

# HEALTHY COMMUNITIES

2015

*Request for  
Proposals*





# OVERVIEW AND DEADLINES



# The goal of our Healthy Communities funding is to create community environments that encourage healthy choices, so all individuals in the community benefit.

Over the past 10 years, HCF has awarded nearly \$28 million in funding through our Healthy Lifestyles funding round to increase access to healthy food, increase safe places to be physically active and to reduce exposure to tobacco among the uninsured and underserved.

## RFP Name Change

As we reflected on that goal, the Healthy Lifestyles name didn't seem to fit with the intent of our funding. So, we are excited to announce that in 2015 the Healthy Lifestyles funding round has a new name: **Healthy Communities**.

## 2015 Healthy Communities RFP Goal

To increase access and utilization of healthy foods, safe environments to be physically active and reduce exposure to tobacco through resident focused policy change.

A total of \$2.4 million is available through the 2015 Healthy Communities RFP. Grants will be awarded for a period of up to two years. Please note, approval of two-year funding requests will affect the number of grants that the Foundation can award; therefore, applications for two-year grants are required to provide an explanation on why the proposed project requires multi-year funding.

## HCF Overview

The Health Care Foundation of Greater Kansas City is dedicated to the mission of providing leadership, advocacy and resources to eliminate barriers and promote quality health for uninsured and underserved in Kansas City, Missouri and the following counties: Cass, Jackson and Lafayette in Missouri and Allen, Johnson and Wyandotte in Kansas. Our vision is simple – Healthy People in Healthy Communities.

Since we began grantmaking in 2005, we have dedicated more than \$190 million to organizations and programs who are working toward achieving our mission and vision. For more information, visit [hcfgkc.org](http://hcfgkc.org).



