

The AstraZeneca HealthCare Foundation's **Connections for Cardiovascular Health<sup>SM</sup> (CCH)** program awards Foundation grants annually to U.S.-based, nonprofit 501(c)(3) organizations or similar nonprofit organizations working to improve cardiovascular health in their communities.

The 2020 open call for applications for *CCH Next Generation* will maintain its original mission to improve cardiovascular health in the U.S. and focus on sharing nearly 10 years of Foundation and Grant Awardee learnings from the field so new applicants have the opportunity to modify or adapt these learnings highlighted in the [Effective Program Practices Guide](#) when designing and implementing their own innovative, community-based heart health programs.

The intent of the grants is to support innovative initiatives or programs at the community level to help improve cardiovascular health in the community during the grant year and beyond. Our aim is for funded programs to maximize the benefit to participants and to work toward sustainability beyond our funding.

To qualify for a Foundation grant, an organization is required to be a U.S.-based, nonprofit organization with a 501(c) designation or a public school, government entity or municipal institution that is eligible to accept tax-deductible, charitable contributions. Organizations that are 501(c)(3) and also have an IRS designation as a 509(a)(3) are ineligible for funding.

The nonprofit organization must be engaged in charitable work at the community level or otherwise. The program must address the Foundation's *Connections for Cardiovascular Health<sup>SM</sup>* mission and meet five key criteria:

1. Address patient cardiovascular health issues within the United States and its territories
2. Recognize and work to address an unmet need related to cardiovascular health in the community
3. Respond to the urgency around addressing cardiovascular health issues, including cardiovascular disease or conditions contributing to cardiovascular disease
4. Improve the quality of participants' and non-professional caregivers' lives in connection with the services provided and work done
5. Demonstrate a clear plan for long-term program sustainability, to further improve cardiovascular health after Foundation grants are expended.

Foundation grant applications that meet the criteria and describe innovative initiatives with clearly defined outcomes, measurable results and processes will be considered for funding.

## Organizational Criteria

- The organization and its program must be based in the United States and its territories.
- The Foundation provides grants to organizations that are:
  - Nonprofits with a 501(c) designation. (Organizations that have a 509(a)(3) designation are ineligible for funding.)
  - Public schools
  - Municipal institutions (e.g., city health department, municipal hospital or county board of health).
- Applying organizations will be required to provide 1) a copy of their current IRS 990 form or documents that establish eligibility to receive charitable donations and 2) audited financials for the past fiscal year. (If audited financials are not available, unaudited financial statements may be submitted. The *Connections for Cardiovascular Health<sup>SM</sup>* program preference is to provide funding to organizations that have both a current audited financial statement and IRS Form 990 available.)
- After submitting the application, organizations cannot make substantive changes to their tax status. Once selected for a grant award, organizations cannot reassign, transfer or credit their grant to another entity, including any related entity, without prior written approval by the Foundation. Any changes in an organization's tax status after submitting the application or being selected for a grant award must be reported immediately and may impact the organization's eligibility to receive the grant.

## Funding Criteria

The Foundation preference is to support new organizations with innovative programs to expand the reach of the *Connections for Cardiovascular Health<sup>SM</sup>* program. In addition, the Foundation maintains our commitment to support sustainability by providing reduced funding to support a limited number of previously-funded organizations with programs that demonstrate positive outcomes.

The Foundation will only accept one application per organization for a single year of funding. There is no guarantee of funding. Applicants who are approved for a Foundation grant award must meet program objectives.

- The *CCH Next Generation* open call for applications will provide Program Grant funding to organizations that have never been funded before by the Foundation's *Connections for Cardiovascular Health<sup>SM</sup>* program. *CCH Next Generation* may provide limited grant funding to previously-funded organizations on an invitation basis to support dissemination, sustainability and/or mentorship activities.
- Through evaluating results from community-based programs from *Connections for Cardiovascular Health<sup>SM</sup>*, the AstraZeneca HealthCare Foundation and its evaluation partners have identified six innovative approaches commonly used to improve cardiovascular health at the community level. Applying organizations will need to align with one of six innovative approaches as the basis of their

*Connections for Cardiovascular Health*<sup>SM</sup> Next Generation program or identify their own innovative approach. The six innovative approaches include:

