



Health Forward
FOUNDATION

HEALTHY COMMUNITIES

REQUEST FOR PROPOSAL 2019



MISSION

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

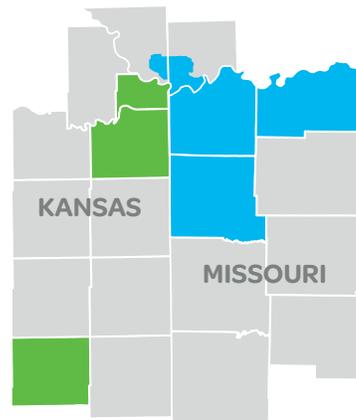
VISION

Healthy People,
Healthy Communities

ABOUT HEALTH FORWARD

Health Forward Foundation is igniting a culture of health by tackling pressing health issues for those in need. Through partnership and advocacy, we are working to transform communities so everyone has an opportunity for better health.

HEALTH FORWARD SERVICE AREA



KANSAS

Allen County
Johnson County
Wyandotte County

MISSOURI

Cass County
Jackson County
Lafayette County
Kansas City, Missouri
(including portions of
Clay and Platte counties)

WHAT WE FUND



HEALTHY COMMUNITIES GRANTS

Health Forward has dedicated nearly \$38 million toward creating healthy communities throughout our region. Our Healthy Communities funding promotes active living, healthy eating, and tobacco use prevention so that healthy habits become the norm.



MENTAL HEALTH GRANTS

Health Forward has provided more than \$66 million in grants to improve access to mental health services and enable people to live healthy and resilient lives.



SAFETY NET GRANTS

To ensure vulnerable populations have access to a strong safety net system and oral health services, Health Forward has dedicated nearly \$62 million to improve access to quality health care and preventive care when our fragmented system leaves gaps.



POLICY AND CIVIC ENGAGEMENT

Throughout each of our focus areas, we recognize the importance of engaging in advocacy and supporting civic engagement. We believe that lasting solutions to many of our challenges will be found through local, state, and regional policy changes, as well as systems reform, that benefit those most in need living in our community.

GOALS AND STRATEGIES

Promote active living, healthy eating, and tobacco use prevention so that healthy habits become the norm.

Approximately \$3.6 million is available through the 2019 Healthy Communities funding. Grants will be awarded for a period of up to two years. Approval of two-year funding requests will affect the number of grants Health Forward can award; therefore, applications for two-year grants are required to provide a compelling explanation of why the proposed program requires multi-year funding.

All three strategies are required and must be combined to create policy and environmental changes.

Applications will also be required to include indicators that align with the selected strategies from the theory of change.

OUR STRATEGIES:

ENGAGEMENT

Engage with community members on an equitable approach to build healthy communities.

MOBILIZATION

Provide education, build public awareness, and organize to take action or influence environmental and policy change.

COLLABORATION

Connect with nontraditional partners to create a strong, unified voice to impact environmental and policy change.

DEADLINES

Due to technology improvements to Health Forward's grants management system, the following deadlines are tentative and do not match our typical funding schedule. Check healthforward.org/deadline for any potential changes to these dates.

LETTER OF INTENT DEADLINE

March 20, 2019 by noon

FULL PROPOSAL DEADLINE

April 17, 2019 by noon

BOARD APPROVAL

July 12, 2019

POLICY AND ENVIRONMENTAL CHANGE

POLICIES

Rules that guide the activities of organizations or government and provide authority for the use of resources including institutional practices and public policy. Policies can be informal or formal. Changes to informal policies can lead to changes in formal policy.

ENVIRONMENTS

Physical surroundings, social networks, and norms that influence behavior.

Programs/Activities

- Informal organization or neighborhood policies and practices
- Reliant on funding or support for replication
- Distinct target audience
- Shorter term

Policy and Environmental Change

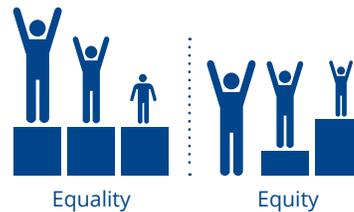
- Systemic level or formal legislation such as regulations and zoning
- Demands sustained funding or support
- Broader reach
- Longer term

Example: A school adopts a practice to use local produce for school lunches.

Example: A city passes a zoning ordinance for urban agriculture.

THE EQUITY APPROACH

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



COMMUNITY MOBILIZATION

A process through which action comes from the community and is planned, carried out, and evaluated on a participatory and sustained basis to improve health.

1. COME TOGETHER

Mobilizing your community involves bringing the right people together and working collaboratively. This includes youth, 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.

PURPOSE

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

STRATEGIES

Equitable Engagement

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

Mobilization for Action

- Strengthen core organizational operations and sustainability of systems.
- Increase awareness and skills of individuals and communities through culturally relevant education.
- Equip individuals and organizations to influence policy, build public awareness, and accelerate the field through the adoption of community-based solutions.

Multi-Sector Collaboration

- Connect with nontraditional partners to create a strong, unified voice that spans fields and sectors.
- 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 elevate the community.
- Increased use of programs, services, and environments that contribute to overall improved health.