## Deadlines

### Letter of Intent

January 14, 2015

### Full Proposal Submission

February 18, 2015

### Awards Announcement

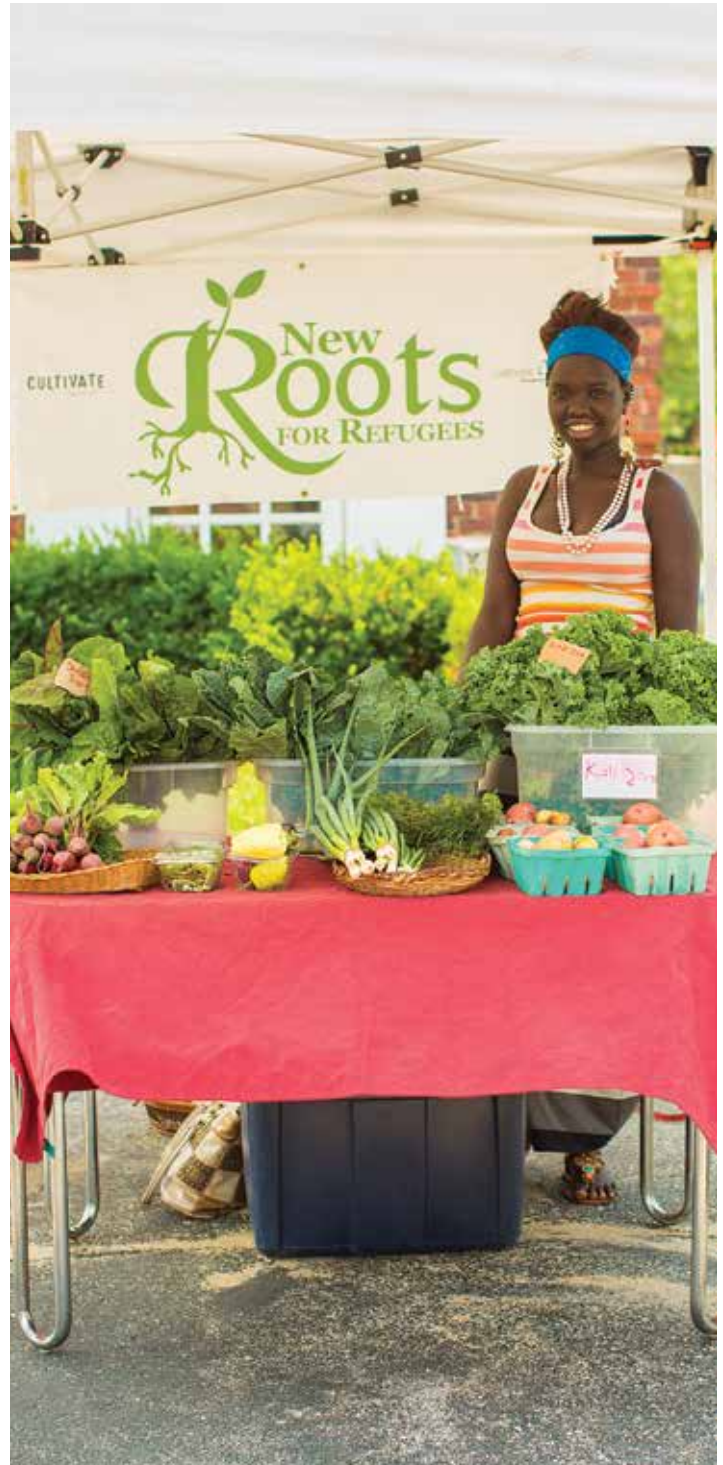
June 10, 2015

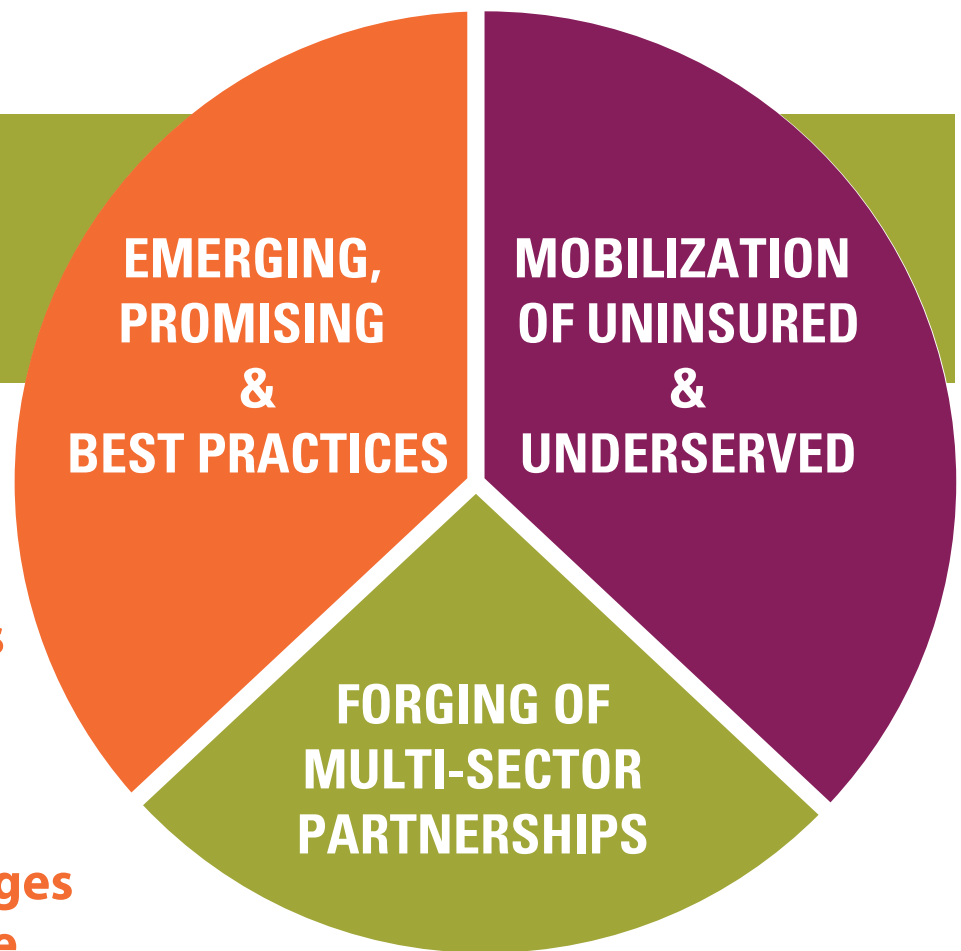
# THE APPROACHES

## Implementation of Emerging, Promising and Best Practices

- Engages affected community members to change their physical environments for increased access to healthy food or safe places for physical activity
- Builds on existing approaches that have improved organizational practices or effected policy change
- Utilizes approaches from national leaders such as Centers for Disease Control, The Prevention Institute or PolicyLink

*A Decade of Advocacy: The Strategic Alliance for Healthy Food and Activity Environments* is an example of how the food and activity movement in California has progressed over the last 10 years. For more examples you may also visit the Prevention Institutes website: [preventioninstitute.org/about-us/our-approach.html](http://preventioninstitute.org/about-us/our-approach.html).





