



# HEALTHY COMMUNITIES

---

**2018 REQUEST FOR PROPOSAL**

Health Care  Foundation  
OF GREATER KANSAS CITY

# HCF

**Providing leadership, advocacy and resources to eliminate barriers and promote quality health for the uninsured and underserved**

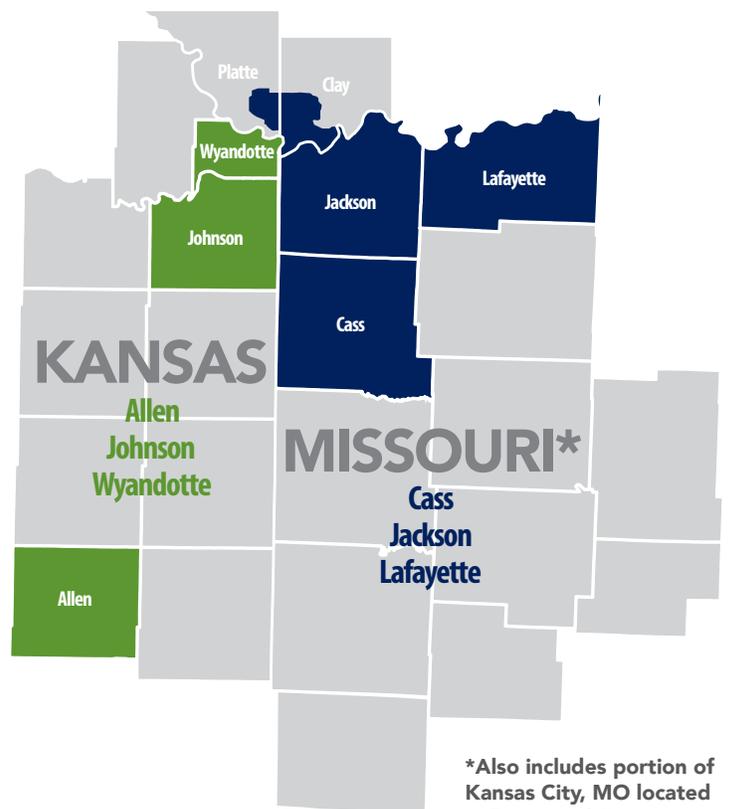
**VISION:**  
**Healthy People,  
Healthy Communities**

The Health Care Foundation of Greater Kansas City (HCF) was founded in 2003 following the sale of the nonprofit Health Midwest hospital system. For over a decade, we have been working with our partners to create healthy communities through our grantmaking, advocacy and leadership in Greater Kansas City.

## At HCF

...we know that there is more to health than health care and seeing a doctor. Each year we invest over \$20 million in grants, advocacy and leadership to work together with our community partners to improve the health of the most vulnerable in our community. Whether it's improving access to healthy foods, safe places to be physically active or ensuring everyone has access to mental, oral and health care services, we are proud of the work being done in the Kansas City region to create a culture of health.

## HCF SERVICE AREA



# OVERVIEW

## Healthy Communities

In our first 10 years of grantmaking, HCF has dedicated nearly \$35 million toward creating healthy communities throughout our region. The goal of our Healthy Communities funding is to increase access and use of healthy foods, create safe environments for physical activity and support tobacco use prevention through resident-focused policy change.

## Mental Health

Over the past decade, HCF has provided more than \$60 million in grants to improve access to mental health services. The goal of our mental health funding is to provide support, treatment, prevention and advocacy for mental health and family violence services for children and adults.

## Safety Net Care

To ensure vulnerable populations have access to a strong safety net system, HCF has dedicated nearly \$60 million in the past decade to health and oral health services in our region. The goal of our safety net funding supports greater access to a safety net of services that provide safe, timely, efficient, equitable, integrated, affordable and quality health care and oral health care.



# GOALS & STRATEGIES

**Increase access and use of healthy foods, safe environments for physical activity and support of tobacco use prevention through resident-focused policy change.**

A total of \$2.65 million is available through the 2018 Healthy Communities Request for Proposal. 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 a compelling explanation of why the proposed project requires multi-year funding. All three strategies are REQUIRED and must be combined to create policy and environmental changes.

NEW: Applications will be required to include indicators that align with the Theory of Change selected strategies.

## Deadlines

### Letter of intent

January 17, 2018 by 12:00, noon

### Full Proposal Submission

February 14, 2018 by 12:00, noon

### Awards Announcement

June 27, 2018



# COMMUNITY MOBILIZATION

1



## Come Together

Mobilizing your community involves bringing the right people together and working collaboratively. This includes youth and families and people from a range of diverse groups in your community.

2



## Make a Plan

Assess community readiness for change and explore strengths, needs and issues that are most important. Work together to create a formal action plan that includes sustainability.

