Health Care Foundation of Greater Kansas City

2018 Safety Net Proposal Narrative Document

Organization: (your organization name goes here)

**Instructions:** The full proposal, including the proposal narrative document, is the second step in the HCF Safety Net foundation defined grant application process.

Formatting Guidelines:

* Microsoft Word Document
* Typed in clear, legible font (e.g. 11-12 pt. Arial, 11-12 pt Calibri, or 10-11 pt Verdana)
* Single spaced
* One-inch left /right margins
* Not to exceed 12 pages

Provide responses to the following items, entering your responses under each **Bold** and/or Underlined heading provided below.

*Delete these general instructions – and the guidelines in blue under each section heading – before uploading your completed proposal narrative to the HCF online application system.*

1. **ORGANIZATIONAL PROFILE 5 points**

Provide a brief introduction to your organization. Include the history, mission, expertise, current programs and services, and successes of the organization.

1. **STATEMENT OF NEED 10 points**

The discussion of need includes a description of the underlying conditions and needs in your service area. Explain how your service area and population represent the uninsured and underserved within all or a portion of our six-county service area.

1. Health Need

Describe the specific health or oral health need the project will address and the gap the proposed intervention will fill.

1. Data

Provide data or other evidence that documents this need. Consider using organizational data, agency records, on-site observations, community needs assessments and/or county, state and local health or oral health statistics.

***Note: Local Data******–*** *It is most important to include local and regional data when it is available. Several sources of local data may be found at* [*www.KCHealthMatters.org*](http://www.KCHealthMatters.org)*.*

1. **PROJECT DESIGN**  **40 points**

The project design includes the proposed project goals, targeting and recruitment strategies, the project model and supporting evidence base or best practice, intended activities, outcomes, and timeline. Explain how the program will address the three-part aims of better health, better care and lower cost.

1. Population of Focus and Project Impact

* Population of Focus: Be specific about how the health/oral health need impacts the proposed target group(s) or community(ies). Define the targeted population(s) including:
* Demographics of the participants
* The health or oral health characteristics of the participants
* The total number of participants to be served
* The geographic area of the proposed project

* Project Impact: Describe the impact of the project on participants and the community. Also explain why the proposed project is a strategic match for your organization’s overall mission. Indicate whether the proposed project is new, ongoing, or an expansion.

1. Description of Project

* Project Model/Intervention: Describe the project model/intervention. Include the type, duration, and scope of the services, units of services, and project activities.
* Indicate why this is the most appropriate intervention to meet the identified need, including any evidence base that exists to support the intervention.
* Describe how a typical client might interact with this project or your organization. (You may include a diagram of how clients flow through your services as part of the narrative or as a separate attachment.)
* Provide a general overview of how the program will address each of the three-part aims of better health, better care, and lower cost.
* Progress of Existing Projects: ***If it is an ongoing project***, provide a brief assessment of the project’s outcomes and effectiveness to date. Describe how the project is being financially supported. Also share lessons learned or key insights that have been used to improve the project.
* Recruitment & Retention: (as appropriate)
* Describe the recruitment strategies for identifying and targeting new participants and/or recruiting existing consumers into project.
* Describe the strategies for managing and retaining current or new participants.

1. Organizational Capacity

* Organizational Experience & Qualifications: Describe the experience, qualifications and performance record for conducting the proposed project or similar projects. Describe previous work with the population of focus.
* Organizational Structure: Describe the governance and organizational structures that are in place to support the management, monitoring, and operation of the project.

* Staffing: Provide the staffing plan for governance and project management including:
* The number, titles of staff, job descriptions, roles and responsibilities and expected time commitment of each individual/position (FTE) that will be dedicated to the project.
* Key staff members experience, qualifications, relevant skills and leadership ability to successfully carry out the project.
* Indicate whether the positions for which you are requesting funding are already filled or will be new hires.
* Any positions providing in-kind support to the project.
* The number of contracted/consultants supporting the project & description of deliverables.
* Cultural Competence: Explain how this project will provide culturally competent services to the targeted population of focus.

1. Collaboration and Partners

* Collaboration: Describe how you will collaborate with the community and other organizations—including multi-sectoral collaboration—to implement the proposed project.
* Partners: List the names of partnering organizations that will be collaborating to implement the project. For each one, describe the role, key skills, and resources it brings to the project to accomplish the proposed goals and objectives. A table like the one below may be inserted into the proposal narrative.

|  |  |
| --- | --- |
| **Partner Organization** | **Role, Key Skills & Resources** |
|  |  |

***Note: Letters of Support and Commitment –*** *Include letters of support from organizations that are supportive of the project you plan to implement; these are strongly encouraged but not required. Letters of commitment are required for all partners referenced in the proposal that will receive grant proceeds or whose participation is vital to the implementation of the project.*

1. Timeline

If proposing a new project, include a timeline for project development and implementation. Describe major milestones and/or deliverables. If the project is ongoing, please indicate anticipated milestones. If you are requesting two years of funding, provide a timeline for years one and two of the project. *Applicants should assume a project start date of January 2019. If awarded, the actual start date may be different.*

1. **ALIGNMENT & EVALUATION 20 points**

For this section, please refer to the Safety Net theory of change and the Outcomes & Indicators document available at <https://hcfgkc.org/safety-net/>. The strategies, outcomes, and indicators identified here should align with the Outcome Measurement Framework you are required to submit as an attachment.

