



# GRANT SERIES KICK OFF

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# 1<sup>st</sup> WEBINAR AGENDA

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RUS-DLT Grant**

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**INTRODUCTIONS**

# LEARN DESIGN APPLY, INC.



- Grant management and consulting firm
- Free initial consultation and planning
- Look at all levels of funding with extra focus on federal funding
- Partnerships with technology vendors who specialize in telehealth, distance learning, and networking / connectivity
- Services offered:
  - Where to find funding, “follow the money”
  - Which programs are the best fit / prequalification
  - Funding strategy
  - Application process project management and comprehensive support
  - Assistance locating a grant writer
  - Post-award support



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**FUNDING OVERVIEW**  
**& TIPS**

# FUNDING TYPES

## Discretionary

- Competitive
- Often a more involved application process
- Applications are reviewed / scored before winners are announced

## COVID Relief

- Can be discretionary or non-discretionary
- Short-term
- Finite

## Non-discretionary

- Non-competitive
- Often a minimal application process
- Formula-based, money is allocated to specific entities

Funding is rarely about what you are getting

It's all about how what you are getting addresses a specific need

- Who do you serve – demographics?
- Where do you serve – geography?
- What specific challenges do you face?
- Why do these challenges exist?
- How do you hope to address these challenges?  
Over what time period?
- How do you plan to measure and achieve your proposed goals?

**Basically, funding follows the problem. And one size does not fit all!**

# HEALTHCARE FUNDING FOCUS AREAS

- COVID relief funding (telehealth, vaccine distribution, training / workforce development, etc.)
- Telehealth to rural, underserved communities
- Education, training, and workforce development for healthcare professionals
- School-based health
- Violence prevention and behavioral health focus in schools
- Opioid and other substance abuse treatment, mental health services





# WHERE DOES FUNDING COME FROM?

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Federal

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State

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ARIZONA DEPARTMENT  
OF HEALTH SERVICES



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Local / Foundations

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Maricopa County  
Public Health



# TIPS FOR SUCCESS: SEARCHING

- ✓ Sign up for funding announcements (e.g., Grants.gov, federal and state agencies, etc.)
- ✓ Typically, larger grants are more likely to be available at the federal level
- ✓ Make a funding calendar, noting when programs of interest are typically accepting applications
- ✓ Look at previously funded projects. Is this similar to what you want to implement?
- ✓ Contact previous awardees for input and guidance
- ✓ Look at the applicant eligibility requirements. Is your organization able to apply on its own? Will you need partners? Will another organization have to be the lead applicant?
- ✓ Look at both the application and the implementation requirements. Will you have the necessary resources to both apply for and implement your project?
- ✓ Gauge how competitive the funding is. Look at the total funding amount and the expected number of awardees. Contact the grant administrators and ask how many applications are typically seen for the program.



- ✓ Read the guidance. Then, read it again.
- ✓ Attend any informational webinars that are available.
- ✓ Reach out to the program administrators as soon as you can if you have questions.
- ✓ Figure out your grant application team. Who will be gathering internal information? Who will do any necessary research? Who will write the grant application sections?
- ✓ If you are looking to hire an external grant writer or evaluator, find these individuals early.
- ✓ If you are applying for federal funding, make sure your SAM registration is up to date.
- ✓ Note how the application must be submitted and if needed, make sure your organization has the proper account and access for submission.
- ✓ Note the precise time the application is due.
- ✓ Don't save submission until the last minute!

**TIPS FOR**  
**SUCCESS:**  
**APPLYING**



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HEALTHCARE  
FUNDING PROGRAMS

# CURRENT HRSA PROGRAMS

## Rural Communities Opioid Response Program – Behavioral Health Care Support

- Goal is to strengthen and expand SUD / OUD prevention, treatment, and recovery services
- Public or private, nonprofit or for-profit entities that are part of a broad, multi-sectorial partnership (4+ entities)
- **Service delivery sites must exclusively be located in HRSA-designated rural areas** (but consortia members / lead applicant can be located in urban areas)
- Max award = \$500K per year
- Project period = 4 years
- No match required
- **Deadline = April 19, 2022**

## Small Health Care Provider Quality Improvement Program

- Goal is to promote the development of a quality improvement culture and the delivery of cost-effective, coordinated, culturally appropriate, and equitable health care services in rural primary care settings
- Public or private nonprofit health care provider; or network of small rural providers identified by the Secretary as a key source of local or regional care
- **Applicant must be located in a HRSA-designated rural area**
- Max award = \$200K per year
- Project period = 4 years
- No match required
- **Deadline = March 21, 2022**

## Rural Public Health Workforce Training Network Program

- Goal is to expand public health capacity by supporting health care job development, training, and placement in rural communities
- Public or private, nonprofit or for-profit entities that are part of a network (3+ health care providers) with **at least 66% of network members located in HRSA-designated rural areas**
- Network can also include social service providers and educational institutions
- Max award = \$1,545,000
- Project period = 3 years
- No match required
- **Deadline = March 18, 2022**



# HRSA SCHOOL-BASED HEALTH CENTERS GRANT



- Purpose is to increase access to comprehensive primary care services (in-person and through telehealth) for children / adolescents through school-based health centers
- \$30 million program
- Expected number of awards = 60
- No match required
- FY 2022 application window is **currently forecasted for Feb 21, 2022 – Apr 22, 2022**