- *Leveraging access for uninsured and underserved participants to improve cardiovascular knowledge and health*
  - *Bringing programs to participants*
  - *Educating children to serve as heart health ambassadors*
  - *Improving cardiovascular health through food-based programs*
  - *Using health coaches/promotores to improve cardiovascular health*
  - *Providing culturally sensitive program interventions to maximize participant outcomes*
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- Applicants are encouraged to consult the AstraZeneca HealthCare Foundation's [Effective Program Practices Guide](#) as a means of informing the proposed program's design relative to the selected innovative approach.
  - Program Grant funding requests must be between \$125,000 and \$150,000.
  - *CCH Next Generation* welcomes applications from every state in the nation and has a preference for funding applications from the top 20 states by cardiovascular disease mortality (*Alabama, Arkansas, Georgia, Iowa, Indiana, Kentucky, Louisiana, Maryland, Michigan, Missouri, Mississippi, Nevada, New York, Ohio, Oklahoma, Pennsylvania, South Carolina, Tennessee, Texas, West Virginia*).
  - Additional preference will be given to applications from states where the Foundation has never previously funded a program (*Alabama, Arkansas, Iowa, Indiana, Nevada, Ohio, Oklahoma*).
  - Programs should be designed with funding for equipment less than 30% of the total budget for equipment that is integral to the specific program design and not for equipment that might support other ongoing, routine programs run by the organization. Equipment costs over 30% of the total funding request will not be considered. Incidental equipment and costs necessary to complete or sustain a project are allowed.
  - The Foundation will not fund vehicle purchases.
  - Costs over 10% in the budget category "Other" will not be considered.
  - Any budget expenses allocated for healthcare provider compensation must only support a portion of each healthcare provider's annual salary for their work on the program and cannot be in addition to the healthcare provider's annual salary paid for by the applying organization.

## Program Design

- **Exclusions.** The Foundation does NOT fund programs that focus exclusively on the following:
  - Capital investments and unsolicited capital campaigns
  - Media/awareness campaigns

- Hospital software systems, hospital in-patient programs or enhancement of existing hospital services
- Professional education and/or training for healthcare professionals that is more than incidental to the program
- Research or clinical trials
- Healthcare provider/cardiologist salaries
- Faith-based programs that are NOT open to the community-at-large.
- The Foundation does NOT support:
  - Cardiovascular initiatives outside the United States or its territories
  - Individuals
  - For-profit organizations
  - Endowments
  - Journals or advertising
  - Political causes, lobbying, fraternal or social organizations
  - Religious organizations whose activities are not open to the general public
  - Nonprofit organizations that discriminate on the basis of age, race, color, religion, national origin, gender identity, sexual orientation, marital status, military service, veteran status or disability.
- **Program Design.** The Foundation seeks programs that:
  - **Are focused on measurable results.** The program should demonstrate clear, defined and designated outcomes, measurements and processes, and include clinical outcome goals. To support these efforts, it is recommended the organization utilize:
    - Healthcare providers to collect clinical metrics.
    - An outside evaluator to analyze and evaluate data, which may include staff who are internal to the organization with the necessary expertise but who are not involved in the program's operations, management or delivery.
  - **Provide an innovative approach.** The program should find innovative ways relevant to the program, population and goals to maximize benefits for the participants and impact to the community.
  - **Demonstrate sustainability.** Programs should be able to continue beyond the potential grant period and potential AstraZeneca HealthCare Foundation funding.
- **Measurable Outcomes and Participant Goals.** The Foundation requires that all programs:
  - Collect and measure program outcomes.
  - Be designed to reach at least 400 unduplicated participants by year-end.
  - Be designed to track at least 200 unduplicated participants by year-end.
  - Demonstrate measurement outcomes at both the mid-year (March 2021) and year-end (November 30, 2021) time frames following the grant award.
  - Report on program outcomes for approximately half of the planned unduplicated tracked participants by March 2021.

## Program Execution

- Prior written approval from the Foundation is required from Grant Awardees prior to making a major change in program objectives, budget or scope. Some examples include, but are not limited to, program location, target audience, number of participants reached and tracked, and behavioral and/or clinical measures.
- Award recipients will be required to submit regular program reports and other requirements to the Foundation according to deadlines and processes set forth in the Letter of Agreement. These requirements include:
  - Three-month progress report submitted in late October 2020 (covers progress from August 2020 through October 2020)
  - Mid-year progress report, sustainability efforts and program outcomes submitted in April 2021 (covers progress from August 2020 through March 2021)
  - Comprehensive year-end report, sustainability efforts and program outcomes submitted by early December 2021 (covers progress from August 2020 through November 30, 2021)

Note: Criteria for assessing applications is subject to change and may be updated by the AstraZeneca HealthCare Foundation from year to year. Application cycles are planned on a year-by-year basis.