* 1. Alignment with the Theory of Change

Describe how the proposed activities and services fit within the theory of change strategies of access, quality, and cost. **Your proposed project must align with all three of the identified strategies.**

***Note: Strategies –*** *You may select more than one strategy in each area, but please limit the total number of strategies to no more than six.*

1. Outcome & Indicators

Referring to HCF’s Safety Net theory of change and Outcomes & Indicators document (available at <https://hcfgkc.org/safety-net/>), list the outcomes your project will achieve in relation to your identified strategies. Furthermore, identify the indicators you will measure and describe how you will measure them.

* + You must identify **at least one outcome and one indicator in each of the three strategy areas:** access, quality, and cost.
  + If you have selected an additional indicator ***not*** identified in the Safety Net Outcomes & Indicators document, describe the indicator in detail.

To provide an overview of your proposal’s alignment and evaluation—including strategies, outcomes, and indicators—you may use the table below. (Feel free to expand/modify the table as needed.)

|  |  |
| --- | --- |
| **Access Strategies:** *(Insert selected strategy. Add more rows if multiple access strategies are selected.)* | |
| **Outcomes** | **Indicators** |
| *(Insert selected outcome here.)* | *(Insert indicator here.)* |
| *(Add more rows as needed.)* |  |
|  |  |
| **Quality Strategies:** *(Insert selected strategy. Add more rows if multiple quality strategies are selected.)* | |
| **Outcomes** | **Indicators** |
| *(Insert selected outcome here.)* | *(Insert indicator here.)* |
|  |  |
| **Cost Strategies:** *(Insert selected strategy. Add more rows if multiple cost strategies are selected.)* | |
| **Outcomes** | **Indicators** |
| *(Insert selected outcome here.)* | *(Insert indicator here.)* |
|  |  |

1. Quality Improvement

* Data Collection: Describe methods for information gathering and documentation, and the qualifications of personnel involved in the evaluation.
* Project Improvement: Describe how the evaluation will be used to support project improvement and determine effectiveness. Describe any plans that are in place to ensure that evaluation results inform current and future work.

**Some Important Notes:**

***Safety Net Indicators –*** *Refer to the Safety Net Indicators document* [hcfgkc.org/safety-net](https://hcfgkc.org/grantees-and-applicants/what-we-fund/foundation-defined-grants/safety-net/) *to select performance indicators that correspond with your selected strategies and outcomes. If there are additional indicators that you would like to report, describe them and note if they are a standard reporting metric used by another organization (e.g. UDS data).*

***Cost –*** *Applicants are NOT required to show cost of care savings during the 12-month grant term. However, each project should consider cost and how their project contributes to overall system cost savings.* ***Describe how the proposed project will lead to cost savings and explain the logic driving the projected forecast for cost of care savings.*** *(e.g. increased care coordination expenses will drive reductions in ER visits; use of health information technology will drive reductions in the number of unnecessary screening tests and/or procedures; increased health literacy will increase adherence to prescribed medical treatment and drive reductions in ER visits.)*

***REQUIRED ATTACHMENT – Outcomes Measurement Framework:*** *This document provides an overview of your identified strategies, outcomes, and indicators. Select at least one indicator for each of your selected strategies. Include your selected indicators in the Outcomes Measurement Framework table – template available at* [hcfgkc.org/applications](https://hcfgkc.org/grantees-and-applicants/application-process/application-process/)*. Multiple strategies, outcomes, and indicators may be listed in each cell of the table. If approved for funding, these indicators will become part of your grant agreement and corresponding reports.*

***Theory of Change and Logic Model –*** *Applicants are strongly encouraged, but not required, to submit a graphical representation of the underlying theory and structure of their project. For example, applicants could submit either a theory of change or logic model. These attachments are optional, but strongly encouraged, and do not count towards the proposal narrative page limit. External reviewers often find these attachments helpful in understanding the overall structure of proposed projects.*

1. **SUSTAINABILITY 5 points**

Describe how the project will be sustained beyond this grant award and provide a description of activities your agency engaged in as a part of sustainability planning.

