

## ACTIVATION FUND KEY FACTORS FOR CONSIDERATION

### Mission

The mission of The Health Foundation is to use its resources to improve the health of those who live or work in the Central Massachusetts Region with particular emphasis on vulnerable populations and unmet needs.

### The World Health Organization defines health as:

“Complete physical, mental, and social well-being, and not merely the absence of disease or infirmity.”

### Concept Fit with Activation Fund Goals

*Will the proposed project help build organizational capacity and effectiveness through any of the following?*

- Creative and innovative approaches to addressing community-identify health issues
- Partnerships to expand services or implement new strategies
- Exploration of emerging health challenges or opportunities
- Improvement of facilities or purchase of equipment/technology to enhance service delivery

### Alignment with Activation Fund Guidelines

- Is the request positioned as a discrete, one-year project with practical and/or measurable outcomes?
- Does the request outline a feasible plan for sustainability that does not involve ongoing fundraising?
- Is the proposed project consistent with the Activation Fund timeline (*with a grant period to begin in July and target project completion by the following June*)?
- Will the proposed project directly impact Central MA residents within the geographic service area?

### Alignment with Mission & Health Equity Commitment

*Factors for evaluation based on information gathered from the demographic survey and application:*

- Diversity of organization’s leadership & representation of the population served in decision-making
- Demographics of population(s) served, including target geographic location(s)
- Impact on historically marginalized communities

### Additional Factors for Staff Analysis & Evaluation

- Organizational effectiveness/leadership capacity
- Financial stability of the organization (or the project’s fiscal sponsor, if applicable)
- Demonstration of need/urgency of problem being addressed and clarity of goals
- Analysis of existing models and/or incorporation of evidenced-based research in project plans
- Alignment with local CHNA/CHIP priorities and/or other evidence of stakeholder support