**All three approaches are required and must be combined to create policy and environmental changes that ensure everyone has the opportunity to participate and prosper.**

### **Mobilization of Uninsured and Underserved**

- Provide culturally relevant education to increase awareness on issues impacting overall community health
- Build public will by strengthening individual knowledge and skills
- Organize and equip individuals or institutions to take action or influence policy on behalf of a specific issue

Here is an example of how Grassroots Solutions put people at the center of public health campaigns results in better and more sustainable health outcomes: [grassrootsolutions.com/2014/05/healthy-communities-put-people-at-the-center/](http://grassrootsolutions.com/2014/05/healthy-communities-put-people-at-the-center/).

Here is an example of a toolkit for youth activism in tobacco control: [legacyforhealth.com](http://legacyforhealth.com).

### **Forging of Multi-Sector Partnerships**

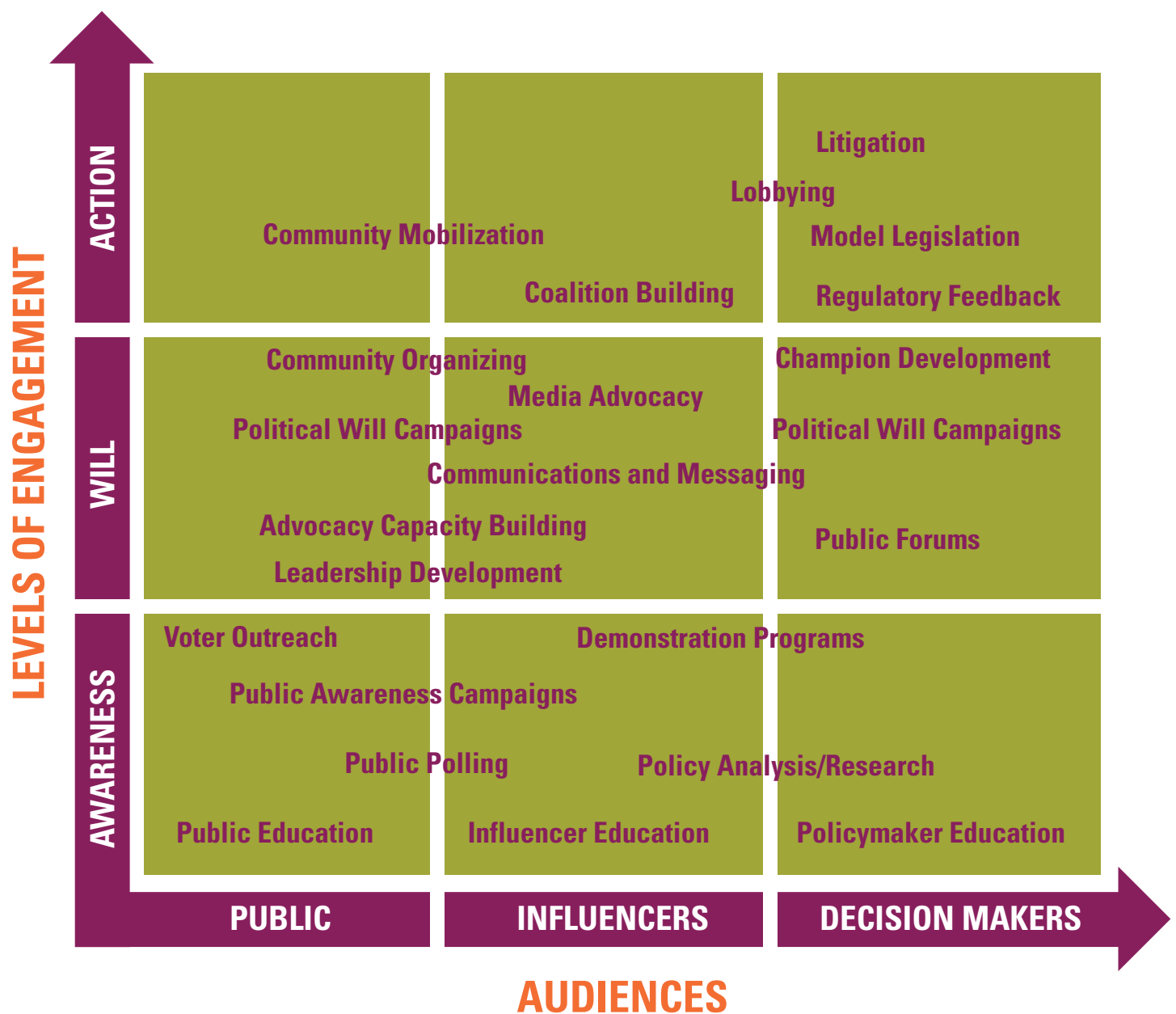
- Collaborate on existing, aligned policy and environmental change efforts
- Reach out to non-traditional partners to have a stronger unifying voice and impact on policy change
- Align with local, regional or state healthy eating and active living coalitions and networks
- Connections among people across multiple fields and sectors that catalyze and accelerate the work