Describe specific mechanisms and/or sources of support to achieve sustainability Examples of such sustainability approaches could include:

* Insurance reimbursement
* Grants
* In-kind support
* Public-private partnerships
* Multi-payer approaches
* Proposed service delivery agreements
* Donations (individual/corporate)
* Fundraising events

***Note: Budget Justification –*** *In addition to including sustainability information in the proposal narrative, include relevant information regarding “other sources of revenue” in the Budget Justification.*

1. **DIVERSITY & CULTURAL COMPETENCY**  **10 points**

Explain how your organization’s or project team’s mission, staffing and operations reflect a commitment to diversity as broadly defined in the HCF Guiding Principles. For example, how does your staffing reflect the communities you serve? How are you responding to your communities’ needs, values, preferences, etc.? And, if your program or organization is lacking in diversity, what are your current challenges and what are your goals and planned activities for improvements?

***Note: Diversity Policy –*** *If your organization has a specific Diversity Policy, you may attach it as a supplemental document. The attachment will not be counted in the proposal narrative page count, but it should not be used in place of this section.*

1. **RATIONALE FOR TWO-YEAR FUNDING not scored**

If you are requesting two-year funding, explain why the success of the proposed project requires multi-year funding. Describe how the second year of the project will have a significant impact on the overall success of the project.

**Supporting Documentation and Attachments**

*Submit each attachment separately; do not combine attachments into one PDF.*

**The following items are not counted in the proposal narrative page count:**

1. **Budget Worksheet & Budget Justification (REQUIRED; 10 points)**

Use the HCF Combined Budget/Budget Justification Template found on our website, [hcfgkc.org/applications](https://hcfgkc.org/grantees-and-applicants/application-process/application-process/).

***Note:*** Make sure you provide all the information requested. Additionally, HCF will only cover up to 75% to the total project cost.

**Instructions for completing the Budget Justification:**

Be sure to include comments in the budget narrative text boxes for every line item. Be as detailed and explicit as possible.

* Explain how each line item of the Project Revenue, Salary, Benefits & Payroll Taxes, Other Direct Expenses, Equipment and Supplies and Indirect Expenses was determined for each of the following: HCF funds, Other funds and/or In-kind support.
* When describing other sources of funding for your project, indicate whether the funding source is secured (S) or pending (P).
* When explaining the expenses for your request, indicate the amount you are asking HCF to fund per each line item. For salary coverage, enter the % FTE for each position HCF is being asked to fund.

*\*Keep in mind, it is not wise to have costs reflected in the budget that were never mentioned or alluded to in the proposal narrative.*

***Note:*** For 2-year requests, you must fill out a budget worksheet for Year 1 and Year 2 (which can be found on separate tabs at the bottom when you open the Excel template).

1. **Outcomes Measurement Framework (REQUIRED)**

Applicants should complete each column of the framework: Strategies, Outcomes, Indicators, and Data Collection Method. Make sure responses align with information provided in the Triple Aim, Theory of Change, and Evaluation sections of the proposal narrative. ***Template available at*** [**hcfgkc.org/applications**](https://hcfgkc.org/grantees-and-applicants/application-process/application-process/)**.**

1. **Theory of Change or Logic Model (STRONGLY ENCOURAGED)**

Applicants are *strongly encouraged*, but not required to submit a graphical representation of the underlying theory and structure of their project. The program logic model and theory of change are two potential ways to identify and outline the proposed project and measurable outcomes as part of the application package. (This attachment does not count towards the proposal narrative page limit.) ***Templates available at*** [**hcfgkc.org/applications**](https://hcfgkc.org/grantees-and-applicants/application-process/application-process/)**.**

1. **Letters of *Commitment* (REQUIRED for joint applications)**

If the proposal is a joint application, each organization that will receive a portion of the grant funds must provide a Letter of Commitment on the organization’s official letterhead. The letter must state the organization’s commitment to the project, the organization’s specific role in the project, and its share of the grant proceeds. Letters of Commitment are also required to confirm the dollar value of in-kind gifts of space, staff, supplies, and equipment.

1. **Letters of *Support*** **(STRONGLY ENCOURAGED)**

Letters from partnering organizations that will not share in grant proceeds may also be included as attachments. We recommend including no more than eight letters of support.

1. **Additional Documentation**

For *non-profit applicant organizations* or fiscal sponsors/agents, include copies of your organization’s:

* **Certificate of incorporation**
* **IRS Non-Profit Determination Letter**
* Copy of organization’s most recent **IRS 990 Report** (nonprofit tax return)
* Most recent **audit**
* **Roster of your board of directors** and information about the board’s **demographic composition** related to race and gender
  + *NOTE:* *All documents submitted to HCF are available to the public; therefore, please omit board members’ addresses, emails, and phone numbers.*
* Board-approved **operating budget**

For *governmental entities* that are the applicant organization or fiscal agent, include copies of:

* **Enabling statute/legislation** or official description of the entity’s responsibility or purpose
* **Operating Budget**
* **Most recent audit, and**
* **List of elected and/or appointed officials who oversee the entity’s performance**