



The Salem County Health and Wellness Foundation is seeking applicants for its Matching Gift Awards for 2023. The Foundation will support a total of twelve organizations with matching grants up to \$20,000 each.

The Matching Gift Awards have three primary purposes:

- 1) Matching Grants can help organizations build their donor base and thus support the work related to their health and well-being mission and vision.**
- 2) Matching Grants can be used to support general operating expenses, as well as any priority projects of an organization.**
- 3) Matching Grants can be used as “match” for other grant awards from government or philanthropic sources.**

The Matching Gift Program was initiated by the Foundation in 2010. By all measures, the grantees have found the awards to be quite valuable. Prior to this solicitation, organizations that the Foundation had previously worked with (Grantees) were invited to apply. However, this year the awards will be open to non-grantees as well and will be competitive. Final decisions regarding applications will be made by the Foundation’s Board of Directors.

The original idea was that these matching gift grants would be available to a wide range of organizations that address the health and wellness challenges and opportunities in Salem County. Since the inception of this category, the Foundation has defined *health and wellness//well-being* broadly, thus allowing for a wide range of participants. That has included projects for children, families and individuals. We intend to continue with this level of flexibility, and we encourage any organization whose mission and vision is aligned with that of the Foundation to apply.

Up to this point, the Foundation has provided matching grants for up to nine organizations. Based on the positive input from our community stakeholders, we are expanding that number to twelve grantees. Those organizations must be based in Salem County or provide services to residents of the county during the year of the award. In addition, the Foundation is seeking applicants whose services are consistent with the Social Determinants of Health or the Protective Factors for Families. The organization should briefly highlight how their efforts address one or more of the health and wellness disparities in Salem County.

This year the Foundation is expanding its definition of the term “match”. Originally, it was our hope that grantees would use this source of funding as a way to expand their donor base and to access resources for their general operating expenses. This is still the case. However, we are also providing organizations with an opportunity to utilize the matching funds as a way to attract more substantial federal, state or

philanthropic grant awards. In this scenario, a matching grant of up to \$20,000 would be awarded once the organization provides documentation of a larger award that addresses the health and wellness outcomes in Salem County.

The application is attached. You are encouraged to keep your responses concise and comprehensive. *Extensive narratives are not necessary.* Additional information might be requested subsequent to your application. Once an award is made, the organization must provide documentation of a contribution or a grant to the agency before the Salem Health and Wellness Foundation provides any matching resources. Applications are due no later than, close of business May 31, 2023. Please contact Judith Foley at 856-299-4460 with any questions.