

REQUEST FOR  
**PROPOSAL**  
— 2021 —

**HEALTHY COMMUNITIES**



Health Forward  
FOUNDATION

# ABOUT HEALTH FORWARD

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

## FOUNDATION DEFINED GRANTS



### HEALTHY COMMUNITIES GRANTS

Health Forward has dedicated nearly \$44 million toward creating healthy communities throughout our region. Our Healthy Communities funding promotes safe places to be physically active and access to affordable and nutritious food, so that healthy habits become the norm.



### MENTAL HEALTH GRANTS

Health Forward has provided more than \$70 million in grants to improve access to mental health services and enable people to live healthy and resilient lives.



### SAFETY NET GRANTS

To ensure access to a strong safety net system and oral health services, Health Forward has dedicated nearly \$67 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, Health Forward recognizes 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 all communities.

## MISSION

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

## VISION

Healthy people in healthy communities

## 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)

# HEALTHY COMMUNITIES OVERVIEW



## HEALTHY COMMUNITIES GOAL

Support equitable opportunities for healthy eating and active living through policies, systems, and environmental change.

Up to \$3.6 million is available through the 2021 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 are required to provide a compelling explanation of why the proposed program requires multi-year funding.

## COVID-19 SUPPORT

As the coronavirus (COVID-19) crisis continues to unfold, Health Forward Foundation remains committed to supporting our grantees and partners working to protect those most in need. Visit [HealthForward.org](https://HealthForward.org) for up-to-date information on our community resiliency efforts.

## REQUIRED STRATEGIES

The engagement strategy and mobilization strategy are both required and must be combined to create policy, system, and environmental changes. Those closest to the problem are closest to the solution. It is important to work with community members as an equitable approach to building healthy communities.



### EQUITABLE ENGAGEMENT STRATEGY

Example: Power sharing, organizing task forces, facilitating neighborhood convenings, surveying residents to generate conversations, and including community members in the decision making process.



### MOBILIZATION FOR ACTION STRATEGY

Examples: Providing education, building public awareness, and organizing to take action or influence environmental and policy change.



## DEADLINES

Check [healthforward.org/deadline](https://healthforward.org/deadline) for any potential changes to these dates.

Health Forward's Healthy Communities Grants previously supported tobacco use prevention initiatives, but this is no longer a funding priority in 2021. Funding will continue to be invested in grants that support healthy eating and active living.

## LETTER OF INTENT DEADLINE

January 27, 2021

## FULL PROPOSAL DEADLINE

February 24, 2021

## BOARD APPROVAL

June 30, 2021

## 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.

### 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.

### 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.



### GET GOING

Take your plan, put it into action, and bring change to your community.

### EVALUATE YOUR EFFORTS

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

## POLICY, SYSTEM, 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.

### SYSTEMS

Systems influence individual behavior and therefore impact overall health. System change requires a fundamental change in policies, processes, relationships, and power structures, as well as deeply held values and norms. It's about addressing the root causes of social problems, which are often difficult to change.

### ENVIRONMENTS

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

## THE EQUITY APPROACH

The equity approach is 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

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## PURPOSE

Support equitable opportunities for healthy eating and active living through policies, systems, and environmental change.

## STRATEGIES



### EQUITABLE ENGAGEMENTS

- 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 that support healthy eating and active living.
- Increase awareness and skills of individuals and communities through culturally relevant education.
- Equip individuals and organizations with what they need to influence policies, systems, and environmental change in their communities.

## SHORT -TERM OUTCOMES

### FOR INDIVIDUALS

- Increased knowledge and awareness of issues affecting community health.
- Increased engagement in health-related efforts that promote healthy eating and active living in the community.
- Increased use of programs, services, and environments that contribute to overall improved health.

### FOR COMMUNITIES AND ENVIRONMENTS

- 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.
- Physical environments that support active, healthy, and safe living.