3



## Get Going

Community mobilization is more than planning. Take your plan, put it into action and bring change in your community.

4



## Evaluate Your Efforts

Evaluation allows you to assess what you've done and plot a course for ongoing improvements. It should take place throughout the process.

# 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 comes from the community, 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 use of resources including institutional practices and public policy.

**The Equity Approach** - The means to ensure that everyone has the opportunity to participate and prosper when building strategies to improve community health.



EQUALITY

EQUITY

# HEALTHY COMMUNITIES THEORY OF CHANGE

## PARTNERS

Community residents, community leaders and policy makers

Community-based organizations, government entities and educational institutions serving the uninsured and underserved in our service area

## BARRIERS



There is inadequate access to **affordable healthy foods**, coupled with an overabundance of unhealthy messages and access to unhealthy food choices



People need to be able to move safely throughout their neighborhoods and need **safe places for physically activity**



There is a need for under-resourced community members to increase **awareness, knowledge** and/or prioritization of how to make healthy lifestyle choices



Community partners need **leadership development**, community mobilization support and authentic commitment to building healthier environments



There are **insufficient policies and financial resources** dedicated to supporting healthy communities, including developing healthy food systems, tobacco use prevention

## GUIDING PRINCIPLES

Decisions made using a health equity lens improve community health

Approaches to healthy communities rely on multi-sectoral collaborations and honor the narrative and assets of those communities

Efforts that are upstream—addressing prevention, sustained wellness, environmental context and policy—are vital for long-term community health

The values of transparency, cultural sensitivity, inclusion and engagement are integral to healthy communities

**PURPOSE** Support environments and policies that promote equitable opportunities for healthy eating, active living and tobacco use prevention

**STRATEGIES**

**Equitable Engagement and Access**

- Engage community members in the conversation and solutions for building healthier communities, environments and policies
- Support inclusive efforts that promote community-based solutions

**Mobilization for Action**

- Strengthen core organizational operations and sustainable systems
- Increase awareness and skills of individuals and communities through culturally relevant education
- Organize and equip individuals and organizations to take action or influence policy
- Build public will that catalyzes and accelerates the field

**Multi-Sector Collaboration**

- Reach out to non-traditional partners across multiple fields and sectors to create alignment and a stronger unified voice
- Align strategically with local, regional or state coalitions and networks

**SHORT TERM**

**Outcomes for Individuals**

- Increased knowledge and awareness of issues affecting community health
- Increased engagement in health related efforts that elevates the community
- Increased use of programs, environments and services that contribute to overall improved health

**LONG TERM**



**Outcomes for Organizations and Communities**

- Strengthened collaborative networks that increase awareness of and support for healthy communities
- Increased community action based on public will and community input
- Increased affordability and accessibility to healthy foods
- Greater access to safe environments that promote healthy living



**Outcomes for Environments and Policies**

- Policies that support active, healthy, tobacco-free and safe living (including organizational and municipal)
- Increased public resources and investment in infrastructure for healthy living
- Physical environments that support active, healthy, tobacco-free and safe living



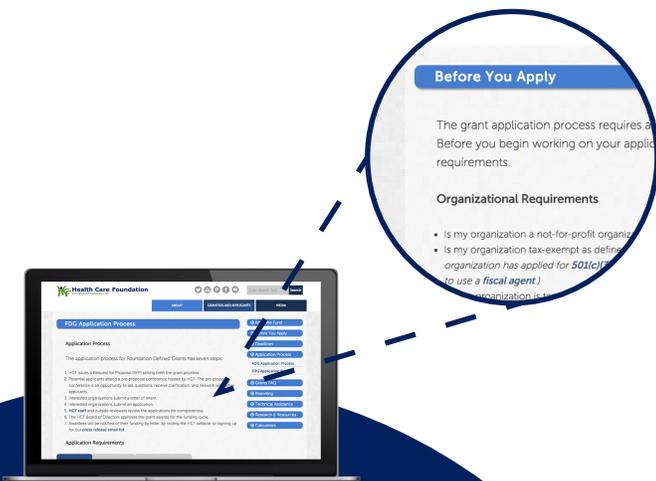
**ULTIMATE IMPACT** Policies and environments optimize choices that support improved health.

# APPLICATION PROCESS

All organizations interested in applying for a 2018 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 2018 templates from HCF's website. Do not use any previous templates you may have downloaded.



Please review our **"Before you Apply"** section of the website for organizational requirements and to ensure you adhere to our non-discrimination policy.

