

# CALL FOR APPLICATIONS: MCW-Led Learning Event Support

**Applications accepted on a rolling basis, while funds are available**

**Supporting Wisconsin-based learning events that build knowledge, skills, and networks among current and future Wisconsin-based health professionals, with a focus on those employed or being trained by MCW and its affiliates, to advance health and health equity in Wisconsin's communities**



**AW** ADVANCING A HEALTHIER  
WISCONSIN ENDOWMENT

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# Overview

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## 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 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. From urban centers to rural and agricultural communities and self-governed tribal nations, we are committed to maximizing the health of ALL Wisconsinites. We do that by providing funding and resources to researchers, organizations, and communities devoted to the health and well-being of the people they serve.

We accelerate innovation, collaboration, and impact by fueling research- and community-identified opportunities. Learn more about [our story](#) and AHW's [areas of focus](#).

## Funding Summary

AHW's *Call for Applications: MCW-Led Learning Event Support* provides funding to Medical College of Wisconsin (MCW) School of Medicine faculty to host Wisconsin-based learning events that build knowledge, skills, and networks among current and future Wisconsin-based health professionals, with an emphasis on engaging those employed or being trained by MCW and its affiliates. Applicants may apply for up to \$5,000 in learning event support. Up to \$200,000 in funding is available annually to support up to 40 MCW-led learning events each year. Applications will be considered on a rolling first-come, first-serve basis until available funds have been distributed.

## Application and Review Process Timeline

### Approximately 90 days prior to event

Consult with AHW to review proposed learning event and fit with the call for applications

### Approximately 60 days prior to event (required)

Submit learning event support application through [online application form](#) at least 60 days prior to the event, with AHW approval required for submissions after 60 days prior to the event

### Within three business days of email request for signatures (required)

Electronic signatures due from key personnel via an AHW-initiated DocuSign process

### Approximately 30 days prior to date of event

Receive notification of award determination and begin award initiation process

# Funding Details

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## Description

AHW's *Call for Applications: MCW-Led Learning Event Support* provides funding for Wisconsin-based learning events that build knowledge, skills, and networks among Wisconsin's health workforce. Learning events that convene current and/or next generation health workforce professionals to advance collective understanding of and ability to address Wisconsin's leading health challenges are important opportunities to build Wisconsin's health workforce to advance health and health equity now, and in the future.

Learning events should align with AHW's commitment to health workforce education and development, which aims to:

- Nurture a multifaceted health workforce responsive to Wisconsin's needs
- Implement effective recruitment, retention, and continuous learning strategies to optimize current and future workforces
- Maximize purpose, resilience, and fulfillment among health workers across disciplines

Successful applications will describe a key learning gap that the event aims to address, a targeted group of learning event participants consisting primarily of Wisconsin-based health workforce professionals, and how the skills and knowledge gained may be put into action by event participants to contribute to advanced health and/or health equity in Wisconsin.

## Applicant Eligibility

Financial support is available for learning events that meet the following eligibility criteria:

- **Learning Event Host:** Hosted by an eligible MCW principal investigator (PI). The MCW PI must be a full-time or full professional effort MCW faculty member with the rank of Assistant Professor, Associate Professor, or Professor. The MCW PI will be responsible for the fiduciary and reporting requirements of the project and project budget.
- **Duration:** Support is available for one-time learning events or series of events that includes a specific number of events over a pre-set duration in the application. Event date(s) must be identified in the application.
- **Location:** Events must incorporate an in-person component and be held in the state of Wisconsin. Funds may not be used to support events that are virtual-only, unless otherwise approved by AHW.
- **Participants:** A majority of event participants must be Wisconsin-based current professionals, early career professionals, and/or the next generation of leaders working to improve Wisconsin's health and the event participants should include those employed or being trained by MCW and its affiliates, along with appropriate participants from other institutions. Participation in the event must be open to all health professionals without participation being limited to or focused on a specific population, e.g., race, color, religion, sex, sexual orientation, national origin, or any other legally protected characteristic.
- **Objectives:** The event must aim to build participant capacity for improving health in WI, such as knowledge, skills, or networks, through defined learning objectives and employing best practices in adult learning.
- **Content:** Event content must be new or innovative compared to other events or prior iterations of existing events.
- **Event Collaborators:** Applicants are encouraged to engage the target audience and/or additional collaborators to inform the planning and implementation of the learning event.

- All proposals must comply with all applicable federal, state, and local laws.

## Budget Requirements

Eligible applicants may request up to \$5,000 in funding to support direct, non-personnel, event-specific expenses. Learning event support awards are limited to one per event.

## Allowable Expenses & Funding Restrictions

Funds can only be used for direct project-specific expenses, which include the following for this funding opportunity:

- Meeting expenses, including but not limited to venue, A/V, and refreshment costs.
- Consultant/speaker expenses, such as speaker fees and speaker travel expenses to and from the learning event, including but not limited to airfare, mileage, taxi/public transportation, hotel, parking, etc.
- Supplies, including printing and appropriate meeting supplies needed to conduct the learning event.
- Other direct project-specific expenses, pending sufficient justification and AHW approval prior to incurring the cost.

Funds may not be used for:

- Personnel time, including salary and fringe
- Career development programs that support professional development solely of the host department's own employees
- Learning events conducted outside of Wisconsin
- Learning events that include political campaigns, lobbying activities, or voter registration drives, and events that are primarily focused on marketing, fundraising, networking, or research/information gathering
- The purchase of alcoholic beverages
- Learning events that are funded through a current, active AHW-funded project
- Indirect costs such as ongoing operating expenses of an organization's routine functions and principal programs or attendee scholarships or stipends
- Debt reduction
- Entertainment
- Lobbying
- Reimbursement solely for patient care or clinical service delivery
- Publishing fees to benefit education or research in general
- Stipends and flat fees/rates
- Supplanting

View a complete list of [Allowable and Unallowable Costs](#) on the AHW website.