For Organizations and Communities

- Strengthened collaborations 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.
- Increased community capacity and support for tobacco prevention policies, including those related to retail sales/signage.



For Environments and Policies

- Organizational and city-wide policies that support active, healthy, tobacco-free, and safe living conditions.
- Increased public resources and investment in infrastructure for healthy living.
- Physical environments that support active, healthy, tobacco-free, and safe living.

LONG-TERM OUTCOMES

More individuals are engaged in healthy practices.

Healthy environments are maintained and used by a mobilized community.

Policies that support healthy communities are sustained through ongoing, collaborative, multi-sectoral efforts.

ULTIMATE IMPACT

Policies and environments optimize choices that support improved health.

NOTE

Health Forward is working to improve and upgrade our technology and grantee interface for applications and reporting. We hope these improvements will deliver a more user-friendly and efficient process for all of our partners.

As we transition to our new grant management system, you will find up-to-date application information at healthforward.org.

Organizations interested in applying for a 2019 foundation defined grant will be expected to submit an online grant proposal at healthforward.org. Cities, hospitals, and universities are allowed to submit two proposals per each foundation defined grant round. All other organizations may submit one proposal.

The application process requires applicants to submit both a letter of intent and a full proposal.

Ensure you are using the most recent version of application materials from the Health Forward website. Do not use any previous templates you may have downloaded.

Step One: Letter of Intent (Deadline: March 20, 2019)

Applicants are required to submit a letter of intent online. It will include:

1. A brief overview of the proposal including: health issues addressed, program activities, alignment with theory of change strategies, and requested funding amount.
2. IRS determination letter indicating nonprofit status

Applicants will receive an email confirming receipt of their letter of intent. If an email confirmation is not received within 24 hours, contact Health Forward at 816-241-7006.

Step Two: Full Proposal (Deadline: April 17, 2019)

The full proposal will be submitted online and should include:

1. Proposal narrative
2. Supporting information
 - a. Project budget and justification
 - b. Letters of commitment and/or support
 - c. Board roster and demographics
 - d. Applicant's operating budget
 - e. Logic model (optional)
 - f. Most recent independent financial audit
 - g. IRS 990 and IRS determination letter

For more information, refer to the frequently asked questions page at healthforward.org/faq. In addition, Health Forward encourages you to contact Karen Guile with further questions at 816-241-7006 or kguile@healthforward.org.

Review our "Before you Apply" section of the website for organizational requirements and to ensure you adhere to our nondiscrimination policy.

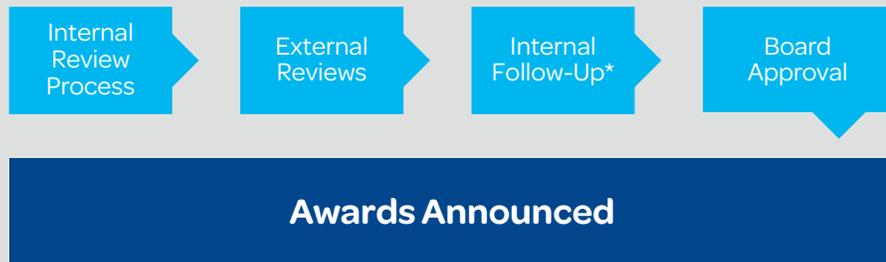
SELECTION PROCESS

After an internal review of applications, a team of reviewers from outside Health Forward’s service area will make recommendations for grant funding.

External reviewers may also recommend further negotiation, modification, or technical assistance. Health Forward’s program officers will make a slate of recommendations in response to external reviewers’ guidance and direction from Health Forward’s board of directors. These recommendations will be presented to the Program and Grants Committee for consideration before they are approved or declined by vote of the Health Forward Board of Directors.

Health Forward 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 Health Forward rights to review and evaluate grant-funded activities.

REVIEW PROCESS



*As recommended by external reviewers

APPLICATION ASSISTANCE

Health Forward offers opportunities for application assistance to nonprofit organizations. If interested, contact us at 816-241-7006.

CONTACT US

For additional information on the Healthy Communities request for proposal, contact:

Brenda Calvin

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

Adriana Pecina

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

Visit healthforward.org for more information on:

- Application process
- Frequently asked questions
- Technical assistance available to organizations
- Reporting requirements
- Currently funded grants
- Pre-proposal conference presentation
- Additional theory of change resources
- Indicators list

Grant Review

Health Forward invites prospective applicants to visit our office to review exemplary proposals from previous funding rounds.

Feedback Sessions

Applicants may request feedback from the program officer(s) who reviewed their proposal. Feedback sessions may be conducted in person or over the phone within six months of receiving the award or the declination.

Grant Writing Technical Assistance

Health Forward offers technical assistance to nonprofit organizations with annual budgets under \$500,000 for both applicant defined grant and foundation defined grant requests. Assistance includes up to eight hours of contracted grant writing support funded by Health Forward.

APPLICATION TIP

External reviewers highly recommend that you use current local or regional data in your grant application.

Visit khealthmatters.org for health data and promising practices from the Health Forward service area.



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