

**DEADLINE for PART A: 4:00 P.M., September 13, 2010**



United Way  
of Central Florida

*\$100,000 Available to address HEALTH issues in  
Polk and Hardee Counties*

## REQUEST FOR PROPOSALS

The grant application is a two-part process. **Part A, a Letter of Intent**, is a submission of your narrative response to a list of items on Page 3 and 4 of this RFP. The application deadline for **Part A is 4:00 P.M., Monday, September 13, 2010.** The Grant Selection Committee will review Part A and will invite, by October 22, 2010, selected applicants to submit Part B. **Part B** is due January 28, 2011. Training for all applicants submitting Part B will be offered in November.

### Summarized Information

Grant Funds Available:	\$100,000 for program year July 1, 2011 – June 30, 2012. Four to five (4-5) applicants are typically selected to compete for the funds but more or fewer applicants could be chosen and award amounts may vary among successful applicants. In subsequent years, funded programs will be considered “partner programs” and will be included in United Way of Central Florida’s annual grant application process.
Voluntary Informational Meeting:	Friday, August 13, 10:00 A.M. <b>United Way of Central Florida</b> <b>5605 US Hwy 98 S, Highland City, Florida 33846</b>
Questions preferred via e-mail:	penny.borgia@uwcf.org or 863.648.1500 x 275
Letter of Intent ( <b>Part A</b> ) Due:	4:00 P.M., Monday, September 13, 2010 Original and <i>fifteen (15)</i> copies should be delivered to the street address above or mailed to: <b>United Way of Central Florida</b> <b>P.O. Box 1357</b> <b>Highland City, FL 33846</b>
Notification:	Applicants invited to submit Part B (a detailed on-line application) will be notified by Friday, October 22, 2010. Training will be provided in November on a date TBD.
Application ( <b>Part B</b> ) Due:	January 28, 2011, <b>ONLY</b> for those applicants that are invited to submit the more detailed on-line proposal.
Site Visit:	In April 2011, the Community Investment Team will conduct program site visits <i>to the Part B applicants.</i>
Grant Award Notices:	July 1, 2011
Deadlines:	Failure to meet the due dates and deadlines herein are cause for disqualification.

**Grant Funding of \$100,000 is available for the development or expansion of innovative approaches that maintain or improve the health of people of all ages in Polk and Hardee counties**

**Summary:**

**Target Issue:** People of all ages will maintain or improve their health.

**ACCESS**

**Intended Result:** (1) Increase access to health services that maintain or improve health.

**ACTION**

**Intended Result:** (1) People are educated, motivated **and** act to maintain or improve their health.  
(2) Reduce medical interventions (Emergency Room visits, crisis interventions, incarcerations or recurrent hospitalizations).

**ALIGNMENT**

Applications that establish need for their service (the *Social Condition*), based on criteria established in the [Mobilizing for Action through Planning Partnerships \(MAPP\) Report of Findings](#) and the [County Health Improvement Plan \(CHIP\)](#) and those that reflect attention to the Strategic Guidance offered below will be prioritized. Copies of MAPP and CHIP documents are available on line by clicking the links below:

[Mobilizing for Action through Planning Partnerships \(MAPP\) Report of Findings](#)  
[Community Health Improvement Plan \(CHIP\)](#)

This RFP focuses on programs that help families and individuals to:

- (1) Improve access to health services that maintain and/or improve health.
- (2) Improve health education and motivation so that people act effectively to maintain or improve their health.
- (3) Eliminate or reduce unnecessary medical “interventions,” including but not limited to Emergency Room visits, re-current hospitalizations, crisis interventions (such as the incarceration of mentally ill patients) and/or institutionalization of the elderly or those with disabilities.

Examples of Indicators include but are not limited to:

- (1) Increases in the number of clients served who have access to health services with coordinated care also known as a “medical home” (increases in patients who qualify for insurance, indigent health care, Medicaid or receive consistent health care utilizing other specific options )
- (2) Pre/post test scores demonstrating change in specific health conditions such as blood sugar, blood pressure, body mass index or weight
- (3) Reduction in the number of hospitalizations, incarcerations, institutionalization of the elderly or disabled and/or reductions in medical interventions after implementing intervention (compare number of hospitalizations, incarcerations, etc. before and after client receives program service)

## **Strategic Guidance for United Way Partner Agencies in Health Impact Area:**

The following actions are expected to have the greatest impact on health improvement (both physical health and mental health) and are consistent with the [County Health Improvement Plan \(CHIP\)](#). They are offered as guidance to partner agencies dealing with physical and/or mental health for focusing their health improvement efforts.

