

“NEVER BEFORE
IN HISTORY HAS
INNOVATION
OFFERED
PROMISE OF
SO MUCH TO
SO MANY IN SO
SHORT A TIME.”

—Bill Gates



ABOUT ALLIANCE HEALTHCARE FOUNDATION

Alliance Healthcare Foundation (AHF) is the greater San Diego region's community partner for improving access to healthcare for the region's poor, working poor and vulnerable populations. Since 1989, AHF has invested more than \$45 million in grants into the San Diego community. Committed to the principle that everyone should be able to access appropriate, quality, and timely care, AHF works closely with nonprofit, government and community agencies to further this goal. They accomplish this work through advocacy, education and collaborative grantmaking.

Location

5060 Shoreham Place, Suite 350
San Diego, CA 92122

(877) 820-9410

www.alliancehf.org



\$1 IF YOU HAD
MILLION

**TO CHANGE
HEALTHCARE FOR
THE UNDERSERVED,**

WHAT WOULD YOU DO?

Dear Friends,

The Innovation Initiative (i2) is a unique funding opportunity aimed at transforming the way vulnerable and underserved communities access health and healthcare. This global competition aims to engage and inspire the world's best thinkers in finding bold, new solutions to our most pressing healthcare challenges. The organization or partnership that proposes the most creative, feasible solution to transform the way healthcare is delivered to the underserved (of San Diego) will be awarded up to \$1 million over as many as three years to implement their proposal. The winning plan must initially benefit the underserved communities of the greater San Diego region, but then would be replicable across many other communities.

We believe that there are solutions to the significant challenges we face in improving access to healthcare for the underserved, and that these solutions will emerge from collaboration between diverse industries and partners. We cannot wait to be amazed by your creativity and passion. Thank you for sharing our vision that everyone should be able to access quality, appropriate and timely healthcare.

Best,

Karma Bass

President and CEO
Alliance Healthcare Foundation

What is the Innovation Initiative?

The Innovation Initiative is a single grant of up to \$1 million, distributed over as many as three years, to a single entrepreneurial idea aimed at transforming the healthcare delivery system for the underserved. The grant dollars may be used to fund an entire program, or may contribute to launching a program with other sources of secured funding.

Who can apply?

This competition is open to non-profit organizations or partnerships of organizations that include a 501(c)3 non-profit (the grantee) and other non-profit, for profit and/or governmental agencies. Alliance is committed to facilitating compatible partnerships that meet these requirements.

What do you mean by innovation?

Innovation is more than just a new idea, process or product; it is an orientation to solving challenging problems that doesn't rely on old ways of thinking. Innovation creates unusual solutions by engaging creative, usually cooperative, thinking in brand new ways.

Innovation may also have a destructive effect as old processes or models are destroyed and replaced by new, more effective systems. Revolutionary or discontinuous innovation disrupts the usual way of doing business or behaving to create a new, more efficient or productive form of acting.

Why innovation now?

Some say it is opportunity, not necessity that is the mother of invention and innovation. If this is true, there may never be greater opportunity or need for innovation in the healthcare



sector. With health reform legislation in place, new ways of doing things in healthcare are becoming a greater imperative than ever before. And with healthcare costs at more than 17% of the GDP, projected to be well over 20% in the near future, there has also never been a greater need for innovation.

What if I'm not connected to San Diego?

The Innovation Initiative grant must initially benefit the medically underserved populations of the greater San Diego region. The funded proposal should be replicable and scalable to benefit other communities as well. Think of San Diego as a test ground for a program so innovative and effective that it could eventually be implemented everywhere.

How can I apply?

Instructions for submitting a Letter of Intent for the Innovation Initiative grant can be found online at www.alliancehf.org. Please visit our website or call (877) 820-9410 for more information.

**INSPIRING
SOLUTIONS
TO HEALTHCARE
CHALLENGES**

June 28, 2010
i2 Letter of Intent
Due Date

Summer 2010
Selected applicants
invited to Pitch Meeting

Fall 2010
Proposal Due Date

Late Fall/Early
Winter 2010
Announcement of
Grant Recipient

