



Blue & You
FOUNDATION
For a Healthier Arkansas

2025 Blue & You Mini Grants

Application Details

Summary

- **Purpose** – The Blue & You Foundation is offering grants to eligible organizations who are addressing health disparities in the state of Arkansas. The funds must be used for specific programs targeting:
 - Emergency Medical Equipment
 - AEDs
 - Stop the Bleed Kits
 - Narcan
 - Maternal and Pediatric Health
 - Car Seats
 - Safe Sleeping Equipment
 - Blood Pressure Cuffs
 - Diapers
 - Formula
 - Transportation Support
 - Food Pantry Support
 - Fresh Proteins
 - Fresh Fruits & Vegetables
 - Dairy
 - Whole Grains
 - Healthy Fats
 - Pantry Supplies
 - Health Initiatives at a public school, college, or university
 - Calming Rooms
 - Food Pantry Supplies
 - Hygiene Products
 - Financial Literacy
 - Preventative Programs

- **Eligibility** – 501(c)(3) organizations with services directly benefitting Arkansans may apply.



- **Amount** – Applicants may apply for amounts between \$1,000 and \$5,000. Partial funding will not be granted.
- **Length of Time** – Programs must be implemented within six months of receiving funding.
- **Deadlines** – There is no deadline to apply. Mini grants will be distributed based on need and quality of applications. Mini grants will be evaluated and awarded in the last month of each quarter. Applicants will be notified of the final approval or decline in March, June, September, and December.
- **Applying** – Applicants must pass the eligibility quiz and submit an application online at <https://blueandyoufoundation.us-1.smartsimple.com>.

This application requires the below details.

- **Project Overview**
 - Project Title
 - Proposal Summary
 - Amount Requested
 - Project Start Date
 - Project End Date
 - Is your project an existing program or a new, startup program?
- **Executive Summary**
 - What is the need? Why does your organization wish to undertake this project? *500-word limit*
 - What are the principal activities or methods your organization will implement to successfully achieve the objectives of the project? *1000-word limit*
 - How many people will you directly impact with this funding? *50-word limit*
- **Primary Target Demographics**
 - What is the primary age demographic to be served by your project?
 - What is the primary race/ethnicity demographic to be served by your project?
 - What is the primary gender/sex demographic to be served by your project?
 - Please select the counties your project will impact in Arkansas. If statewide, click “Statewide.”
- **Budget Information**
 - Applicants will be required to input a complete budget in the application portal.



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- Note: If the applicant is requesting any equipment or construction, estimates from companies must be included in the “Additional Documents portion of the Documentation section.
- Applicants will be required to provide a budget narrative for the items requested in the budget.

Scoring Criteria

Mini grant applications are scored according to need and quality of the application.

Selection and Awards

Applicants will be notified of the final approval or decline in the final month of each quarter: March, June, September, and December.