



Health Forward
FOUNDATION

MENTAL HEALTH

REQUEST FOR PROPOSAL / 2021



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



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.



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.



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.

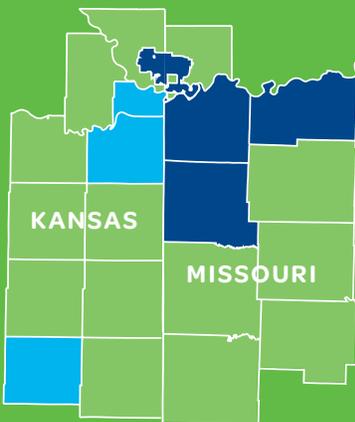
VISION

Healthy people
in healthy
communities



MISSION

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



KANSAS

Allen County
Johnson County
Wyandotte County

MISSOURI

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

SERVICE AREA

MENTAL HEALTH OVERVIEW

MENTAL HEALTH GOAL

Approximately \$4.5 million is available for 2021 Mental Health funding. Proposals may include a request for up to two years of funding. Because approval of multi-year funding requests will affect the number of grants Health Forward can support, applicants are required to provide a compelling justification for multi-year funding. The typical grant duration is 12 months.

PANDEMIC SUPPORT

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

REQUIRED STRATEGIES

Requests should employ at least one of the following strategies to improve mental/behavioral health outcomes.



CAPACITY

Support the advancement, efficiency, and sustainability of organizations and systems providing care.



ACCESS

Promote policies, practices, and technology that increase access.



QUALITY

Encourage a continuum of services using best practices that improve wellness outcomes.

DEADLINES

Check healthforward.org/deadline for any potential changes to these dates.

LETTER OF INTENT DEADLINE

March 17, 2021 by noon

FULL PROPOSAL DEADLINE

April 14, 2021 by noon

APPROVAL

August 25, 2021

BEST PRACTICES AND TERMS

Evidence-based practices, also referred to as best practices, have undergone formal scientific evaluation and peer review to document their effectiveness. Substantiated practices can be found in literature, databases, and registries of research-based practices. The evidence-based practice continuum includes emerging and promising practices, which also rely on evaluation of outcomes and application of proven guidelines.

Health Forward recognizes that evidence-based practices have not been established for all conditions, populations, and/or service settings — some approaches are based on tradition, contextual need, and practice wisdom. Approaches are often a combination of categories on the continuum.

If an applicant is proposing a project that falls outside the continuum, the applicant should describe the practice and a rationale for why the chosen practice is appropriate for the outcomes to be achieved with the target population.

WHAT WE MEAN

BEHAVIORAL HEALTH PROBLEMS include substance use disorders; alcohol and drug addiction; and serious psychological distress, suicide, and mental disorders. This is the definition used by the Substance Abuse and Mental Health Services Administration.

CARE COORDINATION/INTEGRATION brings together providers and information systems to better achieve treatment and care goals.

CONTINUUM OF CARE is a comprehensive approach to behavioral health that includes promotion, prevention, treatment, and recovery. This approach recognizes multiple opportunities for addressing behavioral health problems and disorders including:

- Creating environments and conditions that support health (promotion) interventions delivered to prevent or reduce problems (prevention)
- Service to those diagnosed with a disorder (treatment)
- Services to support individuals' ability to live productively (recovery)

MENTAL HEALTH is a state of well-being in which the individual realizes his or her own abilities, can cope with the normal stresses of life, can work productively, and is able to make a contribution to their community. This is the definition used by the World Health Organization.

PLACE-BASED INITIATIVES are programs designed and delivered within a geographic space, such as a neighborhood, school, region, or an ecosystem.

POLICY guides the activities of government or organizations and provides authority for the use of resources including institutional practices and public policy.

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.



THEORY OF CHANGE

PURPOSE

Improve the availability and quality of mental and behavioral health services.*

PARTNERS

- All uninsured, underserved, and vulnerable populations in our service area.
- Community mental health centers, community-based organizations, and public systems.

GUIDING PRINCIPLES

- Understanding the conditions and adverse experiences a person has gone through can help guide treatment and care.
- Services need to be culturally responsive and equitable.
- The continuum of services includes being responsive to prevention, treatment, and recovery over the lifespan.
- Effective systems of care integrate mental/behavioral health with medical care.
- Stable, healthy organizations provide better care and services.



IMPROVE CAPACITY

- Advance strategies that deepen workforce and leadership capacity.
- Fund core operating support that leads to organizational sustainability.
- Develop strategic and accountable partnerships that lead to enhanced continuum of care.



IMPROVE ACCESS

- Promote policies, practices, and technology that increase coverage, affordability, and availability of services.
- Support place-based services and strategies.
- Encourage coordinated care and collaboration among multiple agencies and partners.
- Support outreach strategies to inform and engage target populations.



IMPROVE QUALITY PRACTICE

- Encourage the use of emerging or best practices that are evidence based.
- Support services that are family-focused, person-centered, culturally responsive, and trauma-informed.
- Support the integration of services into primary care settings.

STRATEGIES

SHORT TERM OUTCOMES

LONG TERM OUTCOMES

- Increased retention of quality staff and leadership.
- Improved organizational structures that promote sustainable, high-quality service.
- Enhanced partnerships that improve efficiency and sustainability.

Better health
Better care

- More affordable, available, and convenient treatment and preventive services.
- Consumers successfully navigate through service delivery systems.
- Improved individual and community engagement in mental/behavioral health wellness.

ULTIMATE IMPACT

Mental and behavioral health supports will enable people to live healthy and resilient lives in the community.

*Mental and behavioral health services are referred to as services throughout this document.

APPLICATION PROCESS

Prior to beginning the application, organizations should review our “Before You Apply” section of the website for organizational requirements and ensure adherence to our nondiscrimination policy.

Organizations that meet all requirements and that are interested in applying for a foundation defined grant will submit their proposal through Health Forward’s online portal, available via our website 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. Please ensure you are using the most recent version of application materials from the Health Forward website.

STEP ONE LETTER OF INTENT (DEADLINE: MARCH 17, 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: APRIL 14, 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

SELECTION PROCESS

Health Forward relies on our internal knowledge of the field, the community, our history with applicants, and grantee performance to inform our decisions during the internal review process. Health Forward consults with external reviewers from outside our service area to provide expertise and unbiased feedback on foundation defined grant proposals.

Ultimately, Health Forward staff and leadership make the final decision on grant recommendations. These recommendations will be approved or declined by vote of the full 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.

APPLICATION ASSISTANCE

For general questions about the application, refer to healthforward.org/faq for frequently asked questions or contact Karen Guile at 816-241-7006 or kguile@healthforward.org.

GRANT REVIEW

Health Forward invites prospective applicants to contact grantsadmin@healthforward.org 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 by phone or video call.

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.

Reviewers highly recommend including current local, regional, or organizational data in your grant application.

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

**APPLICATION
TIP**

CONTACT US

For additional information on the Mental Health request for proposal, contact:

DONNA BUSHUR 816-241-7006, ext. 137

SHANNON MORRIS 816-241-7006, ext. 139

EMAIL mentalhealth@healthforward.org

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
- Additional theory of change resources
- Indicators list



HealthForward.org



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