccessful first round applicants will be able to apply in future rounds. Based on the volume of applications, we do not have the capacity to provide detailed feedback on each proposal. All applicants will receive notification of whether or not they will move to the next round.

THE KRESGE FOUNDATION

Have a question not represented on this Frequently Asked Questions list? Please e-mail housing@kresge.org. You will be notified when your question and its corresponding response have been added to this Frequently Asked Questions document, usually within 2 business days.

Applying with the Fluxx system

All applications must be submitted through our online system, Fluxx (https://kresge.fluxx.io). If you do not currently have a login, you will need to create an account. We are processing registrations as quickly as possible, but this process can take up to one week. It is recommended that you request an account up to one week prior to the application deadline. Helpful tips on how to use Fluxx can be found on tinyurl.com/fluxxtips.

Application Components (to be answered on Kresge.fluxx.io)

The application system will require applicants to provide information about their organization and the grant request, answer a set of narrative questions, and submit additional documentation.

Organizational Information

All applicants will be asked to provide basic background information about their organization, such as contact and address information.

Grant Request Information

All applicants will be asked to provide information about their grant request related to:
- the duration of the grant request.
  - this should be 12 months for planning grants and 24 months for project support and general operating grants.
- budget for the request.
- type of support you are requesting: Project Support (includes both 1 year planning and 2 year implementation) or General Operating.
- Confirmed and/or pending funders for this grant request?
- Geographic Area Served - In the table, enter percentage of funding for each geographic area (i.e. city, state, and country) that will be served by Kresge funding. Neighborhood is required only for organizations working in Detroit or Memphis.

Demographic Data

All applicants will be asked to provide demographic data about their organization and the populations they serve. The Kresge Foundation is committed to gathering these data in keeping with our value to promote racial, ethnic and gender diversity.

THE KRESGE FOUNDATION

Narrative Questions

EXPRESSED COMMUNITY NEEDS

1. How does your community describe the impact of housing instability on their health? Describe the opportunity, challenge, or unmet need related to housing instability and health that your proposed activity addresses.
2. Describe how your proposed project emerged from the community.

PROJECT & PARTNERSHIP OVERVIEW

3. Describe your proposed project in detail, including goals and major activities.
4. Who are your current and anticipated partners on this project? Please describe the roles, responsibilities and capacities of any other partners with whom you plan to collaborate during the proposed grant period. Highlight your efforts to ensure community members are involved throughout the lifespan of the project.

PROJECT IMPACT & SUSTAINABILITY

5. Define measures of success and describe how you will evaluate your progress towards those measures throughout the proposed grant period. How will you share lessons learned with the field?
6. List anticipated outcomes of your proposed work as well as how each will be sustained beyond the proposed grant period. Describe anticipated impacts of this work related to increasing decision-making and governing power among underserved communities.
7. Describe any key national and/or local policies you aim to address, elaborating on how the work will advance or protect them.

ORGANIZATION BACKGROUND INFO

8. Why is your organization ideally qualified to lead the proposed scope of work?
9. How does your organization demonstrate its commitment to advancing racial and social equity?
10. Assuming you receive the financial resources necessary scope of work, what obstacles might prevent you from achieving your desired outcomes? What are your plans to overcome or mitigate those obstacles?

ATTACHMENTS

- Annual organizational operating budget - for the fiscal year that most closely corresponds with the requested grant period, reflecting confirmed and projected sources of revenue and intended expenses, listing each separately.
- Financial audit - a copy of your most recent independent audit, in accordance with your country's national accounting practice.