For more information, visit Health In All Policies [phi.org/resources/?resource=hiapgguide](http://phi.org/resources/?resource=hiapgguide) or Community Commons is an interactive mapping, networking, and learning utility for the broad-based healthy, sustainable, and livable communities movement. [communitycommons.org/](http://communitycommons.org/).

# PUBLIC POLICY APPROACH

This framework was developed to help communicate and coordinate your strategy with other advocacy partners in the field in regards to public policy. Please use this framework to help develop your policy change strategies. We recognize this doesn't specifically address

organizational policy approaches, which is also important and supported by HCF. While we acknowledge your organization may only be focused in one of these areas, applications must demonstrate how you are partnering to impact larger policy change.





# WHAT WE MEAN

The following common terms are generally used in Healthy Communities efforts. We feel these are an important framework for applicants to have a shared understanding of terms used.

**Community Environment** - Our physical and social surroundings - the places where we live, work, play and learn.

**Community Mobilization** - A process through which action is stimulated by a community itself, or by others, that is planned, carried out and evaluated on a participatory and sustained basis to improve health.

**Multi-Sectoral Collaboration** - Partnerships between different sectors (e.g., government, private and community) and fields (e.g., health, education and transportation).

**Public Will Campaign** - Organized, strategic initiatives designed to legitimize and garner public support for social problems as a mechanism of achieving policy or action change.

**Policy** - The rules that guide the activities of government or organizations and provide authority for the allocation of resources including institutional practices and public policy.

**The Equity Approach** - Equity is defined as the means to ensure that everyone has the opportunity to participate and prosper when designing and implementing strategies to improve community health.

When working to implement changes to improve healthy food access, safe physical activity access, and decrease tobacco use in under-resourced communities and communities of color, attention to how strategies are implemented is just as important as what strategies are implemented.

An overarching set of strategies and actions spanning all policy arenas are necessary to advance an equitable approach, including:

- Authentically engaging community residents and youth in the process
- Building the capacity of community residents and staff from grassroots organizations to engage in advocacy efforts
- Fostering multi-field networks and partnerships to address health equity
- Acknowledging and addressing root causes of inequities
- Building equity impacts and protections into local policies and practices





# MEASURING SUCCESS



As stated, the overall goal of the Healthy Communities RFP is to increase access and utilization of healthy foods, physical activity in safe environments and reduce exposure to tobacco through resident focused policy change.

We recognize this goal is long term and will require many partners over a long period of time. These outcomes may take longer than the duration of the grant. Change at the organizational, policy and community levels take time but these are building blocks to achieve those longer term goals. Below we share our thinking with regards to outcomes over time.

**HCF places a high emphasis on evaluation at all levels.**

## HCF's Healthy Communities Outcomes





# APPLICATION AND SELECTION PROCESS

# WHO CAN APPLY

- **Applicant organizations must demonstrate capacity to carry out program work funded by the grant**, exercise financial controls and use generally accepted accounting procedures, and they must have an annual audit performed by an independent CPA. Organizations who do not have a recent audit and IRS 990 will be required to use a fiscal agent.
- **Applicant organizations must be in compliance with local, state, and federal regulations** related to non-discrimination, wage and hour laws, workplace safety, licensure, protection of confidential health care information and all other laws and regulations applicable to the staff, patients, consumers and the workplace of the applicant.
- **State or local government agencies or a unit of government are eligible to apply if they supply a Federal Employer Identification Number.** The Foundation must be assured that our grant does not supplant existing funding for programs the grant supports and the governmental agency may agree to, at a minimum, continue the total level of funding provided by the grant when the grant expires.
- **Eligible organizations include one of these three entities:**
  1. Tax-exempt under any part of section 501(c) of the Internal Revenue Code; incorporated within a state; have a Federal Employer Identification Number
  2. A governmental entity
  3. A health or health-related citizen initiative, grassroots organization or campaign committee
- **Applicant organizations must maintain ongoing operations**, including staffing and programs, within HCF's service area. All funded services/programs must be designed and carried out for the primary benefit of the target population living in these areas.
- **Applicant organizations' policies and practices should be consistent with HCF Guiding Principles** ([hcfgkc.org/mission-vision-and-guiding-principles](http://hcfgkc.org/mission-vision-and-guiding-principles)). In particular, for those considering applying, HCF stresses the importance of non-discriminatory policies and practices at the service, employment, promotion and governance levels.