### **A. Increasing Healthy Life Behavior**

1. Activity and exercise
2. Healthy diet
3. Maintaining healthy weight
4. Acting to maintain one's health (Example: regular checkups)

### **B. Eliminating Risky Health Behavior**

1. Tobacco use
2. Substance abuse
3. Unsafe sex
4. Other risky behaviors

### **C. Managing Basic Health Problems**

1. Obesity
2. Diabetes
3. Hyper-tension

**Approximately \$100,000 will be available for eligible programs selected for the funding competition at the sole discretion of the Health Impact Grant Selection Committee. Qualified applicants may apply for all or a portion of the available funds. Actual awards, if any, will be based on the recommendations of the Community Investment Team.**

**Eligibility:** The *Health Impact Grants* will be available *ONLY* to non-profit organizations qualified as 501(c) (3) organizations. Health Impact Grants are intended to improve quality and/or expand services in Polk or Hardee County. The grants may not be used to displace any form of existing funding, including but not limited to government, private or foundation grants, donations, fund raisers or program fees.

**Selection Process:** **Part A, a Letter of Intent**, will be evaluated by the *Health Impact Grant Selection Committee*. Applicants may be asked to make a presentation to the Selection Committee. Selected applicants will be notified by October 22, 2010. At that time the committee will invite, in writing, qualified applicants to submit Part B of the application. **Part B, a complete on-line application**, must be submitted by January 28, 2011. A separate volunteer committee called a Community Investment Team (CIT) will evaluate Part B proposals. The evaluation process will include a site visit (consists of tour and presentation) during April 2011 by the Community Investment Team (CIT). Grant awards will be announced on July 1, 2011.

**Part A – Letter of Intent – Organizations may submit more than one program application. A separate Letter of Intent is required with each program application.**

The Letter of Intent to submit a grant proposal should be submitted in narrative form. Letters of Intent should include the following information:

*(Limit your response to no more than three (3) typed pages with a font size of 10 or larger. Please respond in order and include the item number and abridged (bolded) description. Please submit one (1) original and fifteen (15) stapled copies. (Please do **not** include covers.)*

1. **Name and address** of organization.
2. **Contact person, title,** and telephone number.
3. **Brief background** of organization with years of operation.
4. **Agency Mission Statement**
5. **Brief program description** (25 words or less).
6. **Target population** currently served.
7. **Program Summary:** Provide a summary of the program for which you are requesting funding; may include the expansion of an existing program or a new program. Provide evidence of the program’s capacity to measurably improve the health of the population served.
8. **Outcome:** Identify intended outcome – please use a Specific, Measurable, Achievable, Relevant and Timely (S.M.A.R.T.) outcome model. Samples provided at Voluntary Informational Meeting.
9. **Indicators:** Identify specific and objective measurement tools (see examples in *Summary* above).
10. **Social Condition:** Establish evidence of local need for service in the community, preferably aligned with [Mobilizing for Action through Planning Partnerships \(MAPP\) Report of Findings](#) or [County Health Improvement Plan \(CHIP\)](#).
11. **Funding Request & Narrative:** Specify the total funding requested with a *brief* narrative explaining how the funds will be used. Identify other funding sources that may contribute to the program.  
**The following are *not* considered a part of the 3-page minimum requirement:**
12. List of board of directors.
13. List of potential collaborative partners. (Memorandums of Understanding for all collaborative partners will be required if the applicant is invited to submit Part B.)

The Selection Committee will award points based on the quality of the answer as it addresses the ability of your organization to deliver results on the following items. Points will be awarded *for discussion purposes only and not for final determination.*

Program Summary	5 points
Outcome	25 points
Indicator	25 points
Social Condition and Alignment	25 points
Funding Narrative	<u>20 points</u>
Total	100 Points

Applicants that work in collaboration with other programs/organizations to provide more comprehensive services impacting more than one Health issue or impacting Health along with Education and/or Income will also be prioritized.

