



CON ALMA  
HEALTH  
FOUNDATION

*The Heart & Soul of  
Health in New Mexico*

# Pre-Proposal Tutorial

CHAPTER 2 –

FUNDING PRIORITIES

UNDERSTANDING CON ALMA'S FOCUS

ELEMENTS OF COMPELLING PROPOSALS

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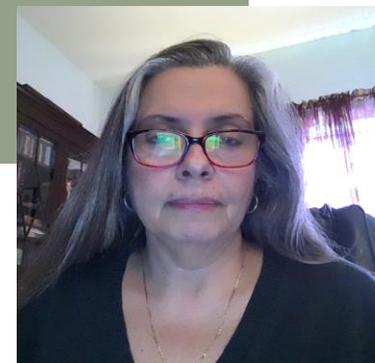
# Focus

as detailed in  
[Health Equity in  
New Mexico:  
A Roadmap for  
Grantmaking and  
Beyond](#) Report

Broad Definition of Health

Health Equity

Systems Change



# Health

## Broadly Defined

*Where we live, learn,  
work and play can  
have a greater impact  
on how long and how  
well we live than  
medical care*

—Source: Robert Wood Johnson

Physical, Psychological, Emotional &  
Behavioral Health

Social &  
Economic Health

Oral Health

Environmental Health

Spiritual Health & Well-being



# Health Equity

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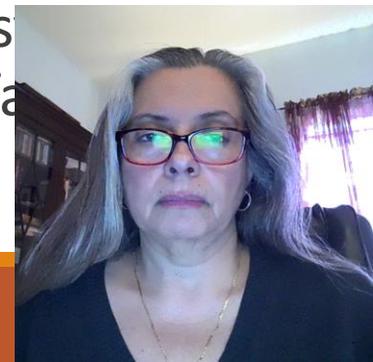


Health equity is achieved when every person has the opportunity to "attain his or her full health potential" and no one is "disadvantaged from achieving this potential because of social position or other socially determined circumstances."

–Source: National Center for Chronic Disease Prevention and Health Promotion (NCCDPHP)

Concerns those differences in health that can be traced to unequal economic and social conditions and are socially and avoidable – and so essentially unjust and unfair.

–Source: Unnatural Causes 2008

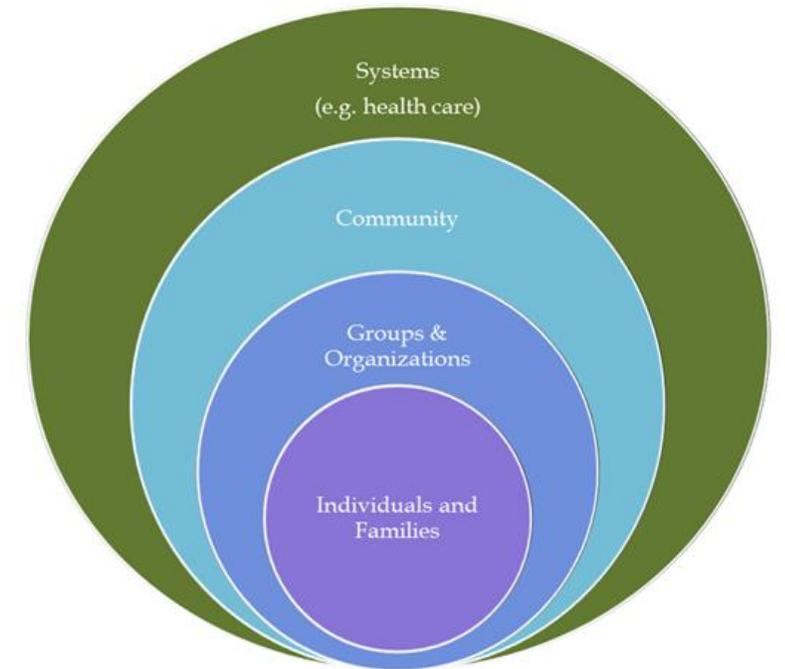


# Emphasis on Systems & Systems Change

A “system” is defined as a collection of things that have some influence on one another, thus are interrelated.

Elements of systemic efforts required to comprehensively and effectively create positive outcomes involve:

- A variety of areas (policies, processes, relationships, power structures)
- A diversity of stakeholders including those most affected, varied organizations including the participation in the policy arena of direct service organizations
- Engagement in collaborative and aligned cross-sectorial work
- A vibrant, effective, capable and resourced nonprofit sector that is reflective of and engaged with the community it serves



# Compelling Proposals

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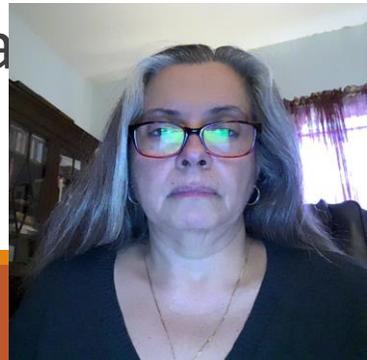
- Promote and advance health equity
- Serve as a catalyst for positive, systemic change (systems vs. direct services)
- Seek to make health systems more accessible and responsive to the needs of diverse communities
- Have a focus on improving the health of underserved communities and populations (rural, tribal, communities of ethnic or other diversity, un- or underinsured, medically underserved)



# Compelling Proposals

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- Engage beneficiaries as leaders in the proposed work
- Engage stakeholders in decision-making and in public policy issues
- Reflect and include New Mexico's populations and regions
- Demonstrate strong collaborative relationships and efforts
- Prioritize community self-determination
- Look to culture, tradition and community for existing strengths and assets that can serve as solutions to any community need



# Compelling Proposals

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- Identify realistic and attainable outcomes (single-year implementation)
- Specify what you are seeking funds to do (think: concise description of what you envision as your desired goal or outcomes—avoid a listing of activities)
- Know that budgets are important and include multiple funding sources
- Clearly address the geographic reach and the geographic impact that are likely as a result of the efforts for which you are seeking support
- Are not rushed, some elements require planning and time to secure (Letter of Support when working within a sovereign nation or when including partner)