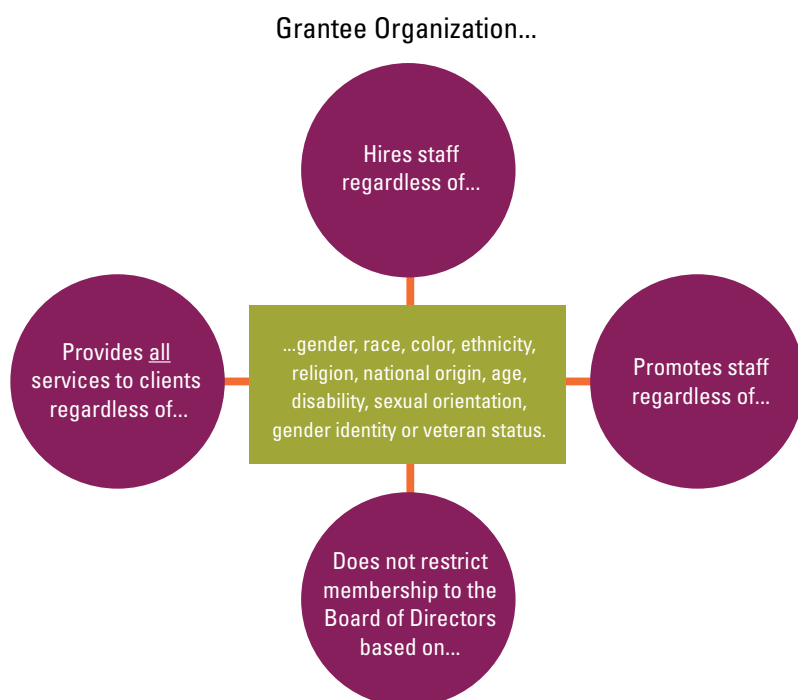


## Non-Discrimination Policy

In awarding grants, HCF will not discriminate on the basis of race, color, gender, religion, national origin, age, disability, sexual orientation, gender identity or veteran status.

As part of the grant proposal, grantees will be required to affirm that in organizational policies and practices, the grantee will not discriminate in its employment practice or in its policies and procedures concerning access to services.

**Those interested in applying should consider their responses to the following situations:**



## Ineligible Costs & Activities

- Construction, purchase, non-mandated renovation, demolition or re-purposing of any physical facilities or real property
- Stand-alone camps
- Annual fundraising appeals
- Basic or applied biomedical research, biotechnology, laboratory studies
- Endowments or contributions to permanent funds or accounts that are intended to yield interest or dividend-bearing income for the support of staff, programs, services, or other operations
- Evangelizing activities of religious organizations
- Individuals for any reason, including paying for medical procedures, prescriptions, paying for health insurance, education, training, etc.
- Payment of bonds, loans, notes or any other form of sponsorship or outstanding debts of an applicant or its affiliate(s)
- Political campaigns to support and/or oppose candidates for public office
- Efforts to replace or offset the funding of governments

Requests for community garden programs that are not part of a collaborative effort to mobilize for policy and environmental change are encouraged to contact "Get Growing KC" for information on their mini-grant program - [getgrowingkc.org](http://getgrowingkc.org).

*If your organization does not fit into these descriptions, please contact HCF.*

# THE APPLICATION PROCESS

All organizations interested in applying for a 2015 Healthy Communities grant will be expected to complete the online grant application available at [hcfgkc.org](http://hcfgkc.org). Cities, hospitals and universities are allowed to submit two proposals per each Foundation Defined Grant round.

The application process requires applicants to complete two steps: Letter of Intent and Full Proposal. Both steps include a number of required attachments, which can be found at [hcfgkc.org/online-applications](http://hcfgkc.org/online-applications).