# **BROADBAND FUNDING HIGHLIGHTS**

## **USAC Healthcare Connect Fund Program**

- Provides a 65% discount on eligible broadband connectivity expenses
- For public or nonprofit entities (includes healthcare providers, post-secondary educational institutions that offer healthcare instruction, and consortiums)
- **FY2022 filing window = December 1, 2021 – April 1, 2022**
- Full eligibility information and application instructions available [here](#)



## **NTIA Tribal Broadband Connectivity Program**

- \$980 million grant program introduced within the Consolidated Appropriations Act
- Program focused on broadband infrastructure on Tribal lands as well as expanding telehealth, distance learning, broadband affordability, and digital inclusion
- Applications were initially due September 1, 2021
- Another \$2 billion has been added to the program by the Infrastructure Investment and Jobs Act
- **More details to come soon!**



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PROGRAM FOCUS:  
RUS-DLT GRANT





# THE BASICS



## Rural Utilities Service Distance Learning & Telemedicine Program

- Annual technology-focused competitive grant program
- Very consistent and reliable source of funding (one that you can rely on long-term!)
- LDA helps dozens of organizations apply for this program every year
- Provides funding for **interactive, “real time”** distance learning and / or telemedicine projects that give rural residents access to content and / or services – **helping to bridge the digital divide!**
- Almost any type of organization is eligible to apply (exceptions: Federal organizations, sole proprietors, and organizations in coastal barrier zones).
- Both formal and informal consortiums are eligible to apply

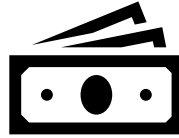


# THE DETAILS



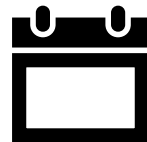
## Project Design & Scoring

- Connecting rural entities together or to an urban hub for resource / content sharing
- Scored on sites that receive the services, information, or content (“end-user sites”)
- Objective scoring based on rurality, economic need, and special considerations (more info to come!)



## Budget & Expenditures

- 3-year grant period
- Match = **15% of the Federal Request** (about 13% of total project costs)
- Award Size = Between **\$50K and \$1M**
- Funds must go toward technology and associated services primarily being used for distance learning and / or telemedicine



## Timing

- Program is typically announced in the **late winter / early spring**
- Application period = 60 - 90 days after program is posted
- But you can start on your application **NOW!**



# WHAT CAN YOU GET?



## Eligible Expenditures

- ✓ **Capital Expenditures** – interactive distance learning or telemedicine equipment, video infrastructure, ancillary core network devices necessitated by the project, internal wiring, software, licensing, digitally connected peripheral devices
- ✓ **Up to 20% of the budget can be spent on broadband related expenditures**
- ✓ **Cloud Services, if adequately justified**
- ✓ **Remote Instruction that is a capital expenditure**
- ✓ **Technical Assistance (up to 10% of the budget)**



## Ineligible Expenditures

- ✓ **Recurring Expenses** – transmission costs, existing operational costs, **salaries**, benefits, contractual, supplies, etc.
- ✓ **No Indirect Costs!**
- ✓ **No Evaluation Costs!**
- ✓ **Unrelated technology purposes**  
This is not a grant for lots of computers / tablets... the main purpose is for the interactive video. Peripherals that help deliver content or services via the video transmission are provisionally eligible.



# HEALTHCARE PROJECTS

- ✓ **Medical Center to Clinics** – *primary & specialty care delivery, continued medical education (CME)*
- ✓ **Clinic to Clinic or Hospital to Hospital** – *sharing doctors, dentists, nurses or allied health professionals; sharing CME, wellness & prevention programs*
- ✓ **Higher Ed to Clinics** – *field training for nursing / PA, skills training*
- ✓ **School to Health Center** – *school-based health, prevention / wellness, mental health / substance abuse programming*
- ✓ **Medical Center to Community Center** – *health & wellness education, nutrition support, mental health / substance abuse programming*
- ✓ **Mental Health & Substance Abuse Clinics to anyone** – *delivering behavioral health and / or substance abuse treatment, education, therapy, etc.*



*Limited only by your  
imagination!*



# AM I COMPETITIVE FOR THIS FUNDING?

## Rurality

Up to 40 points

Averaged across all end-user sites  
(sites receiving content / services)

- Exceptionally rural area: population 5,000 and under – **40 points**
- Rural area: population 5,001-10,000 – **30 points**
- Mid-rural area: population 10,0001-20,000 – **20 points**
- Urban area: population over 20,000 – **0 points**

## Economic Need

Up to 30 points

Averaged across all end-user sites  
(sites receiving content / services)

- SAIPE percentage greater than or equal to 30 percent – **30 points**
- SAIPE percentage greater than or equal to 20 percent but less than 30 percent – **20 points**
- SAIPE percentage greater than or equal to 10 percent but less than 20 percent – **10 points**
- SAIPE percentage less than 10 percent – **0 points**

## Special Considerations

In 2021, up to 20 points

Given once per project

- Treatment, counseling, training, or educational services for 1. Opioid or 2. Substance Use Disorder (SUD) – **10 points**
- At least one end-user site located on Tribal Lands – **20 points**

**For a full walkthrough of calculating your objective score, reach out and / or come to the March 8<sup>th</sup> session!**



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Q&A WITH  
BILLY SAMPLE