<http://hcfgkc.org/before-you-apply/>

## Step 1: (deadline January 17) 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: (deadline February 14) Full Proposal and Attachments

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

1. Proposal Narrative  
See instructions on how to prepare narrative at: [hcfgkc.org/proposal-narrative-instructions](http://hcfgkc.org/proposal-narrative-instructions)
2. Supporting Attachments
  - a. Project budget and justification
  - b. Letters of commitment and/or support
  - c. Board roster & demographics
  - d. Applicant's operating budget
  - e. Logic model (recommended)
  - f. Most recent independent financial audit
  - g. IRS 990 and IRS Letter of Determination
  - h. Certificate of incorporation

For more information, please refer to the **Frequently Asked Questions** at [hcfgkc.org/faq](http://hcfgkc.org/faq). In addition, HCF encourages you to contact Karen Guile with further questions at 816-241-7006 or [kguile@hcfgkc.org](mailto:kguile@hcfgkc.org).

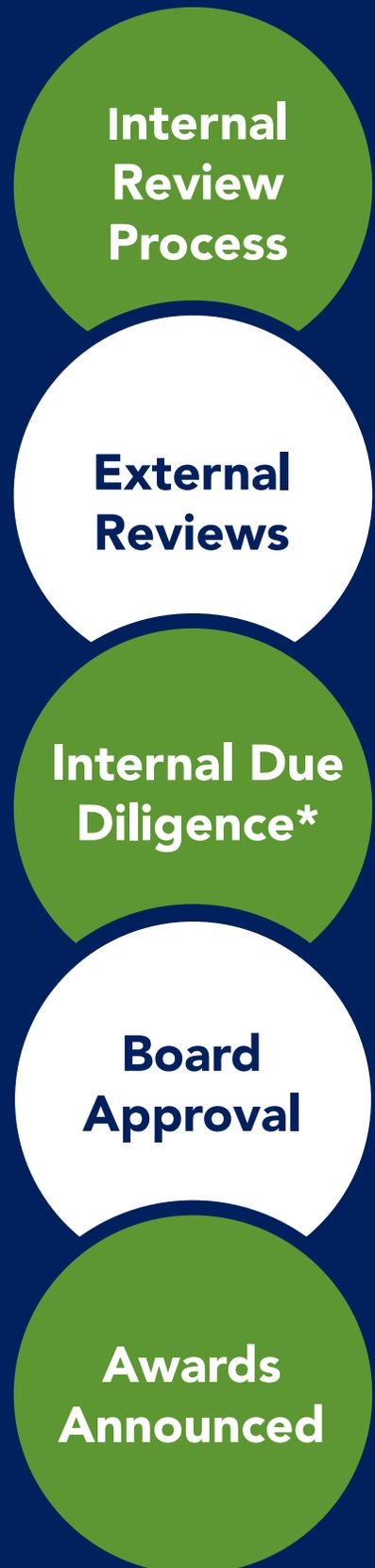
# SELECTION PROCESS

**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. 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.

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



\* As recommended by external reviewers

# TECHNICAL ASSISTANCE

The Health Care Foundation of Greater Kansas City offers opportunities for technical assistance to nonprofit organizations. If interested, please contact the main office line at 816-241-7006.

**Grantwriting Technical Assistance** - HCF offers technical assistance to nonprofit organizations with annual budgets under \$500,000 for both Applicant Defined Grant and Foundation Defined Grant requests.

**Fiscal Agents** - HCF connects nonprofit grantees who do not have an annual audit with fiscal agents. This service is available for both Applicant Defined and Foundation Defined Grantees.

**Grant Review** - HCF invites prospective applicants to visit our office to review past successful proposals.

**Feedback Sessions** - HCF invites applicants who were not awarded funding to receive feedback from the Program Officer(s) who reviewed their request. Feedback sessions may be conducted in person or over the phone. It is preferred that you contact HCF for a feedback session within six months of receiving the declination.

It is highly recommended that you use current local or regional data in your grant application.

Visit [khealthmatters.org](http://khealthmatters.org) for health data and promising practices from the HCF service areas. Check out our new website - [CostofFoodInsecurity.com](http://CostofFoodInsecurity.com)

# CONTACT US

**For specific information on the Healthy Communities RFP, please contact:**

**BRENDA CALVIN**

Bcalvin@hcfgkc.org  
(816) 241-7006, ext. 109

**ADRIANA PECINA**

Apecina@hcfgkc.org  
(816) 241-7006, ext. 108

Please visit our [hcfgkc.org](http://hcfgkc.org) for additional information on:

- Our application process
- Grant FAQ page
- Technical assistance available to organizations
- Reporting requirements
- Currently funded grants
- The Healthy Communities Leadership Academy

## Deadlines

**Letter of intent**

January 17, 2018 by 12:00, noon

**Full Proposal Submission**

February 14, 2018 by 12:00, noon

**Awards Announcement**

June 27, 2018



**Health Care  Foundation**  
OF GREATER KANSAS CITY