**Please ensure you are using the current 2015 templates from HCF's website. Do not use any previous templates you may have downloaded.**



## Deadline

The deadline for submitting the Letter of Intent application is Jan. 14, 2015. The deadline for submitting the full proposal is Feb. 18, 2015. The Letter of Intent and Full Proposals are due at 12:00 p.m. (noon) on the deadline days.

## Step 1: Letter of Intent and Attachments

Applicants are required to submit a Letter of Intent. It should include a completed online application form and the following attachments:

### 1. Letter of Intent Narrative

### 2. 501(c)(3) IRS Letter of Determination

Applicants will receive an email confirming receipt of the application. The email will contain an electronic link to access the full application for Step 2. If an email confirmation is not received within 24-hours, please contact the Foundation.

## Step 2: Full Proposal and Attachments

The full proposal should include an updated online application and the information indicated below.

### 1. Proposal Narrative

- a. Abstract
- b. Need statement
- c. Project overview
- d. Diversity and cultural competency information

### 2. Supporting Attachments

- e. Project budget and narrative
- f. Letters of commitment and/or support
- g. Board roster & demographics
- h. Applicant's operating budget
- i. Logic model (recommended)
- j. Most recent independent financial audit
- k. IRS 990 and IRS Letter of Determination
- l. Certificate of incorporation

For more information, please refer to the Frequently Asked Questions at [hcfgkc.org/faq](http://hcfgkc.org/faq). In addition, we would like to encourage applicants to contact us via telephone or email with any questions.

*Organizations that lack the capacity to complete the electronic grant application should contact Karen Guile at 816-241-7006 or [kguile@hcfgkc.org](mailto:kguile@hcfgkc.org).*

# THE SELECTION PROCESS

After an initial internal review process, a team of reviewers from outside HCF's service area will make recommendations for grant funding. External reviewers may also recommend further negotiation, modification or technical assistance in lieu of grant funding. HCF's program officers will make the final decision on the slate of recommendations in response to external reviewers' guidance and HCF Board direction. These recommendations will be presented to the Program/Grants Committee for consideration before they are approved or declined by vote of the HCF Board of Directors.

Securing additional funds from other sources to support your project is important to the Foundation. The Foundation will consider requests for no more than 75 percent of the cost of the proposed project. It is recommended that the remaining funds use a balanced approach of cash and in-kind resources. The Health Care Foundation will not fund more than 50 percent of an organization's operating budget. [Note – this includes the sum of all current grants HCF has with the organization.]

The Foundation reserves the right to reject proposals submitted, to request additional information or clarification from any or all applicants, and/or negotiate changes with applicants at any time before, during or after the award process. Grant awards are made at the sole discretion of the Foundation. No entitlement to funding for any organization at any level is expressed or implied. Successful applicants enter into a contract that gives the Foundation rights to review and evaluate grant-funded activities.

## Review Process

**INTERNAL  
REVIEW  
PROCESS**

**EXTERNAL  
REVIEWERS**

**BOARD  
APPROVAL**

**AWARDS  
ANNOUNCED**





# DATA AND RESOURCES

It is highly recommended that you use current local or regional data in your grant application needs section. One resource HCF encourages you to visit is [kchealthmatters.org](http://kchealthmatters.org) which is a one-stop resource for local health data and promising practices. The leadership for this site was provided by HCF, and data is available for the six counties in our service area. The site is intended to help community organizations and coalitions learn about health issues, plan for improvements, and collaborate for positive change.



## Additional Resources

Additional resources can be found at [hcfgkc.org/resources-topics](http://hcfgkc.org/resources-topics).

For more information or to provide feedback about the 2015 Healthy Communities RFP, contact Adriana Pecina at [apecina@hcfgkc.org](mailto:apecina@hcfgkc.org) or Brenda Calvin at [bcalvin@hcfgkc.org](mailto:bcalvin@hcfgkc.org) or call or 816-241-7006.

### Features of the site include:

- Community Dashboard provides an overview of the indicators for each of the six counties in the HCF service area. A small number of data points are available at the zip code and census tract level.
- Disparities Dashboard that can be used to examine difference in health status based on age, race/ethnicity and gender.
- Healthy People 2020 Tracker to compare a county's status on a number of health issues with 2020 goals.
- Demographics Dashboard provides demographic data such as income, race, poverty status and educational attainment for each community.
- Promising Practices with a repository of more than 800 locally and nationally recognized practices to be tailored and replicated in other communities.
- Report Center to view a repository of published reports, web content, fact sheets and planning documents.
- Report Assistant and Indicator Comparison reporting tools to integrate the site content into customized reports.