**The Health Impact Grant Selection Committee will review Letters of Intent and will invite selected programs to submit *Part B: An On-Line, Comprehensive Application.***

### **Part B: Comprehensive Application**

**Only proposals from invited applicants will be accepted.** A mandatory 2.5 hour training to assist with site visit expectations and application requirements will be scheduled in November 2010. The on-line application is due January 28, 2011.

Those invited to submit a proposal will be sent an e-mail with a link to the on-line application. A list of information required in **Part B**, (complete on-line application) follows and is included only to provide a general awareness of the full process. Details will be explained at the mandatory November training. It is *not* necessary to respond to these items when submitting Part A, a Letter of Intent.

1. Agency Budget History – A cumulative picture of all agency programs.
2. Agency Profile – Contact and board information, mission and brief description of agency.
3. Checklist for Supporting Documents – Documents such as the organization's 990 are submitted separately in hard copy.
4. Outcomes – Specific, Measurable, Achievable, Relevant and Timely (S.M.A.R.T.) outcomes.
5. Indicators – Assessments/measurement tools used to determine success.
6. Social Condition – Establish local need for unduplicated services in community.
7. Fiscal Report – Program revenues and expenses.
8. Budget Narrative – Opportunity to clarify items listed on Fiscal Report.
9. Program Profile – A narrative description of program operations.
10. Grant Funding Source - This form details corporate and foundation grants as well as government grants that may share in the expense of the program.
11. Demographics – Age, city of residence, ethnicity, gender and household income for children and adults served.

### **Process to Evaluate Grant Proposals**

**Part B Comprehensive Applications** will be reviewed by the Community Investment *Team* (CIT) in February 2011. Representatives from the organization submitting the proposal may be asked to attend one or more committee meetings to explain their request, including the mandatory site visit in April 2011. Recommendations are reported and reviewed by a second group, the Community Investment *Committee* in May 2011. The Community Investment Committee is composed of the Chair and Vice Chair of each of the fourteen (14) Community Investment Teams. The Chair of the Community Investment Committee will present the committee's recommendations for funding to the United Way of Central Florida Board of Directors in June 2011. Approved funding announcements are mailed to applicants on July 1, 2011.

The Community Investment Team will consider the following criteria when evaluating the Part B proposals:

1. Degree to which the project has the capacity to:
  - A. Improve access to health services that maintain and/or improve health.
  - B. Improve health education and motivation so that people act effectively to maintain or improve their health.
  - C. Eliminate or reduce unnecessary medical “interventions” including but not limited to Emergency Room visits, re-current hospitalizations, crisis interventions (such as the incarceration of mentally ill patients) and/or institutionalization of the elderly or those with disabilities.
  - D. Demonstrate alignment with the MAPP Report of Findings, CHIP and the Strategic Guidance provided herein.
2. Degree to which budget is balanced, clear and concise.
3. Degree to which outcomes are clear and concise.
4. Ability to measure and demonstrate project results.
5. Degree to which the applicant established the local social condition (need for unduplicated service in community aligned with health factors identified by county/state).
6. Level of collaboration with other organizations or ability to impact more than one Impact Focus Area.
7. Demonstration of ability to be inclusive of all sectors of the community.
8. Extent to which project eliminates barriers to accessing services.
9. Potential for leveraging additional resources to maintain and/or expand project.
10. Potential for success as defined by the proposed outcomes and as indicated by the demonstrated capacity of the organization to succeed historically.

### **Grant Agreement and Reporting Requirements**

The organization chosen to receive grant funds must sign a grant agreement setting forth the terms and conditions of the grant award. During the grant period, two reports must be submitted on-line: a mid-project interim report and a final report. The reports must include narrative reviews of activities, outcome metrics and a financial statement.

Programs funded by the United Way of Central Florida are required by Partnership Agreement to include the United Way of Central Florida logo on materials supporting the funded program and are required to speak about the impact of the program at campaign rallies and events. Funded partners are encouraged to collaborate with each other throughout the year to expand services and improve program quality.