For information on financial compliance and reporting requirements for funded projects, please review the Funded Project Terms and Conditions for MCW-led Learning Event Support Projects on the [AHW website](#). By applying for an AHW award, applicants agree to these terms and conditions.

## Supplanting Criteria

AHW was established as the result of a generous financial gift made by Blue Cross & Blue Shield United of Wisconsin to the people of Wisconsin, giving AHW the extraordinary responsibility to steward this financial gift on

behalf of Wisconsin residents. As such, AHW adheres to requirements as defined in a March 28, 2000, Order of the Commissioner of Insurance, which requires that AHW funds (the Funds) “may not be used to supplant funds or resources otherwise available.” AHW, via MCW, must report annually on its determination that the Funds do not supplant other resources that may be available to accomplish the same purposes. A [supplanting guide](#) can be found on the AHW website.

Prior to final funding recommendations and approval, AHW and/or its oversight body, the AHW Research and Education Advisory Committee (REAC), will assess whether other financial resources exist or are available for the project, including an assessment of whether the applicants have other financial resources available for the project. Applicants must certify that no financial resources will be supplanted and provide a complete listing of current funding sources for the project or similar other projects.

## Application and Review Process

AHW’s *Call for Applications: MCW-Led Learning Event Support* uses a one-stage application and multi-stage review process.

### Application

All applicants that meet the eligibility requirements should submit an application via the [online application form](#) available on the AHW website. Applications are accepted on a rolling basis and are reviewed on a first come, first serve basis until available funds have been distributed.

Please use the following instructions to prepare the application for final submission via the online form. 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 requested in the form 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. Only one applicant team member may begin and save the online form by creating a login (email address and password) that will allow that individual to return to saved work. We recommend you designate one individual to enter the completed application information online.

The application includes the following sections:

#### 1. Online Application Form

The online application form allows the project team to provide general project information and must be completed via the [online form](#) accessible on the AHW website. The online form content includes:

- Learning event details, including event title, date(s), and location and venue
- Learning event host details, including the MCW department, contact information and optional demographic information, as well as any collaborating organizations or individuals supporting event planning and implementation
- AHW alignment information
- Narrative responses to the following prompts with a maximum of 2,000 characters, including spaces, for each prompt:
  - Description of the goal of the learning event including its anticipated impact on health improvement in Wisconsin, the learning or professional development need the event

aims to address, the event learning objectives, and how the event content (including speakers, materials, etc.) will help meet the learning goal

- Description of the Wisconsin-based health workforce audience that will attend the learning event including the fields (i.e., surgery, internal medicine) and positions (i.e., physicians, APPs, residents, etc.) of anticipated participants, the targeted MCW-based faculty, staff or students that will be engaged and the anticipated number of participants
- Description of how the learning event will support participants to apply their learnings to their work and how the event hosts will evaluate participant learning and event objectives

2. **Budget workbook** (attachment using the AHW-provided form accessible from the Application Resources section of the funding opportunities page on the [AHW website](#))

The budget workbook must detail the event-specific, direct expenses that AHW funds are proposed to support. The Total AHW Project Budget Request in the budget workbook must equal the amount requested for the project on the online form and, if the amounts do not match upon submission, AHW will use the total in the budget workbook as the final request amount as long as it does not exceed the \$5,000 maximum request.

3. **Budget justification** (attachment using the AHW-provided form accessible from the Application Resources section of the funding opportunities page on the [AHW website](#))

The budget justification must provide a description of all proposed direct expenses included in the budget workbook.

4. **Non-supplanting attestation** (attachment using the AHW-provided form accessible from the Application Resources section of the funding opportunities page on the [AHW website](#))

A non-supplanting attestation must be completed for the MCW faculty serving as the learning event host and detail all funding supporting the proposed event and how past iterations of the event, if applicable, were supported.

5. **Signatures**

Following successful submission of the completed application through the online form and technical review, signatures will be required via an AHW-initiated DocuSign process to indicate their awareness and support of the submitted application. The MCW PI and their MCW Department Chair or Center Leadership will receive an email with instructions to complete and submit their signature. **Required signatures should be submitted within three business days of receiving the signature request** to complete the submission and advance it for review.

## Review

All submitted applications will undergo a multi-stage review process, beginning with a technical and programmatic 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.

Applications that pass technical and programmatic review will be eligible for review by AHW leadership and the MCW Controller's Office to confirm that the requested funds are not supplanting existing funds or funds available through other sources.

Throughout the review process, AHW may request that applicants adjust their scope, budget, or timeline based on the outcome of the review process.

### Award Determination

Notification emails of award determination are anticipated to be sent to the MCW PI serving as the learning event host approximately 30 days prior to the date of the event.

## Application Resources

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AHW's goal is to support applicants through the application process to the best of our abilities, and we encourage applicants to contact AHW with questions throughout the application process.

### AHW Online Resources

AHW's website provides information, application resources, and answers to frequently asked questions related to each funding opportunity and the AHW funding process. Visit the AHW website at [www.ahwendowment.org](http://www.ahwendowment.org).

A fillable template of the online application form is available for download via the [AHW website](#). The template will not be accepted as a final submission but is designed to be used by the applicant to prepare their responses prior to completing and submitting the online form.

### Pre-Application AHW Consultation

For an efficient application process, applicants are encouraged to connect with AHW to discuss their proposed learning event and ensure it is in alignment with the funding opportunity. Applicants are encouraged to connect as early in the development of their application as possible. Please see the [AHW website](#) to request a consultation to discuss your proposal idea.

