**CONDITIONS OF PARTICIPATION**

The Kate B. Reynolds Charitable Trust seeks solutions that can be applied initially within a rural county or region in North Carolina but that are potentially scalable to other rural areas across the state. Once the awards are announced, the Trust has the option to implement winning ideas with partners and in locations of its choosing.

**ENTRY PROCESS**

Between October 1, 2013, and October 31, 2013, applicants should submit a letter of no more than six pages to the Trust. The idea should be developed sufficiently so the review committee can envision a high-impact implementation in a rural North Carolina environment. Letters should be sent by email to the attention of Delvon Worthy, program associate, ruralprize@kbr.org. Up to two submissions from any single entrant will be allowed. Previous **NEW RURAL** applicants are welcome to apply again.

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**RESOURCES**

- Cecil G. Sheps Center for Health Services Research, UNC: [http://www.shepscenter.unc.edu](http://www.shepscenter.unc.edu)
- Community Care of NC: [https://www.communitycarenc.org/](https://www.communitycarenc.org/)
- Kate B. Reynolds Charitable Trust: [www.kbr.org](http://www.kbr.org)
- North Carolina Institute of Medicine: [http://www.nciom.org](http://www.nciom.org)
- Rural Assistance Center: [http://www.raconline.org/](http://www.raconline.org/)

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**ABOUT THE KATE B. REYNOLDS CHARITABLE TRUST**

The Kate B. Reynolds Charitable Trust was established in 1947 and is now one of the largest private trusts in North Carolina. Its mission is to improve the quality of life and quality of health for the financially needy of North Carolina. The Health Care Division promotes wellness state-wide by investing in prevention and treatment. The Poor and Needy Division of the Trust responds to basic life needs and invests in solutions that improve the quality of life and health for financially needy residents of Forsyth County. Wells Fargo Bank, N.A. serves as sole trustee.

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**COMPETITION TIMELINE**

<table>
<thead>
<tr>
<th>Month 1</th>
<th>Month 2</th>
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<tbody>
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**All applications must be received by 11:59 p.m. EST on October 31, 2013.**
THE NEW RURAL: INNOVATIONS IN RURAL HEALTH AWARD

The Kate B. Reynolds Charitable Trust established THE NEW RURAL: INNOVATIONS IN RURAL HEALTH AWARD to help us—and our rural partners—think differently about community health challenges. We want to encourage and recognize promising work that has the potential to improve the health status of hundreds of thousands of people living in rural North Carolina.

For the second year in a row, we are looking for original, innovative solutions to drive health improvement in rural communities. One winner will receive a $25,000 New Rural Award for an innovative and inspiring idea.

THE NEW RURAL: INNOVATIONS IN RURAL HEALTH AWARD is intended to be a fun but highly competitive chance for you to raise the bar. Any individual or organization across the U.S. is invited to participate. We invite you to think the impossible. Dream big. And help us to identify exciting approaches that “just might work.”

Do you have an idea for improving health in rural communities?

Maybe it’s a variation of something you’ve done or that has worked well elsewhere. Or maybe it’s more unusual … a little bit crazy, but it just might work!

Your idea could be what we are looking for — a powerful way for rural communities to change course on any number of health factors or build upon existing local assets.

SITUATION

The number of people in rural North Carolina who suffer from poor health is growing. Eighty-eight out of the state’s 100 counties are rural, and many of those are among the unhealthiest places in the country. Health challenges, in turn, affect the quality of life of individuals, families and larger communities.

PURPOSE

The purpose of the New Rural award is to recognize innovation, impact and influence in improving the health of financially disadvantaged persons in North Carolina’s rural communities.

RECOGNITION

One $25,000 New Rural award and up to three $7,500 awards will be given by the Trust in 2014.

ELIGIBILITY

The competition is open to nonprofit and for-profit organizations and units of local and state government. Individuals may also apply. Submissions may come from individuals and organizations anywhere in the U.S. Previous New Rural applicants may enter, as well as previous and current Trust grantees. Employees or contractors of the Kate B. Reynolds Charitable Trust are not eligible.

SELECTION CRITERIA

The review committee will include representatives from the Trust, North Carolina and national innovators, as well as people who are working day-to-day on rural health issues. The committee members will be named and posted on www.kbr.org.

Entries will be judged and based on five criteria. Submissions should:

> Address difficult or long-standing issues of prevention or treatment. The four primary funding areas of the Trust’s Health Care Division are community-centered prevention, access to primary medical care, diabetes and substance abuse/mental health. Submissions may address those areas directly, or reflect the Trust’s overall mission to improve the quality of life and quality of health for the financially needy of North Carolina.

> Demonstrate transferability. Ideas need to be relevant to rural and economically distressed regions of North Carolina. Submissions should indicate how a solution could be transferred to or modified for various communities.

> Be consistent with high-impact work in other rural places. Submissions should demonstrate knowledge of what has or has not been effective in driving health improvement in rural settings around the country. Proposals should be consistent with innovative, high-impact work being done in other states.

> Show potential for impact within 3 to 5 years. Submissions should be designed to create impact and drive results within a three to five year timeframe.

> Show signs of success. Submissions should include results of preliminary or pilot efforts and early indications of success. Proposals should consider how rural North Carolina communities could achieve positive outcomes.

As we deepen our work with rural North Carolinians, we are increasingly aware of the need for thinking that elevates the discussion. Too much work in rural health improvement takes a ‘fix-it’ approach, dwelling on what communities don’t have.

At the Trust, we want to compel assets-driven, community-based approaches to turning around some of the most intractable health challenges facing rural communities. We hope to bring the best minds from around the country to help rural communities use their broad band of assets to drive health improvement.

THE TRUST AND RURAL HEALTH

The Kate B. Reynolds Charitable Trust has a long history of leading and supporting rural health innovation in North Carolina. True to the spirit of Mrs. Reynolds’ legacy, the Trust has focused its work on improving the health of those least fortunate in the state.

Over the last five years, the Trust has begun to concentrate its efforts on those rural counties that have limited resources but great promise for a healthier North Carolina. While we are making significant progress in bringing both financial resources and effective programs to these communities, the work has barely begun.

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2013 NEW RURAL WINNER: A mobile medication program designed to reduce hospitalization costs for seriously mentally ill individuals in rural Pennsylvania. Submitted by nonprofit Human Services Center.

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> Community-wide effort to address substance abuse in Dare County, North Carolina
> Guidance and mindful listening curriculum to improve student behavior in rural Louisiana
> Community-based approach for early breast cancer detection among Latinas in rural Florida

pictured (left to right): Trust President Karen McNeil-Miller and Health Care Division Director Allen Smart joined by winners Michele Kelly-Thompson and Joni Cook from Human Services Center.
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