

# CALL FOR MCW ACADEMIC PARTNERS FOR COMMUNITY-LED SEED GRANTS

**Applications Due: Monday, April 1, 2024, by 5:00 p.m. CDT**

**Seeking eligible MCW faculty to serve as academic partners  
on funded Community-Led Seed Grant projects**



**AW** ADVANCING A HEALTHIER  
WISCONSIN ENDOWMENT

## Advancing a Healthier Wisconsin Endowment Overview

At the Advancing a Healthier Wisconsin Endowment (AHW), we are driven by a vision for a healthier Wisconsin. As Wisconsin's largest health improvement philanthropy, AHW seeks to propel the most promising work and ideas to improve health and advance health equity in Wisconsin today, and for generations to come. We do that by *investing* in high-impact, promising work; *connecting* people, research, and academic medicine to break down silos and build up relationships across sectors and communities; and *influencing* how ideas and knowledge can become action to inform programs, policies, and practices.

## MCW Academic Partner Opportunity Description

AHW's Community-Led Seed Grants funding opportunity supports community-led project teams to address community-identified and community-prioritized health needs through conducting initial exploration and testing innovative ideas to serve as a foundation for future sustainable efforts to improve health and health equity. Community-Led Seed Grants will be completed during a 12-month period, beginning Jan. 1, 2025, with an optional six-month no cost extension.

Community-Led Seed Grant projects will align with AHW's community-based areas of focus:

- The *Public and Community Health* area of focus supports implementation and evaluation of health improvement interventions to address community-based health needs, inform policy and practice, improve health outcomes, and reduce disparities in the long-term, deepening understanding of the drivers of the public's health in Wisconsin to affect measurable improvement in targeted health indicators beyond the project period.
- The *Health Workforce Education and Development* area of focus supports development, implementation, and evaluation of programs and resources to better recruit, retain, and advance community-based health workforces that are diverse and responsive to Wisconsin's health needs, including peer support specialists, community health workers, school nurses, public health professionals, and others whose day-to-day work aims to positively improve the health of their communities.

## Call for MCW Academic Partners

To effectively support strong community-MCW academic partnerships to carry out funded Community-Led Seed Grants, AHW is seeking eligible MCW faculty ready to serve as MCW Principal Investigators (PIs) with pre-defined key roles on funded Community-Led Seed Grants based on the community-identified need for the academic partner and the MCW faculty member's interest and expertise. MCW faculty key roles may include:

- Implementation partner – supporting on-the-ground project implementation, engaging closely with the community partner to carry out the community-driven implementation plan included in the approved community-led proposal.
- Health-related content expert – lending expertise in a specific health-related area in alignment with the focus of the community-led project. Expertise and insight shared may support the community to more effectively implement, evaluate, and sustain their work.
- Evaluation-related partner – supporting the community partner to develop evaluation plans and materials for the community-driven work included in the approved community-led proposal to demonstrate success of their efforts.
- Data collection and analysis partner – actively engaging in data collection and analysis in alignment with the community-driven work included in the approved community-led proposal, such as by leading focus groups or survey efforts.

- Policy and systems change partner – serving as a thought partner to the community, supporting idea generation and non-lobbying advocacy efforts to inform policy and systems change beyond the project period and as a result of the community-driven work included in the approved community-led proposal.

## MCW Academic Partner Eligibility

In addition to the pre-defined key roles, the MCW PI is responsible for the fiduciary and reporting requirements of the MCW portion of the project and MCW budget and shares the responsibility with the primary community partner for transferring all communications, notifications, and instructions from AHW to all members of the project team. All MCW faculty are expected to implement collaboration best practices when engaging with community-led projects.

Eligible MCW faculty must be a full-time or full professional effort MCW faculty member with the rank of Assistant Professor, Associate Professor, or Professor, and have a primary appointment in the School of Medicine. The MCW faculty should be able to commit 10% or 20% FTE at the time of application to engage with one or two Community-Led Seed Grant projects.

## Application and Review Process

### Application Process

Eligible MCW faculty should submit an application via the online form available on the [AHW website](#). Applications must be submitted by **5:00 p.m. CDT on Monday, April 1, 2024**.

Applicants must answer all required fields and follow the restrictions set within the online form. No paper or emailed applications will be considered, and no attachments beyond those specifically requested in the following instructions will be accepted.

When filling out the online form, you may save your progress and resume at a later time by checking “Save my progress and resume later” in the upper right-hand corner of the form. If saving, please follow the system prompts to save and re-access the form.

The online form includes the following sections:

- Contact information
- Brief bio, including primary health-focused interest areas and experience working with community-based organizations and projects
- Core interest areas in alignment with the pre-defined key roles for MCW PIs on Community-Led Seed Grant projects
- Alignment with AHW’s areas of focus and geographic areas of interest
- Available level of commitment (FTE) to engage with one or more Community-Led Seed Grant projects during the project period of January 1-December 31, 2025
- Optional demographic information

Following successful submission of the completed application through the online form and technical review, signatures will be required via an AHW-initiated DocuSign process from the MCW PI and their respective MCW Department Chair or Center leadership to indicate their awareness and support of the submitted application.

**Required signatures must be submitted within three business days of receiving the signature request** to complete the submission.

## Review Process

All submitted applications will undergo technical review by AHW staff to ensure that all requirements are met, including but not limited to eligibility criteria and adherence to the guidelines and restrictions. AHW will follow-up with all applicants as part of the technical review process. Applicants should be prepared to respond quickly to communications from AHW following the application deadline.

Selected MCW faculty applicants will be invited to interview to discuss their experience, expertise, and interest in the MCW academic partner opportunity. Reviews will be conducted in collaboration with a Wisconsin-based community leader. AHW will reach out to invited MCW faculty to schedule interviews.

Successful applicants will meet the following criteria:

- Demonstrate relevant experience or a commitment to gaining experience in working with community-based organizations and communities on community-led efforts
- Provide convincing demonstration of an understanding of and appreciation for best practices in community-academic partnerships
- 10% or 20% FTE to commit to engaging with one or two funded Community-Led Seed Grant projects

Final recommendations will be shared with the MCW Consortium on Public and Community Health (Consortium) for their consideration.

## Community-Led Seed Grant Connections

Following funding approval of Community-Led Seed Grants by the Consortium, AHW will support a collaborative matchmaking process with insight from the MCW faculty and primary community partner on the community-led project. AHW will make a formal connection between the selected MCW faculty and the funded project.

Following connection with a project, the MCW academic partner serving as the MCW PI on the project will work with AHW on a budget for their effort on the award and begin engaging as a formal member of the funded project team in collaboration with the community partner organization. In addition to the MCW PI's pre-defined role on the project, the MCW PI is responsible for obtaining IRB determination for the project. The MCW project budget can include salary and fringe for the MCW PI at 10%-20% FTE and travel necessary to engage with the funded community partner.