### FOR POLICIES

- Organizational and local policies that support active, healthy, and safe living conditions.
- Increased public resources and investment in infrastructure for healthy 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, systems, and environments optimize choices that support improved health.**

# HEALTHY COMMUNITIES APPLICATION PROCESS

Organizations interested in applying for a 2021 foundation defined grant will be expected to submit a grant proposal through Health Forward's online grantee portal. The link to access the grantee portal is available at [HealthForward.org](https://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. Please 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: JANUARY 27, 2021)**

Applicants are required to submit a letter of intent online. It must 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: FEBRUARY 24, 2021)**

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](https://healthforward.org/faq). In addition, Health Forward encourages you to contact Karen Guile with further questions at 816-241-7006 or [kguile@healthforward.org](mailto:kguile@healthforward.org).

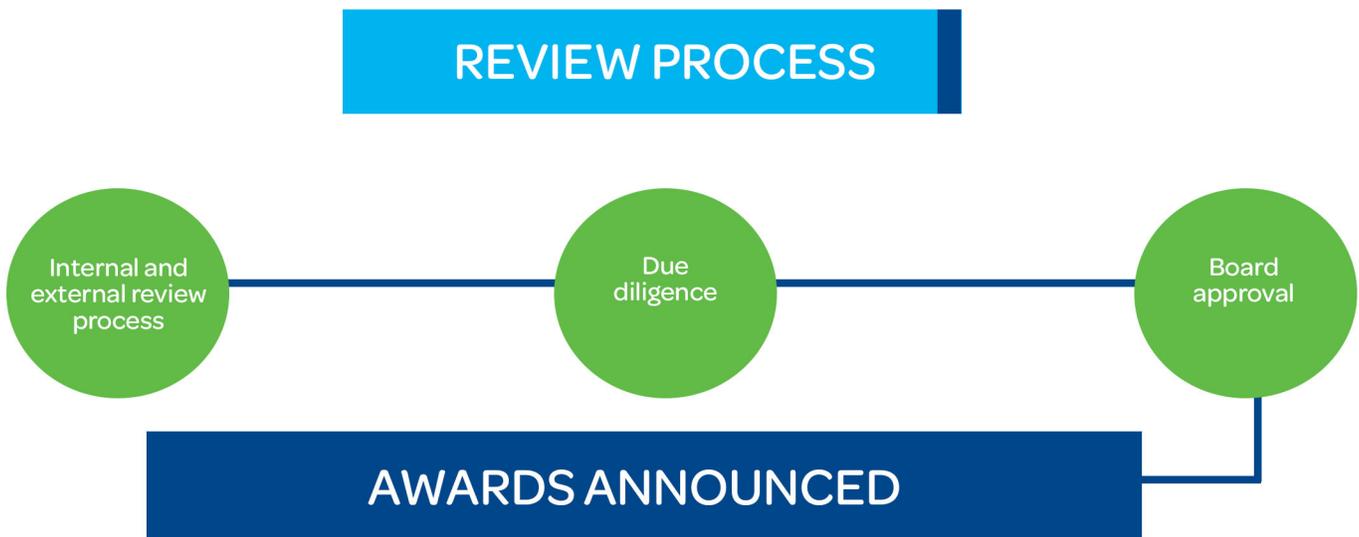
Review our "Before you Apply" section of the website for organizational requirements and to ensure you adhere to our nondiscrimination policy.

# SELECTION PROCESS

Health Forward's selection process includes an internal review, as well as feedback from external reviewers from outside Health Forward's service area to arrive, at a slate of proposals recommended for funding.

Internal and 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 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 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.



# HEALTHY COMMUNITIES 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:

### Adriana Pecina

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

### Jason Williams

Jwilliams@healthforward.org  
(816) 241-7006, ext. 123

Visit [healthforward.org](https://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

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

Visit [khealthmatters.org](https://khealthmatters.org) for health data and promising practices from the Health Forward service area.



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